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NEW!

www.CWCSacramentoWriters.org

Celebrating 102 Years

May 2011

California Writers Club, Sacramento Branch

Welcomes all writers from aspiring to professional; to educate and encourage writing and marketing skills.



Sherie Labedis *Publishing Your Memoir*

May's luncheon speaker, Sherie Labedis, was born in Los Angeles, California, in 1946. When she was 10 her family moved to rural Shingle Springs. She discovered a passion for civil rights when her high school English teacher asked his students what they were willing to die for.

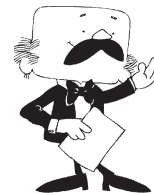
She was 18 in the summer of 1965 when she participated in a community organization and political education project registering black voters in Pineville, South Carolina for King's Southern Christian Leadership Conference. One of a handful of white college students, she turned her terrifying, touching and thought-provoking experience into a memoir titled, *You Came Here to Die, Didn't You*.

With the financial support of the NAACP, and the only white student on campus, she enrolled for a semester at Allen University, an African Methodist Episcopal college in Columbia, South Carolina, returning to the University of California, Berkeley, where she earned a bachelor's degree and teaching credential.

She taught history and English, mostly to at-risk youth, for thirty-five years before retiring to write her story of that summer, a validation that committed people can make a difference.

Labedis will speak about getting her memoir published and offer tips on writing your own. The title of her talk is "Trust Your Gut."

For more, visit Sherie's website at www.sherielabedis.com.



Upcoming Speaker

June 18

Matt Wagner, Fresh Books literary agent and founder, will speak about furthering your nonfiction writing career. Learn more at www.fresh-books.com. Also, the winners of the 2011 Short, Short Story Contest will be announced and honored.

There are no luncheon meetings in July and August.



Heed the Call for Action!

Vote for the
2011-2012 CWC
Sacramento
Branch Officers

Also in this issue, details and registration form for June 4 workshop, *Developing a Strategy for Writers to Get Well-Known* by Nora Profit, well known writing and media expert. Workshop to be held at Luau Garden, Arden Way.

Saturday, May 21, 2011 - Luncheon Meeting 11:00 a.m.

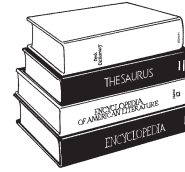
Luau Garden Chinese Buffet, 1890 Arden Way, Sac., CA 95815 (see back)

Members \$12.00

Non-Members \$14.00

Writers Network Meeting News

by Jamie Laster



The April speaker for the Writers Network meeting was Stephanie Chandler, author, speaker, and publisher. After her software job in Silicon Valley became too stressful, she moved to the Sacramento area and opened a used bookstore. In 2005, she self-published her first book, *The Business Startup Checklist and Planning Guide*, written from her experience launching and running the store.

According to Chandler, "I wrote the book I wanted to read." She eventually sold her bookstore, and in 2008 started a marketing company. After so many people asked for advice on publishing, she transformed her company into Authority Publishing.

At the meeting, Chandler gave tips and advice on ways to improve your online visibility, and increase traffic to your website to help build your platform, focusing mainly on blogging. The Internet, specifically social media and blogs, are vital to all authors.

"Your blog is your foundation for everything you do in social media land," she said. She maintains two blogs, writing for them every day, and advises bloggers to post new writings at least 2-3 times per week. Be on the lookout for topics to write about. Titles are very important. Blogs that do well are the ones that are engaging. Responding to comments posted on your blog is crucial because it brings traffic back to your website.

You can also use it as a marketing tool to sell your books.

"I fell in love with my blog," said Chandler. "It is a priority in my day, and a fun opportunity to engage with my audience. I get the most feedback when I share something personal," she added.

As E-books become more popular, book publishing is changing. E-books have already surpassed paperback book sales. Chandler recommends visiting www.smashwords.com. E-books sell better when they are priced \$9.99 or less, though for nonfiction or a niche subject you can charge more. Promotions, such as giving away a limited number of free books, is a way to get people talking about you and bring traffic to your website and blog. Chandler often does free book promotions, and recommends you list all promotions on your website and blogs.

Allowing your website to become stagnant is detrimental. Keeping your website updated is imperative to keep traffic flowing to your site, as Google will pick up key words and subjects that are posted, keeping you in the latest links.

Chandler recommends Facebook, Twitter and LinkedIn, but she leans more toward Facebook, due to its high volume of users. Using Facebook's fan page option, with links to your website, can help gain traffic and boost your marketability. When you send a manuscript to a publisher and your website has high traffic, it helps tip the odds in your favor of getting published. You want to raise your visibility to build your platform and Facebook is probably the easiest and fastest way of the social media avenues.

"If you take nothing else away from this meeting today, try Facebook and the fan page," Chandler advised.

The May 6 meeting of the Writers Network will feature Vina Parmar speaking about "Creativity and Writing."

The Writers Network is held the first Friday of every month, 9 a.m., at International House of Pancakes, 2216 Sunrise Blvd., Rancho Cordova (north of Highway 50). Regular attendees are encouraged to become members of CWC.



Open Mic for Writers

Sponsored by the CWC, Sac. Branch
Second Friday of each month, 7 p.m.
(Sign-ups begin at 6:45 p.m.)

Next Open Mic is May 13

Barnes & Noble Booksellers
Birdcage Center, 6111 Sunrise Blvd.
Citrus Heights, CA 95610

Readers and Listeners Welcome
Contact: **Julie Bauer**; joolieb@aol.com;
(916) 344-5778

California Writers Club, Sacramento Branch

Election Ballot

for the 2011-2012 Sacramento Branch Election of Officers

President Marsha Robinson_____

Vice President/Programs Cheryl Stapp_____

2nd Vice President/Membership Marilyn Smith-Murphy_____

Treasurer Robert E. Cooper_____

Secretary Kimberly A. Edwards_____

Write In Position:_____ Name:_____

Write In Position:_____ Name:_____

Write In Position:_____ Name:_____

Ballot should be postmarked by June 3, 2011, and mailed to:

CWC Sacramento Branch
Attn: Election
P.O. Box 1157
Citrus Heights, CA 95611-1157

President's Message

by Margie Yee Webb



We are pleased to welcome Sherie Labedis as our May speaker. The previously announced speaker had a scheduling conflict and Sherie, who recently released her memoir *You Came Here To Die, Didn't You*, is stepping in. This is perfect timing since many members were requesting a program on memoir writing.

The California Writers Club, Sacramento Branch, was one of six local writing groups at the Folsom Public Library's second annual Local Author Fair in April. It was our second year participating and we were proud to support the library and for the opportunity to connect with published and aspiring writers. Thanks to Vice President & Programs Chair Cheryl Stapp and Board Member Marsha Robinson for representing our club by distributing information and speaking to attendees.

Local authors/branch members featured at the fair included Denise Lee Branco, Frances Kakugawa, Bob Quinlan, Andrea Roth, Cindy Sample, Michael Troyan, Burt Wilson, and myself.

Last year on July 31, our club sponsored and participated in the Northern California Storybook & Literature Festival in Roseville at the Maidu Library and Community Center. The festival was a success, and connected readers and writers in the Greater Sacramento region and beyond. I was thrilled to see how the festival brought people in the community together to learn, read, write and celebrate books. Attendees enjoyed the opportunity to learn about writing and publishing through workshops, meeting authors and literary agents, and speaking to writing groups.

Jamie Finley, Library Programs & Marketing at the Roseville Public Library, recently announced that plans are underway for year two of the festival, tentatively scheduled for the fall, once a grant can be secured.

I encourage everyone to support public libraries so they can continue to hold community literary events like the ones in Folsom and Roseville.

One way to show your support for public libraries is to join in the Celebration of Reading at the Capitol as part of Library Legislative Day on Wednesday, May 18, from 2:00 to 4:30 p.m. The California Library Association and other library advocates are planning a "Read In" to ask that State funding of library programs not be eliminated from the 2011-2012 State budget. For more information, see the California Library Association's website: www.cla-net.org/displaycommon.cfm?an=1&subarticlenbr=142.

Please support California libraries by spreading the word to family, friends, readers, writers and others. You may also contact me for more info.

Save the date! On July 30, 2011, the CWC Annual Picnic will be held in Oakland and all members are invited. The picnic will be at historic Joaquin Miller Park where CWC had its start over a century ago. Details will be available soon on the CWC website, www.calwriters.org. Don't miss the opportunity to meet and connect with fellow members from the other CWC branches.



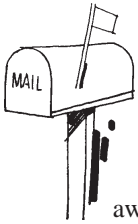
California Lawyers for the Arts 3rd Annual Sacramento Literary Workshop

Learn how to self-publish your book in the age of Kindles, iPads, Nooks and Sony eReaders. This workshop explains the self-publishing timeline from idea to finished book. Whether you plan on printing, binding and distributing a physical book or publishing an eBook. This presentation shows how to avoid the many legal and business pitfalls of do-it-yourself book publishing. Presented by Bob Pimm, a literary attorney and CLA's Chief Learning Officer and Director of Legal Services - www.rgpimm.com.

Monday, June 6, 11:30 a.m. – 1:00 p.m. at The Avid Reader at the Tower, 1600 Broadway, Sacramento 95818

Register at www.calawyersforthearts.org or call (916) 442-6210, ext. 102

Save \$5 and register in advance online. Online pricing: \$20 general public; \$10 CLA members; \$5 CLA student/senior members. At the door: \$25/\$15/ \$10.



Where to Send Member News

Send news of your sales, awards, contest wins, etc. directly to the newsletter editor. **Please indicate that you are a CWC member. If you use e-mail, please note in the subject that it is for CWC.**

Julie Bauer
7173 Stanford Oak Dr.,
Sacramento, CA 95842
joolieb@aol.com

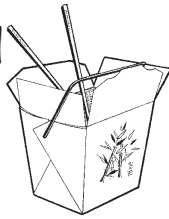
Please proofread. We are not responsible for errors, misspellings or inaccuracies.

Send all Address Changes, e-mail or mail to:

Ken Umbach, CWC
P.O. Box 1157
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ken@umbachconsulting.com

How do you want your newsletter?

If you wish to change how you receive your newsletters (e-mailed PDF document or snail mail), contact Julie Bauer, joolieb@aol.com; (916) 344-5778.



May Luncheon

Luau Garden
Arden Way

The Club's next luncheon meeting will be Saturday, May 21, 11:00 a.m. at Luau Garden Chinese Buffet, 1890 Arden Way, Sacramento, 95815. It is located between Kohl's and Petco, across from Arden Fair.

Non-members are welcome. To make reservations, call or contact Julie Bauer at (916) 344-5778; joolieb@aol.com prior to the meeting. Or just drop in. There's always room for more!

Cost to attend: **Members \$12.00; Non-members \$14.00.**

Pay in the meeting room or you may pay ahead. Make checks payable to: California Writers Club, Sacramento Branch and mail to CWC, Sacramento, P.O. Box 1157, Citrus Heights, CA 95611. Money over the restaurant's meal price is used to cover Club expenses and speakers' fees. Mail checks to the post office box address at least a week prior.

Market Yourself on Our Branch Website

www.CWCSacramentoWriters.org
CWC-Sacramento dues-paying members can customize their own member page. Post your bio, link your media coverage, blog, Facebook fan page and website and discuss your books. To request a member account, contact **Amy Rogers** at rogers91@sbcglobal.net.



Membership Renewals Due June 30

Watch for your annual CWC membership renewal notice in the U.S. mail. Return it by June 30 with your check or money order. Your continued support is appreciated!

**California Writers Club
Sacramento Branch
www.CWCSacramentoWriters.org**

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Robert E. Cooper, Treasurer

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E-mail correspondence should include CWC in the subject line.

The next deadline for submissions is **June 10 for the July issue.**

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For membership information, call **Marilyn Smith-Murphy** at (916) 726-7868 or e-mail normar@surewest.net

Subscription rate is \$15 a year.



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