



Founded 1909

CALIFORNIA WRITERS CLUB, SACRAMENTO BRANCH

Writers Making the Write Connections.

# WRITE ON!

We welcome all writers from aspiring to professional.

Our goal is to educate and to encourage writing and marketing skills.

NOVEMBER 2011

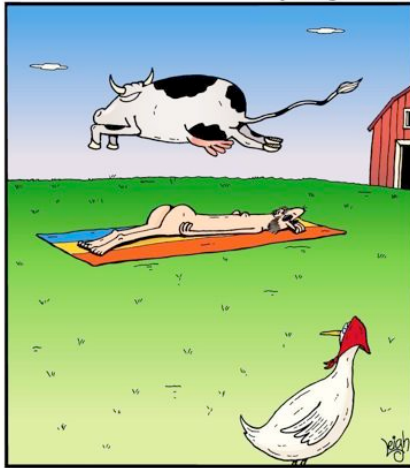
[CWCSacramentoWriters.org](http://CWCSacramentoWriters.org)

## Appearing at the November 19th Luncheon

### Cartoonist Leigh Rubin

RUBES®

By Leigh Rubin



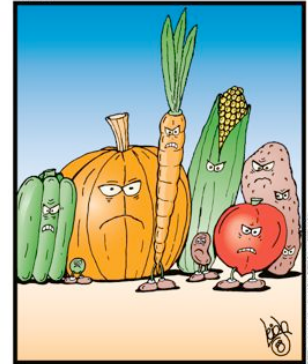
For Mother Goose, inspiration struck at the most unexpected moments.

Leigh began his cartooning career in 1978 by establishing his own greeting card company, Rubes Publications. His first cartoon collection, the popular *Notable Quotes* musical cartoons, was published in 1981.

In 2009, Leigh celebrated the 25th anniversary of Rubes® with the publication of *The Wild and Twisted World of Rubes*, a "best of" collection which contains 240 of his personal favorites out of over 9,500 cartoons.

Originally self-syndicated, Rubes is now distributed by Creators Syndicate to more than 400 newspapers worldwide. Rubes appears in major daily metropolitan papers such as the *Rochester Democrat and Chronicle*, the *Toronto Sun*, *The Washington Times*, the *Sacramento Bee*, *The Orange County Register*, and the *Los Angeles Daily News*.

RUBES®



Steamed vegetables.

The next Luncheon Meeting is on November 19th at 11:00 AM at TOKYO BUFFET.

**TOKYO BUFFET is located at 7217 Greenback Lane in Citrus Heights.**

The cost to attend is \$12 for Members and \$14 for Nonmembers.

The Public is invited to attend.

### THIS & THAT

#### IF IT'S UNDERLINED - CLICK IT!



Those of you reading an e-mailed version of the newsletter: underlined items are links to Web Sites!

#### IS IT LEGITIMATE?



If you're considering vanity or self-publishing options, take a look at Publisher Standards Board first.

#### COMING SOON. . .



December Writers Network Speaker: Margie Yee Webb  
"Creating and Publishing a Gift Book"  
January Writers Network Speaker: Cheryl Stapp  
"Taxes for Writers"  
January Luncheon Speaker: Mark Coker of Smashwords



### OPEN MIC FOR WRITERS

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

Readers are allowed up to 10 minutes each.

#### Next Open Mic is November 11th

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

#### Readers and Listeners Welcome!

Contact: Julie Bauer – [JoolieB@aol.com](mailto:JoolieB@aol.com) | (916) 344-5778

# President's Corner

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BY MARSHA ROBINSON

[MarshaR@quiknet.com](mailto:MarshaR@quiknet.com) | [MarshaRobinsonWrites.com](http://MarshaRobinsonWrites.com)



## INSPIRED BY SUPPORT AND EXCITED BY COMPETITION

I wrote with passion and abandon, but not with purpose. I composed brief descriptive narratives that entertained and even elicited humorous replies from friends, but nothing of substance. Inspired to write books about my travel adventures, children's picture books, and articles about golf lessons, I looked for a club dedicated to the craft of writing and the marketing of those works. Fortunately, I stumbled across the California Writers Club, Sacramento Branch and started attending luncheons. That was three years ago.

Since then, I've self-published a children's picture book, published an article about golf lessons, and begun a creative nonfiction travel story that one day will be the first of a series of travel books. I am encouraged and inspired by fellow members and motivated by the workshops and writing contests offered by CWC.

Last year, I was the Chair for the Writer's Contest. This year, I am excited to enter the contest myself. It's open to all CWC members, even me, the president, and I have a great story bouncing around in my head, eager to find its way to print. The judges will only know me by a number, or maybe many numbers, because each of my entries will have its own. Entering a contest is challenging and rewarding. And since each of us can enter as many times as we wish, you'd better get busy because I feel my creativity about to erupt.

MARSHA ROBINSON IS THE AUTHOR OF THE RECENTLY RELEASED CHILDREN'S PICTURE BOOK *RESCUING HUMPHREY*.

[MarshaR@quiknet.com](mailto:MarshaR@quiknet.com) | [MarshaRobinsonWrites.com](http://MarshaRobinsonWrites.com)

## CLUB HISTORY - LOOKING AT THE PAST & MOVING INTO THE FUTURE

**Editor's Note:** On June 25, 2009, Past President La Ronda Bowen submitted a complete "Final History of the Sacramento Branch of the California Writer's Club." Our current President, Marsha Robinson, was gracious enough to share this historical document with me, and she made the marvelous suggestion that it be shared with our readers. The carefully prepared "Final History" is over 40 pages in length, and every bit of it is a joy to read. I'll let each of you savor it in small, monthly bites! ~ Shawn Hansen

### THE FIRST 50 YEARS: 1925-1975, Educational & Social

On the third Saturday at the Travelers Hotel on 5th and J Streets, members held their monthly dinner meeting. Their study session/critique workshop met regularly on the first Wednesday in private homes and public venues, as resources permitted. Judging from the scrapbooks filled with happy faces, members enjoyed their monthly dinner meetings. 6:30 pm was booze at the no-host bar with dinner at 7:00 followed by the featured speaker. Continuing a practice that must have been established during prohibition, inspired members went to the private home of a volunteer host for drinks and conversation. Guests paid \$1.00 and members paid 50 cents for each gathering or \$2.50 for a whole year. One newsletter editor encouraged members to purchase their after-meeting-party tickets this way:

"Get your season tickets early...at bar prices plus tip, that means you can have two stiff ones the first night and you've already got your money back."

Speakers for the first monthly dinner meeting, held in November 1925, were Irving Engler, Alice Marie Dodge, Estelle Swearingen Murray, and E.G. Desimons. Guest speakers from Berkeley who spoke to the branch during its first year included Dr. Lionel Stevenson, Agnes Morley Cleveland, Anna Blake Mezquida, Hildegard Hawthorne, and Derrick and Eunice Lehmer.

On the first Wednesday of the month at 8:00pm, the branch's Little Workshop Committee critiqued member-submitted manuscripts or focused on in-depth study of an aspect of writing craft. When warranted by a special topic or speaker, members arranged other Wednesday night meetings. Members also formed committees to work on projects like the Writers Conference at Mills College, co-sponsored with the Berkeley members, and the International Poetry Contest.

The Branch also held an annual potluck each September, usually at the Garden and Arts Center in Sacramento's McKinley Park near downtown. Mr. & Mrs. A.R. Price held the first branch Christmas party and established the Christmas party tradition. Members all pitched in to supply the theme and entertainment for these events. Other special events, such as the Celebrity Luncheon and Sacramento Writer's Showcase, focused on promoting the work of Sacramento writers. Photos of members cavorting in smiles and hula outfits attest to the pleasure they took in branch social events. Despite the depression of the 1930's, membership grew steadily until the US entered World War II.

**NEXT MONTH:** The War Years - 1940-1945.

## WRITERS NETWORK MEETING REPORT

by Jamie Laster

[MzjamieL@yahoo.com](mailto:MzjamieL@yahoo.com) | [JamieLasterAuthor.com](http://JamieLasterAuthor.com)



### WE WISH TO THANK OCTOBER GUEST NAIDA WEST

The October Writers' Network welcomed award-winning author Naida West. Before becoming an author in 1990, West's careers included teaching, consulting, and lobbying. West became a publisher after rejecting an offer from Harper Collins, a move she considers resulted in "her best career."

As a child, West spent a great deal of time alone outdoors and learned to appreciate nature. Her trilogy of historical fiction novels – set in California – incorporates nature and heritage.

Frequently asked why she chose fiction writing, West replies, "There are all kinds of truths, and adding some creativity can help get a true story told." Her "happiest moment as an author" occurred when an excited British student asked if she was the Naida West, author of *River of Gold*, a required book for his English class.

Having made a name for herself, Naida West established a highly successful writer's booth at the California State Fair. In addition to her current tasks and projects, she conducts walking tours of her property which is located along the Consumnes River: the very ground once occupied by some of her books' characters.

Learn more about Naida West and her novels at [BridgeHouseBooks.com](http://BridgeHouseBooks.com).

## Appearing at the November 4th Writers Network Meeting

### Shirley Parenteau

Shirley Parenteau grew up on the Northern Oregon coast where her father was a logger and her mother wrote for newspapers: Naturally, writing and storytelling became part of Shirley's life.

She first wrote for travel and outdoor magazines, then for ten years wrote an outdoor humor column for a local newspaper. By then, she had married, moved to California, and was the mother of two boys and a girl. A class given by author Eve Bunting at Sly Park led Shirley to write children's books.

After publishing eight children's books, Shirley turned to women's fiction and published novels with Ballantine Books and Harlequin.

Her six granddaughters turned Shirley's interests back to writing for children including a counting book called *One Frog Sang*, and a book about sharing called *Bears on Chairs*, which will be followed in the fall of 2012 by *Bears in Beds*. Shirley is currently working on the third in the series: *Bears in Baths*, a book that will introduce those cuddly little bears to bath time.

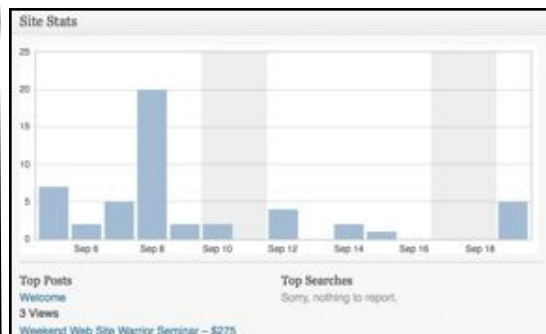
The Writers Network is held the 1st Friday of the month at 9 a.m. - at the IHOP - 2216 Sunrise Blvd., Rancho Cordova (N of HWY 50).

Speaker Intro by Laurie Hoirup – [Lauries.Legacy@yahoo.com](mailto:Lauries.Legacy@yahoo.com) | [LauriesLegacy.com](http://LauriesLegacy.com)



### November's 5-Minute Marketing Tip by Shawn Hansen

Now that authors are expected to prove they have an audience before many publishers will even speak to them, having a means to automatically track unique hits to one's site and blog should be a top priority. In addition, as busy writers, the task of making the most of Social Media Sites can be a time stealer. I have great news for those of you who are using a WordPress based Web Site and/or Blog: Jetpack is now available for free to all users. After a simple installation, the site stats & Social Media sharing buttons shown to the left are available. It's easy to track hits and a variety of other helpful statistics, and the Social Media buttons mean with just one click you can add your posts and updates to Facebook and Twitter, and your visitors can do the same. If you're not using WordPress, this is one of many reasons to consider a change!



Share this: [Facebook](#) [Tweet](#) [0](#) [StumbleUpon](#)



# California Writers Club, Sacramento Branch

4th Annual Holiday Social

**SUNDAY, DECEMBER 11TH from 1:00 PM to 3:00 PM**

ROMANO'S MACARONI GRILL, FOLSOM

**WHO:** Open to everyone – Bring a guest!

**WHERE:** Romano's Macaroni Grill  
2739 East Bidwell Street  
Folsom, CA 95630  
(Broadstone Plaza Shopping Center)

**COST:** \$24 per person (includes tax and gratuity)

**RSVP:** Margie Yee Webb - [Margie@CatMulan.com](mailto:Margie@CatMulan.com)  
or (916) 213-0798

**MENU:** Salad, entrée, and beverage  
(coffee, iced tea, or soda)

Choice of Salad:

- Caesar
- Fresh Greens

Choice of Entrée

- Pasta
  - Eggplant Quadratini
  - Penne Rustica
  - Pasta Milano
  - Fettuccine Alfredo with Chicken
  - Lasagna Bolognese
- Pollo
  - Pollo Caprese
  - Chicken Scaloppine
  - Chicken Parmesan
- Pesce
  - Shrimp Portofino
  - Grilled King Salmon

**RSVP TO MARGIE YEE WEBB BY FRIDAY, DECEMBER 2ND**

### CAN A POSTCARD BE LITERARY MAGAZINE?



**HOOT** - a postcard review of {mini} poetry & prose  
<http://hootreview.com>



What happens when flash fiction meets snail mail? A new literary magazine called **HOOT**, that's what. The bright idea of Dorian Geisler and Amanda Vacharat, **HOOT** is a monthly magazine printed on a postcard. Each edition of **HOOT** will feature a new postcard design that captures the essence of a piece of flash fiction or poetry.

I recently traded e-mails with Amanda to learn more about this brand new publication, and she graciously shared the following details with me.

#### What do you see as the power of flash fiction?

If done right, it's a very condensed medium. It's like poetry, but for people who "don't read poetry" – meaning, poetry has such a stigma of being inaccessible, but the great thing about poetry is it's meant to say a lot with very little, and flash fiction does that while remaining more accessible.

Flash fiction is timely: its growth is a function of the very real changes we've seen in culture and society in the last decade or so. Many of these changes are based on new technology – think Twitter, Facebook, text messages – we're used to reading condensed text, and that's the kind of literature we have time for.

Flash fiction can be used in conjunction with other art as is the case with our postcard presentation. We plan to tailor the art used in each issue to match the style of the story or poem, or perhaps to even interact with the words. Flash fiction is very suited for mixed media experimentation, which has the potential to be powerful in totally unexplored ways.

#### How can flash fiction be "literary"?

Good flash fiction is literary in that it's writing that requires thought both to produce and to comprehend, yet it's not intimidating in the capital L "Literary" way. Just because it's short, doesn't mean anyone can write it – in fact, just the opposite. Like a well-written poem, it has a double aim, which is to be appealing on a basic level (surface meaning) and on a more intellectual level (layered meaning).

# WRITING and WRITING-RELATED OPPORTUNITIES <sup>5</sup>

**Editor's Note:** Unless noted otherwise, these listings do not represent endorsement by the CWC or the Sacramento Branch and are provided for information. All writing, contest, publication, and related opportunities should be thoroughly researched by the individual. ~ Shawn Hansen

## CLASSES, CONFERENCES, EVENTS, SEMINARS:

Tony Hillerman Writers Conference: November 10 - 12, 2011 | Location: Santa Fe, New Mexico | Partial Faculty Includes: Douglas Preston, David Morrell, Sandi Ault, Hampton Sides, Jo-Ann Mapson, and Virginia Scharff | Cost: \$225 and up. Visit the [Wordharvest Web Site](#) for complete details.

Low Cost Computer & Marketing Classes presented by [The Market Place](#) and [Shawn Hansen](#) are being held the 1st & 3rd Sundays of each month. Location: The Market Place (11395 Folsom Blvd.) | 90 minute classes: *Computer Skills 101*, *Social Media 101*, *Beginning & Advanced Marketing*, and *Advanced Blogging*. Cost: CWC members: \$10 | \$15 Others. Contact Shawn: (916) 698-5213 or [ShawnH@MarketPlaceRancho.com](mailto:ShawnH@MarketPlaceRancho.com). These classes are open to all interested parties.

San Francisco Writers Conference 2012: February 16 - 20, 2012 | Location: San Francisco, California | Keynote Speakers: Bestselling authors Lisa See & Lolly Winston and editor Alan Rinzler | Registration Cost (through 12/31/11): \$595. Visit the [San Francisco Writers Conference 2012 Web Site](#) for complete details.

Left Coast Crime 2012: March 29 to April 1, 2012 | Location: Sacramento, California | Guests of Honor: John Lescroart & Jacqueline Winspear | Toastmaster: Harley Jane Kozak | Fan Guest of Honor: Noemi Levine | Registration Cost (through 12/31/11): \$220. Visit the [Left Coast Crime 2012 Web Site](#) for complete details.

## CONTESTS:

12th Annual Writer's Digest Short Short Story Competition: 1,500 words or fewer; Open Genre; Cash Prizes, Publication, and Conference | Deadline: November 15, 2011

The Script Pipeline Contests are currently open to submissions.

- The 2012 Script Pipeline Screenwriting Competition: Multiple \$3,500 prizes, iScript recording, and more. The early entry deadline is December 31, 2011.
- The 2012 TV Writing Competition: \$1,500 Grand Prize, pitching opportunities, and more. The early entry deadline is December 31, 2011.
- The 2012 Great Movie Idea Contest: \$1,000 Grand Prize, development opportunities, and more. The entry deadline is December 31, 2011.

The 2012 Indie Publishing Contest is currently open to submissions. The deadline is January 4, 2012. \$30,000 in self-publishing and promotional services prizes are up for grabs. This contest is listed on the [San Francisco Writers Conference Web Site](#), but attendance at the conference is not a condition of submission or winning.

## SUBMISSION OPPORTUNITIES:

Baen Books – Publishes science fiction and fantasy. For science fiction: powerful plots with solid scientific and philosophical underpinnings are required. For fantasy: any magical system must be both rigorously coherent and integral to the plot, and overall the work must at least strive for originality. In their opinion, good style, like good breeding, never calls attention to itself. Pays Professional Advance. See [Web Site](#) for guidelines and submission instructions.

Harlequin Historical Undone – Publishes 10,000 - 15,000 word eBooks featuring a "high level of sensuality that flows naturally out of the plot line. There should be a strong emotional basis to the heightened attraction – it's vital the reader can believe in the intense emotion driving the characters as their relationship develops. These stories should be hot, sexy, and subtly explicit without the lovemaking being vulgar or gratuitous." All history should be well researched. See [Web Site](#) for guidelines and submission instructions.

Editor's Note: A multitude of sub ops can be found at [Duotrope](#) - a Web Site all writers should visit. Learn a market's acceptance percentage; the turnaround time between submission and reply; the pay scale; whether or not reprints are accepted; and more. ~Shawn

## I'M JUST SAYING by JAMIE LASTER



Where has 2011 gone? The holiday season is already upon us, with November bringing Thanksgiving Day, a time for reflection for all the blessings in our lives. Over the years, I have often tried writing but always gave up due to a lack of direction and support. When I decided to follow my dream of becoming an author, I was given the advice to join a professional writer's organization. Like magic, I Googled, and voilà, the California Writers Club, Sacramento Branch was the first organization that popped up. The hits just kept coming because their next meeting was the following weekend, and guests were welcome!

I arrived a bit nervous, trying not to feel intimidated by seeing many members with their published books and articles. That initial stress was quickly relieved by the warmth and support of the members and leaders. After finding a seat but still feeling somewhat like a fish out of water, CWC member Elaine Adams befriended me. She shared her amazing experiences writing her book: the pitfalls and the successes. She was very encouraging and told me not to ever give up on my dream – that it's never too late to become a writer.

The meeting was informative and motivating. I left feeling inspired and mailed in the membership form to join the following week. I have been a member now for two years, and the membership continues to offer constructive workshops, and to provide both informative speakers and extraordinary support from the members.

I have yet to finish my novel, but now contribute regularly to the newsletter, and have become a member of the Board of Directors. The networking aspect of the club is absolutely extraordinary. I had a Web Site a friend built for me, but had no knowledge of how to update and add content. From a contact made within the club, I now have that capability and am the captain of my Web Site. There is no way I would have been able to move ahead with my fledgling writing career without the encouragement I have found within the club. Becoming a CWC member is yet another blessing in my life.



**HOOT** - a postcard review of {mini} poetry & prose  
<http://hootreview.com>

Continued from page 4

Something that's tricky about the word Literary is that we interpret it as being "hard to understand." What we like to see at HOOT, and what we think is the most literary Flash Fiction accomplishes two goals: It has both immediate appeal, and long-lasting meaning. We call this the stick-it-on-a-refrigerator tone.

We believe so much in the potential of the flash genre that HOOT is offering free workshops on Wednesdays just for flash writers. It's a fairly new genre, and people still seem to have doubts about its "Literary validity." We're hoping to change that by giving it and its writers the feedback and attention that would be more available to them if they were, for example, labeling their flash work "poetry" or simply writing slightly longer stories.

### Why call it HOOT?

We called our postcard magazine HOOT in a conscious allusion to Twitter – both are sounds that birds make, sounds that can be heard (and can seem to be addressed) to anyone.

### Why use a postcard?

The "postcard magazine" is not just a vehicle for its contents: it is also a vehicle for its subscribers to share their contents. We send a postcard to people with a literary work on it, and they, in turn, can send it to whomever they want, with their own message – or literary work – on the other side.

My thanks to Amanda and Dorian for being so willing to answer my questions and for making me a HOOT ambassador. HOOT is open for submissions, and a 1-year subscription is only \$14. I've submitted and subscribed, and I hope many of you will as well! ~Shawn

## NEWSLETTER CONTEST ALERT! (SACRAMENTO BRANCH MEMBERS ONLY)

The ongoing debate over whether a picture is worth 1,000 words may never be resolved, but I often find story inspiration in works of art like the one to the left.

**In 200 words or fewer, write the story this original watercolor inspires in you.**

The deadline is 5 PM November 15th. The winning entry will receive a \$5 Amazon e-gift card and publication in December's *Write On!*

If you have any questions about the contest, please contact me, and when you have the winning submission written, send it to:

[Shawn.Hansen@ScribbledStories.com](mailto:Shawn.Hansen@ScribbledStories.com) or 6600 Log Cabin Lane, Placerville, CA 95667.



Coastal Scene by Woody Hansen



By the time the sun rises on November 1st, I'll have written the first 1,667 words of *Unearthed*, a murder mystery inspired by the Morris Solomon killings, which took place in Oak Park back in the mid-eighties. (I helped dig up the bodies.)

Compared to the slow, methodical work at a crime scene, I'll be writing faster than a serial killer trying to outrun the cops, and by sunrise on November 2nd, I'll have another 1,667 words on the page. If all goes well, that process will repeat itself each morning for another twenty-eight days, and by November 30th, I'll be a NaNoWriMo winner for the 6th consecutive year.

NaNoWriMo is short for National Novel Writing Month, and as the name implies, the goal is for writers to complete a novel in one month's time. The rules of NaNoWriMo are simple: Participants must begin a new novel no earlier than 12:00:01 AM on November 1st, and by 11:59:59 on November 30th, participants must submit a completed novel of at least 50,000 words to "win."



I learned about NaNoWriMo while sitting cross-legged on the floor of the dearly departed Borders in Folsom. Having gone in search of a writing book focused on plot, I discovered Chris Baty's *No Plot? No Problem!*, and fascinated by the title, I grabbed it for a thumb-through. Two weeks later, in November of 2006, I was participating in my first NaNoWriMo, and it forever changed the way I approach writing.

During those 30 days, I learned to write with reckless abandon; to make time to write every day no matter what; to finish the story I started; and most importantly, to let the story and its characters take control as often as they are willing – that's the subconscious, and it's every writer's greatest gift.

Each year my writing is reenergized by the grueling work that is NaNoWriMo, and while the novels produced might not ever amount to anything, each has yielded me a great character I've used later, and twice the subplots that simply showed up as I banged at my keys became the starting points for successful short stories.

This year, my goal is not only to "win" by finishing *Unearthed*, but also to spend December seriously editing it, so I've got a special gift to give to my family and friends come Christmas – a lofty goal, indeed – but that's what NaNo does to you!

If you're looking for a writing challenge unlike anything you've ever done before, join over 200,000 folks from around the world this November, and celebrate National Novel Writing Month by writing a book of your own. Come on, become a serial writer!

**ANNOUNCING: THE 2012 CWC, SACRAMENTO BRANCH SHORT SHORT STORY CONTEST**  
**This contest is open to ALL writers: You need not be a CWC member to enter!**

- Prizes: \$100 (1st Place) | \$50 (2nd Place) | \$25 (3rd Place)
- Word Count: 750 words maximum
- Cover Page: Type your name, address, telephone number, e-mail address, title, and word count. Include one cover page, paper clipped to each entry.
- Copies: Submit three (3) copies. Entries will not be returned, but authors retain all rights.
- Entry Format: All entries must be typed, double-spaced in black, 12 point Times New Roman font, on one side of 8 ½ x 11" white paper. For additional pages, put title on upper left corner and page number on upper right corner. Do not include your name on the entry.
- Entry Fee: \$10 for each submission – Enclose a check made payable to CWC, Sacramento Branch.
- Deadline: Must be postmarked by January 31, 2012
- Winners: Will be announced and published\* in the April 2012 edition of *Write On!* and honored at the April, Sacramento Branch meeting. Winners need not be present to receive their prizes.



Entries must be unpublished. (Including all forms physical and electronic that exist now and/or prior to the entry deadline.)

**Submit Entries to:**

Contest Chair - CWC, Sacramento Branch Writing Contest  
 P.O. Box 1157, Citrus Heights, CA 95611-1157

Questions? Contact Jamie Ervin: [mzjamiel@yahoo.com](mailto:mzjamiel@yahoo.com). Please include "CWC Short Short Story Contest" in the Subject Line.

\*Winners must provide a digital copy as specified by the newsletter editor to ensure publication.

In the 1990s, my wife and I were members of the Sacramento chapter of Sisters in Crime. (Yes, I was a Sister in Crime.) The group was thinking about publishing an anthology of members' short stories. But, they had too few stories, and the barriers to publishing a book were impractically high. Fast forward to 2007. I was approached by my friend, mystery writer Pat Canterbury (still active in Sisters in Crime), along with Kathleen Asay, also of SinC. They had collected and edited enough stories for an anthology and were eager to find a publisher.

I formatted the text, and we looked for a publisher. They had a tight schedule, so I published the book myself using Lulu.com as front-end to printing. I even designed a cover featuring one of my own photographs. The book, *Capital Crimes: 15 Tales by Sacramento Area Authors*, was a successful fund-raiser for the chapter, with total printings of over 1,000 copies.

CWC member Chuck Myer approached me about producing a new edition of his memoir of his battle with malignant melanoma, *Melanoma Melodrama: A Medical Memoir*. He had printed some copies previously but wanted a new edition with an ISBN and wider availability. Time was short for that project too, so I published it via Lulu.com (with myself again as publisher of record), with a printing of 300 copies, mostly for local distribution. Copies still sell occasionally, in print or via iPad downloads, although Chuck died of the disease in September 2008.

CWC member Evelyn Luscher, who wrote fiction as Evelyn Swift, had two charming novels that I published in 2008, *The Lostcreek Legacy* and *Wyla the Witch*. Unfortunately, Evelyn's health soon declined, and she passed on in 2010. I've taken those books out of print, although I still have copies and occasionally bring some to CWC meetings.

I've published a few other books, sometimes in an effort to master the mechanics of print-on-demand/short-run publishing. One is my booklet titled *The Pursuit of Publishing: An Unvarnished Guide for the Perplexed*, which I update and reprint too often to justify an ISBN.

More recently, after buying a block of ISBNs from Bowker, I published a 400-page volume of my *Senior Spectrum* columns via Lightning Source (*The Big Book of Ken's Corner With a Cat Named Boo*, also available for Kindle). That was my test case for using LS. Currently in process is a memoir by CWC-Sacramento member Laurie Hoirup, also to be printed via LS. I favor books with a relatively small but accessible audience and intrinsic merit. I pay royalties based on list price, and, of course, I pay all costs of publishing.

Umbach Consulting & Publishing, a sole proprietorship, offers research, writing, editing, and book formatting. (I've chosen not to adopt a fictitious publishing-company name.) My technical knowledge and experience enable me to publish books efficiently, but very selectively, via a low-risk print-on-demand + short-run model.

**Ken Umbach is the author of *The Big Book of Ken's Corner With a Cat Named Boo*.  
The Accidental Publisher | Umbach Consulting & Publishing**

**THE CWC - SACRAMENTO BRANCH'S 2ND ANNUAL AN EVENING WITH WRITERS**

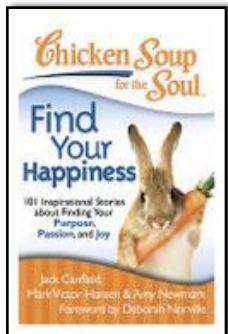
In the intimate setting of Luna's Café, five members of our Club gathered for the 2nd Annual *An Evening with Writers*. Amy Rogers read excerpts from the first chapter of *Petroplague*.



Frances Kakugawa read a selection of poems, which described her childhood, Vietnam, her mother's Alzheimer's disease, and the impact of WWII on her Japanese pride. Margie Yee Webb read many of her inspirational messages and described the photos of Cat Mulan. Carol Anita Ryan read a passage from *Right Now Is Perfect* describing her first night of being on watch as she sailed across the Pacific. A.K. Buckroth read from *My Diabetic Soul* sharing the story of her first camping experience at a camp for diabetics where she realized there were other young girls just like her. Those in attendance thoroughly enjoyed having time to visit with the writers.

LEFT TO RIGHT: Amy Rogers, Frances Kakugawa, Margie Yee Webb, AK Buckroth, and Carol Anita Ryan

# Member News



Congratulations to **Linda Loman** whose short story "A Friend in Need" will be featured in *Chicken Soup for the Soul: Finding Your Happiness*.

This latest Chicken Soup installment will be available starting October 25th, and it marks Linda's 6th acceptance in this series—well done!



Photograph by Steve Liddick

**Frances Kakugawa** keeps making strides with her writing! *The Enemy Wore My Face* (her 10th book) is a collection of short stories she found buried under Kapoho, the place of her birth that was covered by lava in 1955 and again in 1960. Her literary archeological digs came up with some amazing finds and will

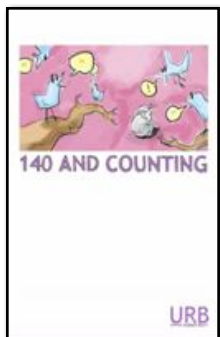
be released by Watermark Publishing in the fall of 2011.

She is scheduled to give the keynote opening address Dignity in Caregiving in Denver, Colorado in November.

One of her shorts stories was published in *Bamboo Ridge: Hawai'i Literary and the Arts* recently, and her Pearl Harbor/Hiroshima poems were accepted for their spring edition.

Her most recent book, *Breaking the Silence: A Caregiver's Voice* was published this year by Willow Valley Press.

Her article "Two Normal Worlds in Caregiving" will be published in *Global Perspectives* in March for the World Alzheimer's conference in London. (Royalties from *Breaking the Silence* are donated to their cause.)



Ever been curious about the origin of the jack-in-the-box?

**Shawn Hansen's** micro story "If There Be Vandals" has an answer for you. It will appear in the anthology *140 and Counting* to be released by Upper Rubber Boot Books in November.

### SEE YOUR MEMBER NEWS HERE!

Submit your news of sales, awards, contest wins, book releases, appearances, and other writing-related things.

NEXT DEADLINE: NOVEMBER 15TH BY 5 PM

## Market Yourself on the Branch Web Site

### 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 Web Site, and discuss your books.

To request a member account, contact **Amy Rogers at [Amy@ScienceThrillers.com](mailto:Amy@ScienceThrillers.com)**

## NEWSLETTER SUBMISSIONS WELCOME

MEMBERS are encouraged to submit news of sales, awards, contest wins, book releases, appearances, and other writing-related things.

I am still seeking articles on the following topics:

**Starting One's Own Publishing Company:** If you abandoned traditional publishing routes and chose to self-publish after creating your own publishing company: Why did you do it? What steps did you take to make it legal/legitimate? and What is your retrospective view now that it's done?

**The Successful Book Launch:** Have you planned, promoted, and been fortunate enough to have these efforts turn into a line forming in front of your table and empty boxes where your books once were? How'd you do that?

### Submissions and inquiries should be sent to

[Shawn.Hansen@ScribbledStories.com](mailto:Shawn.Hansen@ScribbledStories.com)

or

Shawn Hansen  
6600 Log Cabin Lane  
Placerville, CA 95667

### Next Deadline: November 15th by 5 PM

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Where not otherwise noted, all content provided by Shawn Hansen.

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