

SACRAMENTO WRITER



CWC Sacramento Monthly Meeting Build an Engaged Reader Community

**Saturday,
March 18, 2023
12:00–2:00 p.m.**
(Coffee and networking begins at
11:30)

**Cattlemens Restaurant
12409 Folsom Blvd.
Rancho Cordova,
CA 95742**

**with
Stephanie Chandler**
Author and Speaker

Meeting fee: \$30 in advance, \$35 at the door while available

[Buy your advance tickets here](#)

Luncheon Choices: Vegetarian or Regular
Deadline for advance tickets: March 14, 2023

Members unable to join us will be able to access a recording of Stephanie's presentation on our website. Zoom attendance will not be offered.

Come see your fellow writers! Hear what everyone's working on! Find new friends who share your genre!

Continued on page 2

Transform Readers into Lifelong Fans to Increase Book Sales and Profits

Many publishers focus on selling one book at a time, which requires a tremendous amount of time and effort. But there is a better way! When you build a community of readers, you can sell MANY books at a time. In this content-rich presentation, Stephanie Chandler shares proven strategies that you can put to work right away to begin cultivating an engaged audience of readers who want to buy your books.

You will learn how to:

- Understand the various ways publishers and influencers cultivate communities
- Form a plan to develop your own community
- Identify your Tribe of Influence—and it may be bigger than you think
- Use content marketing strategies to attract new community members
- Implement key steps to transform your readers into lifelong fans

Stop struggling to sell one book at a time and learn how you can cultivate a loyal community of readers and make your author business profitable. Whether you've been an author for years or you're just getting started, these steps can dramatically improve your success.

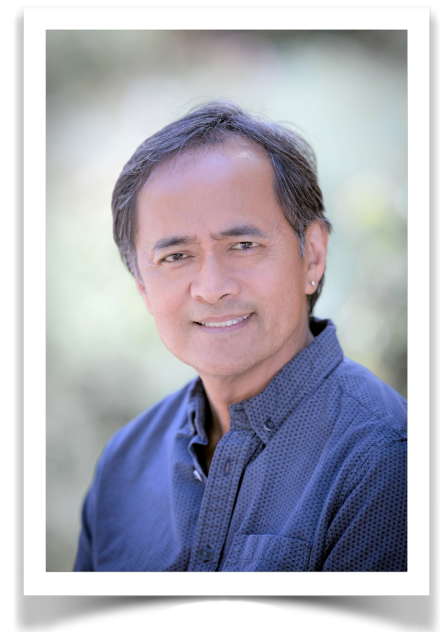
Stephanie Chandler is the author of several books including *The Nonfiction Book Publishing Plan* and *The Nonfiction Book Marketing Plan*. She is CEO of NonfictionAuthorsAssociation.com, a vibrant educational community for experienced and aspiring writers, and NonfictionWritersConference.com, events conducted entirely online since 2010. A frequent speaker at business events and on the radio, she has been featured in *Entrepreneur*, *BusinessWeek*, and *Wired* magazine.

Writers Network March 3 Get Emotional With Your Writing

Friday, March 3, 2023

9 – 11 am

CH Cafe & Grill (formally Perko's)
6215 Sunrise Blvd (just off Greenback)
Citrus Heights



or

[Join with Zoom](#)

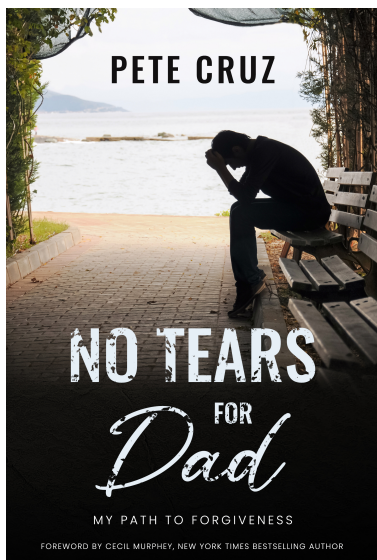
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Pete Cruz
Author

Why Evoking Emotions in Writing is Vital to Engaging Readers

Attendees will learn about:

- Why emotions are significant to telling a story
- Challenges to feeling our emotions
- How to access emotions
 - Why *Show, Don't Tell* is the golden rule.
 - Tools and tips for writing emotional content



Pete Cruz is a member of our California Writers Club–Sacramento Branch. He has won awards for short stories, served on writers panels, editing teams, and presented talks and workshops on a variety of subjects during his professional career in adult education and as a trainer and consultant for the State of California.

His memoir, *No Tears for Dad*, was published last November. It's his raw and sensitive account of recovery from childhood trauma and its effects on adulthood. He calls his book the most significant thing he's ever done in his life, besides being a father to his daughter. For more information, visit www.PeteCruz.com, Facebook: PeteCruzAuthor, Instagram: @PeteCruzAuthor.



Message from Bernard Wozny, CWC Sacramento President.

Dear Members,

The lion enters with all its majesty, but soon the lamb will hail the humility. In layman's terms, spring has not yet sprung, but we're getting there.

Many interesting words appear online that offer the writer ways to improve their craft. Some are freely given, while others can be expensive. I regard all to be of subjective value. My value relies in the personal touch.

I used to live in the UK where on many occasions, I visited the university town of Oxford. One day, I happened upon a pub, which is not surprising for me as I do enjoy English ale. This particular pub is of unique significance, it is called the Eagle and Child.

Within those walls gathered great writers who influenced me and many others. Names such as Tolkien, Lewis, Williams, Barfield, Dyson, to name but a few. They gathered in a small back room named 'The Rabbit'.

There they discussed their manuscripts, exchanged ideas, and critiqued their writings. They offered each other support against derogatory humiliation.

Who in their right mind wants to read about a lion living in a wardrobe, battling a sinister witch, with the help of simple children?

If you doubt your own writings, it is time you should enjoy a quiet beer with me!

In the meantime...

I will remind you of the meetings we hold.

First Friday, March 3rd. Pete Cruz will Get Emotional with Your Writing!

Third Saturday, March 18th, Stephanie Chandler will show you how to build an engaged community.

Check the posts on our homepage for details.

I urge you to book early for the Stephanie Chandler talk, this will be at Cattlemen's restaurant in Rancho Cordova. Tickets are running out fast.

Another important item is the [Members' Books page](#). Please have a look and tell me if you want to be included. As a writers club, we are allowed to show our wares.

Did I mention that I set up a community group on [Goodreads](#) for our club? Have you joined? Why not?

In addition, I want to hear from all members who offer additional services. Editors, proofreaders, artists, agents, publishers, web designers. If you are of value to fellow members, let me know.

Keep writing and tell me what you think.

Bernard Wozny (bpwozny@gmail.com)



MEMBER NEWS



We welcomed nine new members in the first two months of the New Year! Is everyone gearing up to reach their writing goals, whatever they may be? We all write because it feeds our souls. Tell your writer friends about us! This editor credits her own BFF (a non-writer) for telling her several years ago about this organization.

Please welcome the following folks if you run into them at a meeting this month:

Terri Dorow writes children's lit.

Sue Franklin writes fantasy romance, fantasy and contemporary.

Mari-Lynne Infantino, a previous member of the Orange County Writer's Club, writes women's fiction, mystery, and suspense.

Robb Lightfoot writes nonfiction, humor, and young adult.

Robyn Nance writes fiction.

Ronda Tamerlane writes memoir, nonfiction, and fiction.

Susan Bernard Webb writes literary fiction.

Kevin Woodruff writes historical nonfiction.

Toni Zuniga writes fantasy, drama, and spiritual.

We hope that all of our newcomers will share a brief (200 words max) bio and a jpeg headshot for our website Members page. Remember that you can include a link to your own website in your bio! (And we hope the rest of you will do so as well!)

Please direct member news to Sacramentowriters@gmail.com.



Leadership Change

Dear Members,

Our distinguished First VP of Programs, Gloria Pierrot-Dyer, will resign her post from the CWC board effective March First. Gloria has chosen to do so due to personal commitments of family and business. The CWC board and I regret her departure, but we all wish her well in her future endeavors. Gloria is happy to help transition to the new First VP of programs which we hope to announce soon.

I'm sure you will all recognize the work and dedication Gloria has given to this club and its members. In honor of her commitment, we have nominated Gloria to receive the Jack London Award. This award honors a member whose service to the CWC and/or a branch has been exemplary. The merit of the award is in the service, independent of writing accomplishments.

Please join me in thanking Gloria for her work and wishing her well in the future.

Bernard Wozny
President California Writer's Club, Sacramento Branch

February 3 Networking Meeting: The Writer's Bible

The networking meetings set up by the Sacramento Branch of the California Writer's Club are meant to, if nothing else, offer an opportunity for the membership to share useful and helpful ideas. The February meeting was no exception. Michael Brandt, a writer of travel adventures and a crime thriller, and also a member of our club, spoke of various ways to flesh out one's characters and keep a handle on the structure of a story line.



He first showed us an example of a Writer's Bible. It is used by the author to keep track of the facts and figures that are important to the story, such as the model of gun used by a character, or maps of an area. It is also a collection of descriptions of the characters in the story, including non-human ones such as the feel of a city, that help engage the author's imagination and keep straight all the intended traits of each character. When writing sequels, it is too easy to forget the heroine's favorite soda.

Michael suggests we list at least 100 things about the main characters, even if we never use the material in the book. The people or places or beings we form will be more alive in our imagination because of our efforts, and we can then find subtle

ways of including a man's limp, or a little girl's penchant for ants. One way we can begin this is to list traits about ourselves and then switch to making a list for our character.

A story board is a way of keeping the story line straight. Meant only for the writer's reference, consistency can be maintained, even when the story turns back on itself, or shifts time dimensions, or just simply gets complicated. And using a diagram, called a link analysis, depicts who knows who, who is related to who, etc.

All of these ideas help the writer orient in their developing story. Michael's talk was appreciated and his humor kept everyone in good spirits.

by Bonnie Blue

REMINDER:

OPEN READINGS

SIGN-UP TO READ—OR--TO LISTEN

THURSDAY, APRIL 13 AT 7:00 PM.

In our fourth year, the Open Readings event is a platform for sharing portions of our work from all genres, including poetry, and receiving immediate feedback.

As April is National Poetry Month, this Open Reading will feature poetry from our members, but all genres are welcome. Come and listen to what our members have written. The Zoom link for the next Open Reading will be published in the March and April Newsletters and posted on our CWC-Sac website.

If you wish to read your material, contact 2johnpatterson@gmail.com to sign up for the Open Readings. There are still openings in the schedule.

The Zoom link to listen is open to all members. Please note, if you arrive after the reading has started, you will be admitted as soon as the piece is concluded. If you wish to read, contact John prior to April 13.

<https://us02web.zoom.us/j/81621174042?pwd=NWZ5d2ZRUE45OWI0L1NGMEF2OUxzUT0>

(There is more information on the format in last month's Newsletter article.)



San Francisco Writers Conference Volunteer Report

By Jason Orta

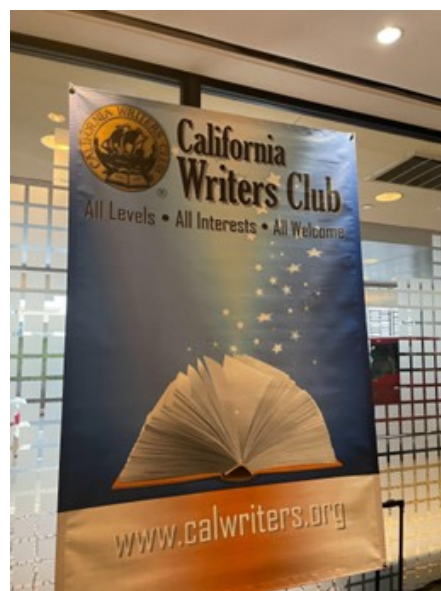
CWC – Sacramento Member

Frazzled after multiple delays on BART due to a stuck train and me learning that the Bay Area’s transit agency phased out paper tickets, I finally arrived at the 2023 San Francisco Writers Conference at the Hyatt Regency. It was overwhelming at first being in a crowded hotel full of strangers. But once I met fellow members of the California Writers Club booth, I was in business.

In working at the California Writers Club booth, I learned about what my fellow writers are working on- including one who was learning drawing while writing a graphic novel. In addition to the writing itself, my fellow writers offered me varied opinions on the importance of and methods of marketing their work.

After working at the California Writers Club booth, I attended a breakout session called, “How to Make Readers Emote When Reading Your Fiction.” This breakout session offered me some excellent tips that will help me immerse readers in the inner and outer lives of my novel’s characters

It was a weekend conference but I was only there for four hours. I began the experience nervously walking through a hotel full of strangers. But after meeting other writers and learning about how they go about their craft, I picked up a little more confidence in my own work as I left the conference walking tall through the streets of San Francisco to meet my wife for our mini vacation.



San Francisco Writers Conference: Poetry Summit

By: Andrew Laufer

Member, Sacramento Branch: The California Writers Club

I'm sending a big THANK YOU to the Sacramento Branch of California Writers Club for making me a scholarship winner to attend a special poetry workshop at the 19th Annual San Francisco Writers Conference. I spent a full day at the Hyatt Regency on the Embarcadero listening to the advice and poetry of publishers and poet laureates.

The program started at 9:00 AM when we were introduced to poets and publishers who offered insights into what inspires them and who then provided the audience with writing prompts. Each of the poets were dedicated professionals utilizing their experience and skills gained after completing their Masters in Fine Arts.

Three publishers, Terry Ehret from Sixteen Rivers Press, Diane Frank from Blue Light Press, and Lissa Provost from New Alexandria Publishing Group each provided the audience with what they looked for and what process they used in deciding which poetry books to publish. They left time for questions and answers that I found as interesting as their presentations.

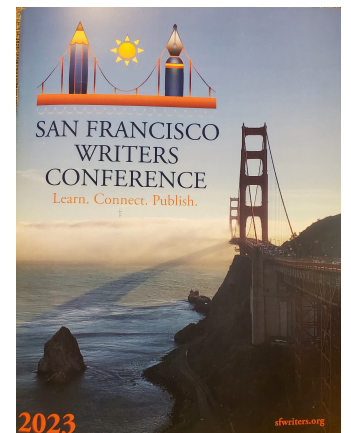
Three poet laureates blessed us with their poetry, Tongo Eisen-Martin, Poet Laureate of San Francisco, Prartho Sereno, Poet Laureate Emerita of Marin County, and Kim Shuck, Poet Laureate Emerita of San Francisco. Each had their own distinctive style and were a delight to listen to. I only wish they would have read or recited each poem twice.

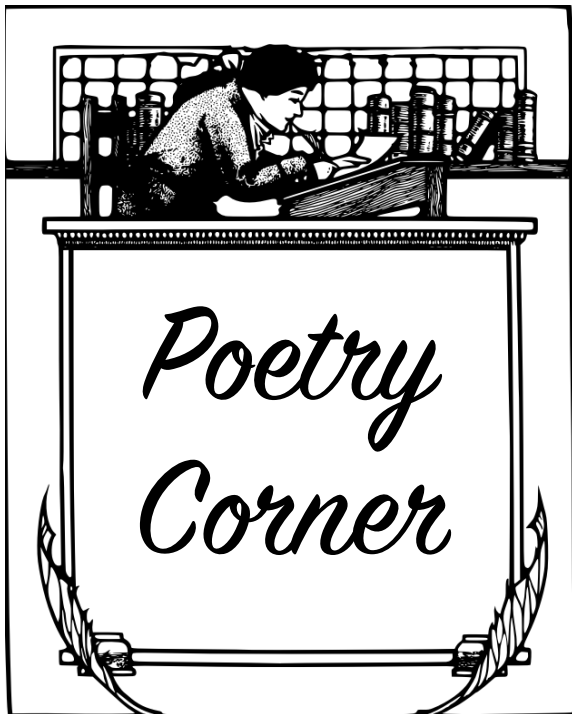
The Q&A session was again enlightening for me. My favorite discussion was about "finding your voice." Tongo noted that finding your voice is not static, it is a journey. We all have psychic landmarks that will come through in our voices. What changes are the circumstances and conditions in which you use your voice.

After a leisurely lunch, Daniel Langton, Professor Emeritus, San Francisco State, Terry Ehret and Diane Frank provided their perspectives on editing. All emphasized submitting only your best work. Reviewers will stop reading after the second stanza if they are not driven to proceed to the next. It is a waste your time because there is so much competition. A harsh reality.

The last session for the day asked the panelist to answer the question "What makes a poem something you will remember for years? This proved to be a difficult question to answer. Poems express heartfelt emotions even if they are about ordinary things. The lines that last in our minds are those that are taken seriously. We learn to live their meaning.

It was a great way to spend my Saturday and I thank the CWC for putting my name forward for the scholarship.





Rob Greene is the founder of the *Raleigh Review* and an assistant professor at Saint Augustine's University. He lives in North Carolina.



Rob Green

To the Young Second Lieutenant Standing Behind Me in Line

No one looked after me or my brother back then, no CPS,
no Social Workers, the SP's couldn't be trusted,
the off-base cops even worse.

When the P-EX mini-mart clerk told me
I wasn't supposed to be there
and had to leave my Pork & Beans

and bread on the counter, you caught up to
me in the parking lot,
my items in your tote bag.
I got caught stealing a sleeved stick of butter

the week prior, but today had returned
with the Susan B. Anthony dollar coin I found
in the gutter.
All I had was that and my pocketknife for
opening cans and gutting fish,

the reason my *privileges* were revoked.
I wish I had answered your questions—
What's going on?
*Why can't you shop here? Where are your
parents?*

before darting off into the night with the can
and bread,
dropping the piece of money at your feet.



CWC Sacramento Club Positions FY 2022-2023

Board of Directors

Officers

President: Bernard Wozny
bpwozny@gmail.com

First Vice-President/Programs: Gloria Pierrot-Dyer
quill76@gmail.com

Second Vice-President/Membership: Jenifer Rowe
jenifererowe@gmail.com

Treasurer: Tim Schooley
timschooley@comcast.net

Secretary: Bonnie Gault Blue
beaubleue4@gmail.com

Directors

Kimberley Edwards
Chris Hennessy
Cheryl Stapp

Club Positions

Contest Coordinator - Judith Presnall
Historian - Julie Bauer
News and Events Distributor - Jenifer Rowe
Newsletter Content - Jenifer Rowe
Newsletter Layout - Rosi Hollinbeck
Open Readings Host & Coordinator - John Patterson
Publicity Chair (Print/TV/Radio/Social Media) – Chris Hennessy
Webmasters – Bernard Wozny, Jenifer Rowe
Writers Network Coordinator- Cheryl Stapp