

Write On!



Celebrating 103 Years

Newsletter of the
California Writers Club, Sacramento Branch

www.CWCSacramentoWriters.org

September 2012

Welcoming all writers, from the aspiring to the professional—to educate and encourage writing and marketing skills.

"It's 1950, and the great suburban experiment has begun," writes Fred Setterberg. "A new house with three small bedrooms;" all the elements of the American Dream.

September



Luncheon

"Working people never had it so good," he writes. But in the two decades to follow, "life would change for the narrator's blue-collar family as tract homes proliferate, wages soar and then collapse, the inner cities burn, and another war begins in a faraway place called Viet Nam."

This is the world Setterberg grew up in and long wanted to write about.

His "true-life novel," *Lunch Bucket Paradise*, is published by Heyday (and was recently shortlisted for the Saroyan Prize).

Setterberg will address the California Writers Club, Sacramento Branch at its September 15, 2012, luncheon.

He will talk about writing the book as he explored "the dotted line between fiction and memoir, and the hybrid forms that can emerge from their meeting."

During his talk he will cover:

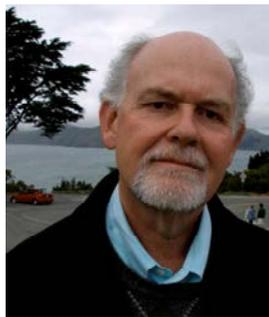
- * the use of research, interviewing, and other journalistic tools in building a base for fiction;

- * the limitations of memory in writing about personal events in a fictional form and how to overcome them;

- * how, when, and why he clung to the facts in portions of his novel -- and allowed himself to invent in others.

Time permitting, Mr. Setterberg will discuss his use of social media in promoting the book.

<http://www.fredsetterberg.com/>



Fred Setterberg

TELL YOUR WRITER FRIENDS ABOUT CWC

Pass the word that there is an organization that assists writers at every stage of the publishing process, from idea to book.

Membership offers the newsletter, CWC notices and discounted rates for luncheons and other club events. Prospective new members should contact Liz Allenby.

lizallenby@appearancesdeceive.com

Upcoming Luncheon Speakers

October 20: Robin Martin, Founder, Two Song Birds Press (editors). Robin and her partners will present a panel discussion on working with freelance editors. Their website:

www.TwoSongbirdsPress.com

November 17: Karl Palachuk, (author & speaker), topic: "Publishing Your Own Book: What's New, What's Important, and What's Essential." His website:

www.SMBBooks.com

January 19, 2013: Ted Witt, (publisher, and current president of NCPA). Will discuss marketing—specifically, point of sale displays (banners, placards, etc.). His website:

<http://www.prettyroadpress.com/>

Thinking about writing is not writing;
Talking about writing is not writing;
Writing is writing.

NEWSLETTER EDITOR WANTED

The search continues for a permanent newsletter editor. Until a capable and willing volunteer is found, CWC board member and Communications Director **Steve Liddick** has agreed to take on the duties on an interim basis to continue this important source of club-related information.

Saturday, September 15, 2012 – Luncheon Meeting – 11 a.m.

Tokyo Buffet, 7217 Greenback Lane in Citrus Heights

The public is invited to attend – lunch is included in the meeting fee

Members \$12.00

Non-Members \$14.00

Open Mic is sponsored by the California Writers Club, Sacramento Branch.



It gives writers an opportunity to read their work aloud or to listen to the writings of others. The public is welcome at the event the second Friday of the month at 7 p.m. Signup begins at 6:45 p.m.

Next Open Mic is **Friday, Sept. 14, 2012** at Barnes and Noble Booksellers, Birdcage Center, 6111 Sunrise Blvd., Citrus Heights, CA 95610.

For information, Contact **Julie Bauer** at: joolieb@aol.com

A listing of the email addresses of CWC officers, board members and chairs of the various club committees is on the last page of this newsletter. Any questions should be addressed directly to those individuals.

KIYO SATO CHAIRS MEMORIAL COMMITTEE

CWC member **Kiyo Sato**, author of "*Kiyo's Story: A Japanese-American Family's Quest for the American Dream.*" It is a chronicle of the incarceration of Japanese-Americans during World War II, chairs the Poston Restoration Project committee which does the upkeep of the monument on the grounds of the former internee camp near Parker, AZ.



An original wooden barrack was recently returned to the site, which clearly shows the cramped, inhumane conditions

American citizens endured. The memorial should serve as a reminder of one of the most shameful episodes in U.S. history.

Kiyo and her family were among the 120,000 Americans of Japanese descent held prisoner at Poston and other camps without due process.

<http://postonupdates.blogspot.com/>

CWC Authors Featured at Upcoming Event

More than 20 Sacramento area authors will be signing their books at the **Delta Wine & Art Faire**, on **Sunday, October 7, 2012, 12-4 p.m.** at the Old Sugar Mill Winery in Clarksburg. The author portion of the event is an opportunity secured by **Laurie Hoirup**, CWC member and author of *I can Dance: My Life with a Disability*. Also featured will be dozens of northern California artists.

There is no charge to participate. *Space may be limited.* Participants must bring their own table and table covering and may share tables with other authors.

Tell your friends about the event, which will be held in the Barrel Room and Tasting Room at the **Carvalho Family Winery, 35265 Willow Ave., Clarksburg.**

Margie Yee Webb is coordinating the author portion on behalf of Laurie Hoirup, who is touring the country with her book.

To reserve a space, contact Margie at: Margie@CatMulan.com

Carvalho Family winery website:

http://www.carvalhofamilywinery.com/ourEvents_winery.shtml



CWC member **Nanci Lee Woody** recently competed in a writing competition at the Crested Butte Conference in Colorado and was a finalist in the *Mainstream Fiction* category.

Nanci has also finished a novel entitled, "*Tears and Trombones*" and is actively looking for a publisher.

CWC Membership (renewals) VP **John Clewett** announces the upcoming publication of "*Between Stops*," a collection of short stories "*for commuters with little time on their hands.*" Available soon on Amazon, B&N, Sony, Kobo, etc.

Ken Umbach (Umbach Consulting & Publishing, Citrus Heights, CA) has announced publication of the memoir, *Behind the Badge: Thirty Years of Working the Streets*, by retired Sacramento police officer Mike Garner. For more information, contact Ken Umbach:

Ken@umbachconsulting.com

Two of **Steve Liddick's** novels, "*Old Heroes*" and "*All That Time*," were showcased by on-line book site, *The Indie Spotlight*, in July. Books to be considered for presentation at no charge may be submitted at:

<http://www.theindiespotlight.com/>

New CWC member **Phawnda Moore** (pronounced "Fonda") is a professional calligrapher and teacher of the lettering art form. Phawnda has won a 2012 award from the National School Public Relations Association (NSPRA) for "*Excellence in Publication Design.*" Her work has appeared in many publications, on apparel and on stemware. Phawnda will be teaching an August 25th *Artistic Journaling* class at the Crocker Art Museum.

www.CrockerArtMuseum.org

CWC member **Shirley Parenteau's** *Bears in Beds*, a sequel to a bears series, is scheduled for publication August 14, 2012, by Candlewick Press. The previous installment, *Bears in Chairs*, was ranked the #7 most popular picture book in Japan in 2011.

Mark Wiederanders will spend the next few months at two writers' residencies. In August he will be the Artist-in-Residence at the New York Mills Cultural Center in northern Minnesota, and in September he and eight other writers will live in an historic home on Martha's Vineyard, where they can finish their novels."

Mary Weins' new book, *Bootstrap Your Way to a Successful Business*. is available on Amazon.com in both paperback and ebook formats. For more information:

www.bootstrappublications.com



NEW CWC EXECUTIVE COMMITTEE

Past CWC, Sacramento Branch President (and author of "Cat Mulan's Mindful Musings: Insight and Inspiration For a Wonderful Life") **Margie Yee Webb** has been appointed to represent the branch on the Central Board. She also serves as Vice President of the board's Executive Committee for the 2012-2013 membership year:

The California Writers Club has a Central Board that conducts the business of the club. One representative elected or appointed by each of the 18 branches serve as directors on the Central Board. Officers are elected annually and the president appoints the member-at-large. The branch that each representative belongs to is indicated.

President: Robert Garfinkle (Fremont)
Vice President: Margie Yee Webb (Sacramento)
Secretary: Joyce Krieg (Central Coast)
Treasurer: Sharon Svitak (Tri-Valley)
Member-at-Large: Duncan Dieterly (Inland Empire)

To learn more about the Central Board, visit <http://calwriters.org> and see the [CWC Policies and Procedures](#).

Writers Network facilitator **C.J. Larson** kicked off the 2012-13 season August 3 with a warm welcome followed by self-introductions. Attendees shared news about upcoming writing events.



Speaker **Cheryl Stapp** (*Disaster & Triumph: Sacramento Women, Gold Rush Through the Civil War*); summoned listeners into her book's time period through the bulky, authentic-period clothing she wore, denoting customs and routines she described in detail. A heavy iron she passed around evoked empathy for the women she writes about. In sharing "authenticities", she illustrated how an author can entice an audience into the story, and thus into a book, through the engagement of multiple senses. She also discussed how she began developing a platform in advance of her project. A volunteer job led to contacts and opportunities, including an article in a prestigious outlet. She continues to focus on a clear niche and niches within niches, marketing her book from connections made and through various speaking engagements. The meeting concluded in a buzz of motivation as attendees lingered to exchange ideas. Join this breakfast community at IHOP on Sunrise Blvd. for a dose of collaboration and shared goals.

Cheryl's Blog, *California's Olden Golden Days*

www.CherylAnneStapp.com

On Friday, September 7, award-winning journalist **Scott Thomas Anderson** will speak on *Literary Journalism and the Enduring Power of Creative Non-fiction*.

CWC Writers Network is open to everyone, members and non-members alike. The event is free, but attendees pay for their own breakfasts.



CWC Workshop

Sacramento-area published and aspiring authors are in for a treat on **Saturday, September 29** when Smashwords founder and leading e-publishing expert **Mark Coker** will present an exclusive CWC-sponsored seminar, "Let's Publish An Ebook LIVE!: How To Produce, Distribute & Sell Your Work In the Evolving Eworld."



Mark Coker

Recently profiled in *Forbes*, Mark will walk attendees through an info-packed agenda on the state of publishing, trends that guide commercial success, an introduction to ebook self-publishing, the secrets to ebook success (based on Mark's own research which includes 28 best practices of bestselling authors), and a live demonstration.

Mark will discuss decisions to be made when publishing, pricing, distributing and selling an ebook so that attendees can become more successful. He will offer insights on how readers discover books, and how to make a book stand out at ebook retailers. Attendees will gain the knowledge to start the e-world journey with eyes wide open and an action plan. Mark will also give an easy-to-follow demo on formatting and uploading a book and will also provide a brief guided tour of the free Smashwords ebook publishing platform.

Cost for the seminar, 9:30 a.m.-3 p.m. at Cattlemen's in Rancho Cordova, is \$45, CWC members and \$55, non-members. The price includes lunch and morning coffee and bagels. Check the CWC website for more information or Margie Yee Webb at Margie@CatMulan.com.

FREE SIGN-UP BONUS: Smashwords thumb drive pre-loaded with all three of Mark's free ebooks (*Smashwords Style Guide*, *Smashwords Book Marketing Guide*, *The Secrets to Ebook Publishing Success*) plus the complete PowerPoint presentation given that day. Hurry to sign up as supplies may be limited! Hurry to sign up, as **SPACE IS LIMITED** and we expect a full house!

See flyer and sign-up sheet on next pages.

A QUESTION FOR CWC MEMBERS

Newsletter editor **Steve Liddick** is considering offering CWC members a low-cost class in the use of Microsoft Word. Since many of our CWC writers use Word in their work but do not have a complete grasp of the program, it seems some might be interested in upgrading their word-processing skills.

Prospective attendees would have to have a laptop computer which contains **MS Word** (not Works). Interested? Contact:

Stevelliddick@gmail.com



California Writers Club, Sacramento Branch

www.CWCSacramentoWriters.org

Serving the Greater Sacramento Area

“Writers Making The Write Connections”

Let's Publish An Ebook *LIVE!*

How to Produce, Distribute & Sell Your Work in the Evolving Eworld



California Writers Club, Sacramento Branch Presents Nationally-Acclaimed Ebook Expert

Mark Coker

➤ Founder and CEO of Smashwords

➤ Author of the new *The Secrets to Ebook Publishing Success*

- WHAT:** There's never been a better time to be an author! You will learn from the master:
- the five top trends shaping the future of publishing and what these trends mean for authors
 - the steps required to publish, price, distribute and sell your ebook
 - how to make your book stand out based on a review of the most commercially successful ebooks
 - the key decisions to make about length, pricing and marketing that reap the greatest profit
 - how to format, prepare, and upload a book to the free Smashwords platform with a LIVE demo

WHEN: Saturday, September 29, 2012; 9:30 a.m. – 3 p.m. (Registration begins at 9:00 a.m.)

WHERE: Cattlemens, 12409 Folsom Blvd., Rancho Cordova, CA 95670 (Hwy 50 at Hazel Ave. exit)

COST: \$45 for CWC Members / \$55 for Non-Members / **Includes** morning coffee and bagels, plus lunch.
SPACE IS LIMITED. EARLY REGISTRATION ENCOURAGED!

LUNCH: Lunch included; special menu selections from Cattlemens.

✂ -----
Sign me up for Let's Publish An Ebook *LIVE!*

(*PayPal Available for Online Payment!* Register at www.CWCSacramentoWriters.org.)

Print, clip & submit with payment to: Margie Yee Webb, P.O. Box 5141, El Dorado Hills, CA 95762.
Make check payable to **CWC Sacramento Branch**. E-mail confirmation will be provided.

Name _____ Genre _____

Address _____

City/State/Zip _____

Email _____ Phone _____

Early Registration Encouraged! ___\$45 CWC Member, _____ Branch / ___\$55 Non-member

Questions? Contact Margie Yee Webb at Margie@CatMulan.com or 916-213-0798.

(READ ON)

Let's Publish An Ebook *LIVE!* **How to Produce, Distribute & Sell Your Work in the Evolving Eworld**

ABOUT MARK COKER: Mark Coker is the founder and CEO of [Smashwords](#), the leading ebook publishing and distribution platform. His reputation has vaulted him to all levels of national praise. Named by the Wall Street Journal as one of the “[Eight Stars of Self-Publishing](#)” and dubbed by MediaBistro as one of the “[Five Ebook Experts to Watch](#).” Mark recently appeared in Forbes, profiled in a feature story titled “[Apple's Biggest \(Unknown\) Supplier of E-Books](#).”

WHO SHOULD ATTEND: Authors, aspiring writers, and publishers, from novice to expert, who are considering publishing a book, have finished a book, or have already published a book. Agents, editors, cover designers, and proofreaders will also benefit. This workshop will equip you with the knowledge to start your eworld journey with eyes wide open and an action plan.

If the prospect of publishing an ebook sounds difficult or expensive, fear no more! Presented without technical jargon, this info-packed day will show how easy it is to get your book out into the world. This workshop will cover: (1) The Future of Publishing, (2) An Introduction to Ebook Self-Publishing, (3) The Secrets to Ebook Publishing Success, (4) Data Data Data! and (5) Let's Publish An Ebook *LIVE!* Demo.

A checklist will be offered that identifies the steps to publish, price, distribute and sell your ebook. The session will reveal the best practices of bestselling ebook authors based on the 28 practices Mark learned when researching his latest book. Receive information that will help you make more informed decisions based on what the masters have learned: how to become a more successful and professional ebook publisher, how readers discover books, and how to make your book stand out at ebook retailers. Watch Mark give an easy-to-follow demo on formatting a book and then upload it *live*. He will also provide a brief guided tour of the free Smashwords ebook publishing platform.

FREE SIGN-UP BONUS: Smashwords thumb drive pre-loaded with all three of Mark's free ebooks (*Smashwords Style Guide*, *Smashwords Book Marketing Guide*, *The Secrets to Ebook Publishing Success*) plus the complete PowerPoint presentation given that day. Hurry to sign up as supplies may be limited!

SPACE IS LIMITED. EARLY REGISTRATION ENCOURAGED!

**SIGN UP TODAY TO GUARANTEE A SPOT WITH THE EBOOK MASTER
AND TO RECEIVE THE FREE SIGN-UP BONUS!**

ODDS AND ENDS

NOTE: Many people delete email routinely when they don't recognize the sender. When you contact CWC, please be sure to always put “CWC” in the email **subject line**.

ANOTHER NOTE: You can copy email and blog addresses from a .pdf document and paste them into the address line. It beats typing out the entire address.

YET ANOTHER NOTE: **CWC MEMBERS**, let us know of your recent successes for Member News column. Condense the info and email it to: [**steveliddick@gmail.com**](mailto:steveliddick@gmail.com).

California Delta Chambers

Presents



The Delta
Wine & Art
FAIRE

Sunday, October 7, 2012

12:pm to 4:pm - \$20 per person

AT OLD SUGAR MILL

35265 Willow Avenue, Clarksburg, CA

Presented by

California Delta Chambers & Visitor's Bureau

event info: www.californiadelta.org - (916) 777-4041

2012-2013 CWC Officers, Board Members and Committee Chairs

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Sacramento Branch

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Kimberly Edwards, Secretary

Robert Cooper, Treasurer

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Anthony Folcarelli

Steve Liddick

Marilyn Smith-Murphy

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Nancy Ware

Margie Yee Webb

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*Subscription rate is \$15 a year for print;
Free for PDF version via email*

Committee/Chair

Membership (renewals): **John Clewett** – john.clewett@gmail.com

Membership (new members): **Liz Allenby** – lizallenby@appearancesdeceive.com

Contest (Short Story): **Liz Allenby** - lizallenby@appearancesdeceive.com

Historian: **Julie Bauer** – joolieb@aol.com

Newsletter: **Steve Liddick** – steveliddick@gmail.com

Open Mic: **Julie Bauer** – joolieb@aol.com

Outreach: **Margie Yee Webb** – margie@catmulan.com

Communications Director: **Steve Liddick** – steveliddick@gmail.com

Seminar/Workshop: **Kim Edwards** – kimberlyedwards00@comcast.net

Web Coordinator: **Amy Rogers** – rogers91@sbcglobal.net

Writers Network: **C.J. Larson** - Contact **Marsha Robinson** – marshar@quiknet.com

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