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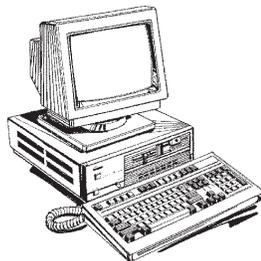
www.CWCSacramentoWriters.org

Celebrating 101 years!

November 2010

Sacramento Branch, California Writers Club

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



Stephanie Chandler Marketing Your Work Via the Internet



Upcoming Speakers

If you are interested in learning how to market your work through the Internet, don't miss November's luncheon meeting. In the '90s, the topic's presenter, Stephanie Chandler, honed her marketing skills in the fast-paced business atmosphere of Silicon Valley.

Seeking a slower-paced lifestyle, Chandler fled corporate America in 2003 and opened a bookstore in Sacramento. Realizing a need for innovative marketing, she studied Internet marketing strategies and quickly brought her store website into the top three results on Google.

She has been featured in BusinessWeek, Inc.com and the magazines *Entrepreneur Magazine*, *Wired* and *More*, among others. She is also a frequent speaker at small business events and on radio.

Chandler launched BusinessInfoGuide.com, a directory of resources for entrepreneurs, in 2004. She is also founder and CEO of Authority Publishing, a custom publishing and marketing company. She is the author of the following books:

LEAP! 101 Ways to Grow Your Business (Career Press, September 2009)

The Author's Guide to Building an Online Platform: Leveraging the Internet to Sell More Books (Quill Driver Press, May 2008)

From Entrepreneur to Infopreneur: Make Money with Books, eBooks and Information Products (John Wiley & Sons, December 2006)

The Business Startup Checklist and Planning Guide: Seize Your Entrepreneurial Dreams! (Aventine Press, September 2005)

For more, visit www.stephaniechandler.com.

December 12, 1:00 p.m.

Holiday Social at Romano's Macaroni Grill in Folsom.

Choose an entree, with salad and non-alcoholic beverage for \$22, including tax and gratuity. Entree choices are Penne Rustica, Pasta Milano, Sausage Salentino, Lasagna Al Forno, Fettuccine Alfredo with Roasted Chicken, Chicken Scaloppine, Chicken Parmigiana, Pollo Caprese and Shrimp Portofino. King Salmon is available for an additional \$3.00. To RSVP and for more details, **contact Margie Yee Webb by December 5 at mywebb@sbcglobal.net or 916-213-0798.**

January 15, 2011

Denny Grayson's topic title is: "What's so hard about writing a screenplay?"

February 19

Kimberly Van Meter is a published romance writer with Silhouette & Harlequin. She has a new romantic suspense novel out called *To Catch a Killer*. For more information, visit www.kimberlyvanmeter.com.

Saturday, November 20, 2010 - 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 D. Aday-Keller



The October 1 Writers Network meeting featured Don Chaddock, Editor of the *Folsom Telegraph*.

Chaddock's newspaper career started in 1990, at the *Merced Sun Star* as a proofreader in the graphics department, when his most helpful and portable tool was an exacto knife. He wrote theatrical and movie reviews and moved onto hard news. Since that time, Chaddock, with no degree in journalism, has traveled a winding path as editor, general manager, reporter, editorial artist, and personal paper delivery man.

Chaddock introduced *Four Myths of Publishing*. The first myth, "print media is dead," emerges whenever a new technology beams across the horizon and threatens the current medium of the media, such as when radio was deemed dead in the air waves when television first came on the scene. Remember when the Internet was going to obliterate television and in turn, mobile phones would smack down the Internet? Just as computers were going to spell the end for workers yet, in the final analysis, computers have generated many more industries and jobs. The subsequent effect on productivity and breakneck speed of technological change has generated far more demand for everything, including news. We want it now. We want it all, right now.

Can you hear truth's ring in this next myth - "People don't read like they used to?" Indeed, they don't read as they used to, they read more. To the third myth, "I get my news off the Internet," Don Chaddock noted, "the Internet is the gateway or conduit for news; however, there still has to be a source for news." Television networks have responded to economic strains with cutbacks by replacing TV anchors with camerapersons shouting

questions that are edited out later. The sources for news remains largely the domain of newspapers, with stringers, freelance writers, or editors with Type-A behavior and a passion for finding and getting the story out.

"No one reads newspaper anymore," wrapped up the fourth and final myth, yet another element of truth neatly squared with optimism for writers. As delivery technology has changed and there are more online readers who, with a mouse click, have access to many more newspapers from coast to coast, internationally, or to a weekly in a one-horse town in Two-Dot, Wyoming. All in all, delivery systems and capacity have increased and driven demand for news. The future is bright for writers who are able to cast 'news nets,' near or far, for accurate, up-to-the-minute stories. If you think technology frees us up with new efficiencies, Chaddock was here to tell us, "fat chance!" Keep your pencil sharpened!

By this point, some of us were precariously perched on the edge of our chair, eagerly waiting for the worms. "Do you buy stories?" "What is the pay?" "What about edits?" "What about getting picked up by AP?" "How do we get in touch with you?"

The basics—\$25 for a photo; \$35 for a story compared to *Examiner.com*, who pays a penny and *Sac Bee* who doesn't pay at all, and if AP picks up your story, you get exposure. When a stringer writes a story for the *Folsom Telegraph*, the stringer and AP negotiate payment. Chaddock does not pay for your opinion, quotes from official sources, or a press release with a new lead, no matter how interesting it may be. He said leads should have a hook with punch, not facts. Stories in the *Folsom Telegraph* need to be 'hyper-local' because it is, after all, a local weekly newspaper. He wants human interest stories of about 400 to 600 words that include two sources about logistics and, for spice, two "bubbas," or 'men on the street.' Events coverage, specific to the Folsom area, are generally assigned to feature writers; although, if you have a connection you can send a query letter to donc@goldcountrymedia.com. Your stories should have a conversational style that is reader-friendly and normalized, not 'dumbed down.' You make your own edits and don't use 'occurred'—it is redundant and unnecessary.

The CWC Writers Network meets at 9 a.m. the first Friday of every month at the International House of Pancakes, 2216 Sunrise Blvd. Rancho Cordova, north of Highway 50. Join us for breakfast. For information, contact Bob.Quinlan1@comcast.net.



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.)

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

Readers and Listeners Welcome

Contact: susanosborn41@comcast.net

CWC Sacramento 2011 Short, Short Story Contest



-Open to All Writers-
California Writers Club
Membership is not required

Prizes: \$100, \$50, and \$25 prizes (for first, second, and third 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.

Entry Format: Submit four copies. 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.

Entries must be unpublished. Entries will not be returned and authors retain all rights.

Entry Fee: \$10 for each submission. Enclose a check made payable to CWC, Sacramento Branch.

Deadline: Must be postmarked by March 31, 2011.

Winners: Winners will be announced in the June 2011 branch newsletter and honored at the June Sacramento Branch meeting. Winners need not be present to receive their prizes. Winning entries will be published in the branch newsletter, *write on!* Winners should be able to provide a digital copy.

Submit to: Contest Chair
CWC, Sacramento Branch Writing Contest
P.O. Box 1157, Citrus Heights, CA 95611-1157
For more information, contact Marsha Robinson at
marshar@quicknet.com.

President's Message

by Margie Yee Webb



Please join us at the November luncheon meeting. Stephanie Chandler, who has successfully launched many ventures, will speak about Internet marketing. Her accomplishments include author, publisher, and "organizer" of The Sacramento Speakers Network Meetup group.

The Sacramento Speakers Network is devoted to professional speaking, and meetings are the first Wednesday of the month. Members include authors, experts, entrepreneurs, business professionals and professional speakers who gather to network, share resources and exchange ideas. For more, visit: www.meetup.com/sacramentospeakersnetwork.

At a recent Meetup I attended, Stephanie suggested that everyone should write a book and have a blog.

For those who may need ideas on what to write, attend the November 5 Writers Network meeting at IHOP in Rancho Cordova. Speaker Zoe Keithley will encourage you to "Write to your Passion."

Our new CWC Sacramento Branch website, www.CWCSacramentoWriters.org is up and running, with Amy Rogers as our new Webmaster. Much thanks to her for taking on this important responsibility.

Mark your calendar for an upcoming local authors event and book signing. The Market Place (a year-round home, garden, collectibles and original art by local artists Exhibition/Sales Center) in Rancho Cordova is sponsoring "Authors Among Us" scheduled for November 27 to December 5. Once I receive details on how to apply, I will notify members by e-mail. If you are not currently receiving e-mails about CWC-related events, send your name and e-mail address to be included.

Our third Holiday Social at Romano's Macaroni Grill in Folsom is Sunday, December 12, at 1:00 p.m. Nancy Ware will coordinate a food drive again on behalf of our club. Donations will go to St. Vincent de Paul. You may bring non-perishable food items to the November luncheon meeting or December Holiday Social.

Hope to see you at our festive Holiday Social, and bring a guest. Happy Holidays!



Where to Send Sales Reports

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 a CWC sales report.**

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

We are not responsible for misspellings, errors or inaccuracies received.

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

Ken Umbach, CWC
P.O. Box 1157
Citrus Heights, CA 95611-1157
ken@umbachconsulting.com

Want Your Newsletter via E-mail?

If you wish to receive your newsletters via e-mail (as an attached PDF document) send an e-mail to Julie Bauer, joolieb@aol.com.



November Luncheon

Arden Way
Luau Garden

The Club's next luncheon meeting will be Saturday, November 20, 11:00 a.m. at Luau Garden Chinese Buffet, 1890 Arden Way, Sacramento, 95815. It is between Kohl's and Petco.

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 at least a week prior.

Member Sales Reports



Bob Quinlan's book *Earn It: Empower Yourself for Love* is a personal relationship book written using business principles and terminology so that men, especially, can understand. For more: <http://loveblog.earnitbook.com>.

Denise Branco's *Horse at the Corner Post: Our Divine Journey* is a memoir about the special bond she formed with her horse, Freedom Sky, over three decades. For more: www.horseatthecornerpost.com.

Marsha Porter reports she had four stories accepted for *Chicken Soup for the Soul* books. She says there is a new editor so if you had stories rejected, you might want to try again.

**Sacramento Branch
California Writers Club
www.sacramento-writers.org**

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

The next deadline for submissions is **December 10 for the January issue.**

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



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