



Founded 1909

CALIFORNIA WRITERS CLUB, SACRAMENTO BRANCH

# WRITE ON!

We welcome all writers from aspiring to professional.  
Our goal is to educate and to encourage writing and marketing skills.

SEPTEMBER 2011

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

## Appearing at the September 17th Luncheon

*Ross Rojek of 1776 Productions*

*Using Changes in Book Reviewing to Promote Your Books*



Ross Rojek has been a reader since before he can remember. From growing up in a family of teachers to skipping school to spend extra time at the library, books have always been a part of his life. For almost 15 years, he retailed comics and books in Midtown and Downtown Sacramento, and in 2008, launched the

*Sacramento Book Review* with his partner Heidi Komlofske. Together, they created a new model of book review publications while the traditional newspapers downsized or canceled their coverage of books. Since then, they started publishing the *San Francisco Book Review* and licensed the *Portland Book Review*. Other licensed city book reviews are coming soon.

### ALERT! THE MONTHLY LUNCHEON MEETING LOCATION HAS CHANGED!

The next Luncheon Meeting is on September 17th at 11:00 AM at El Torito Restaurant.

**El Torito is located at 5637 Sunrise Blvd. in Citrus Heights.**

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

The Public is invited to attend.

### SAVE THE DATE: OCTOBER 4TH!

THE CWC - SACRAMENTO BRANCH PRESENTS:

**The 2nd Annual - An Evening with Writers**

6:00 p.m. - 8:00 p.m.



**LUNA'S CAFE**

1414 16th Street, Sacramento, CA 95814

### 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.)

Readers are allowed up to 10 minutes each.

**Next Open Mic is September 9th**

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 Message

BY MARSHA ROBINSON

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

## EXCITING CHANGES ARE TAKING PLACE IN YOUR CALIFORNIA WRITERS CLUB!

As the new president of the Sacramento Branch, I am focused on promoting the club's presence in the community and providing members even more benefits. I learned from the past president, Margie Yee Webb, the value of social networking and the importance of creating a friendly and nurturing environment in which writers can improve their craft and market their works.

What benefits can you expect to receive from the California Writers Club? The Sacramento Branch provides luncheon meetings with relevant and entertaining speakers, workshops to hone the craft of writing, and seminars on the navigational skills needed to market the finished work. CWC – Sacramento sponsors Open Mic at Barnes & Noble in Citrus Heights: this offers writers the chance to read their work to an audience. We also sponsor Writers Network meetings at IHOP in Rancho Cordova: participants learn more about marketing strategies and network with one another. Several critique groups are active within the club, and more can be organized. A writing contest is planned, and an anthology of selected members' works is proposed for the coming year.



I encourage collaboration. Volunteers are a club's most treasured assets, and I invite all members to get involved. Join the fun: join a committee. Each individual's unique talents and expertise enrich the club. It takes dedicated volunteers to host writing contests, produce a club anthology, and provide informational and/or inspirational newsletter entries. To meet these goals the club needs eager and able volunteers. I'm one. How about you? A list of these and other volunteer opportunities will be available soon in the newsletter and on the Web Site.

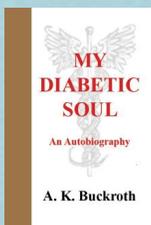
Together we can make this a great year for writing.

If you have questions, suggestions, or comments, please don't hesitate to contact me at: [marshar@quiknet.com](mailto:marshar@quiknet.com).

---

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)



### Why Create an Audio Book? By **Andrea K. Roth** (aka: **A. K. Buckroth**)

I am one of three diabetic children in a family with five biological kids. My diagnosis occurred at age two; my youngest sibling, Judy, was diagnosed at age five; and kid-sister, Gina, at age twelve. Although we three received meticulous training and care from the beginning, Judy and Gina were not unscathed by this dreadful, slow-acting disease.

Gina and Judy lost their eyesight through retinopathy, one of the many complications caused by diabetes. Judy was 25 years old when she lost her vision, and before Gina's death in 1986, at the age of 26, she was blinded by the same demon.

I am the author of *My Diabetic Soul – An Autobiography*. Upon the release of my book, I signed a paperback copy for Judy and proudly sent it to her. She was elated and ecstatic; however, she couldn't read it. Of course I knew this! But, I imagined she'd clutch it to her heart, and hug it as if it were me—recalling our childhood as she did.

In deference to Judy's blindness and to the millions of others afflicted by diabetes and retinopathy, I was determined to record my autobiography.

Throwing cost to the wind, I used the Internet to locate a recording studio in Sacramento County, California. No luck. I mentioned this dream to a friend who put me in contact with an acquaintance of his: a retired music recording professional with his own studio. This was the first time in his career to record a book.

Delighted, I telephoned. This resulted in an invitation to his beautiful home and self-designed recording studio in Penryn, CA.

(continued page 4, bottom)

## WRITERS NETWORK MEETING REPORT

by Jamie Laster

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

### OUR THANKS TO AUGUST GUEST MICHELE VALENCIA OF **influenSPHERE**



*Ms. Valencia's career spans more than 20 years, and her portfolio of experience includes administrative resource management, sales, customer service, team building, and franchise management.*

*Her presentation focused on maximizing the use of social media to increase a writer's visibility and audience. She also advocates using "old-school" networking techniques, such as sending personal letters and e-mails, and making phone calls. "Focus on what you can give, and you will receive."*

*Although she's an avid fan of Twitter, Valencia believes Facebook is the easiest of the social media outlets with which to begin. In describing LinkedIn, Valencia pointed out it's more geared to presenting one's professional profile than to increasing a writer's visibility and audience through (virtual) social interaction. "The power of the Internet can greatly increase our chances of being found and followed," Valencia noted.*

*Her advice? "If you're not doing social media, you've missed the bus, but it's still not too late to catch it."*

[Michele@InfluenSPHERE.com](mailto:Michele@InfluenSPHERE.com) | [influenSPHERE.com](http://influenSPHERE.com)

### Appearing at the September 2nd Writers Network Meeting

#### **Carmel L. Mooney** "WRITING ABOUT TRAVEL"

Travel writer, columnist, author, and radio talk show host, Ms. Mooney's titles include *How to Break In or Survive and Thrive as a Travel Writer in the Current Economy*. Her works appear in national and international magazines and newspapers. She teaches seminars on writing and publishing at writers' conferences and colleges throughout the country.



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)

### Garnering Gems in Public Places by **Kimberly A. Edwards**

In an age when technology demands attention, tradition still kindles creative thinking. With minimal preparation, CWC members can boost profits from monthly meetings. Gatherings expose us to concepts, showcase leaders whose experience amplifies our own, and offer camaraderie with colleagues who share mutual goals. Community bonds nourish hope and inspiration. Together we self-renew, build resistance, smooth out uncertainties, and reap tips from varied exchanges. In-the-flesh "inputs" keep the artistic wheel whirling. Even as our brain listens to speakers, it carries on inventive work. According to M.J. Ryan, top plans spring from unconscious processes as we mull, digest, or distill when engaged in divergent activities. As C.D. Jackson said, "Great ideas need landing gear as well as wings."

*More than ever, individuals gain from recurring personal interaction. Even with intrinsically motivated people (as writers are), social contact compensates for dry spells or frustrating, mundane tasks.*

Pointers for Maximizing Meeting Pay-offs: (1) Establish a personal objective: networking with three people; (2) Identify a problem: brainstorm solutions with others; (3) Research the speaker, regardless of genre, and pinpoint commonalities to explore.

We can augment takeaways by anticipating relevant links as if they were precious stones. Even as trends give rise to new meeting models, who better than writers knows *the classics* deliver an enduring shine.

# California Writers Club, Sacramento Branch

4

## Introducing Your 2011-2012 Officers

THE VOTES HAVE BEEN CAST – THE NUMBERS TALLIED – AND THE RESULTS ARE IN  
PLEASE STAND AND CHEER FOR THESE WINNING VOLUNTEERS.



### President - Marsha Robinson

Ms. Robinson has just published her first children's picture book, *Rescuing Humphrey*, and is currently at work on the sequel *Rescuing Horatio, Howie, and Hank*. She also writes creative nonfiction about traveling and golf. In addition to her membership in CWC, Ms. Robinson belongs to Northern California Publishers & Authors and the Society of Children's Book Writers & Illustrators.

[MarshaR@quiknet.com](mailto:MarshaR@quiknet.com) | [MarshaRobinsonWrites.com](http://MarshaRobinsonWrites.com) | (916) 396-5115



### Vice President / Programs - Cheryl Stapp

Writing as Cheryl Carmichael, Ms. Stapp has published 52+ articles in *Working World* and 4 articles in Sacramento's *California Job Journal*. She spent 5 years as the Contributing Editor of *Working World* and has also worked in the LA entertainment industry for independent TV producers. She is currently at work on the historical *Sacramento Women: Gold Rush Through the Civil War*.

[CherMail1@yahoo.com](mailto:CherMail1@yahoo.com) | [CherylAnneStapp.com](http://CherylAnneStapp.com)



### 2nd Vice President and Membership Marilyn Smith-Murphy

[NormaR@surewest.net](mailto:NormaR@surewest.net)  
(916) 726-7866



### Treasurer Robert E. Cooper

[RECcoop@aol.com](mailto:RECcoop@aol.com)



### Secretary - Kimberly A. Edwards

Ms. Edwards joined CWC - Sacramento in the 70's after selling articles to national markets. While raising three children and working full-time, she continued writing and for 2 ½ years published a writer's newsletter. She studied fiction under Jean Z. Owen, but still prefers articles. She has served on the board for five years, and currently writes on travel, cross-cultural issues, children, education, and meetings/presentations. One day she will finish her memoir about losing a parent at a young age – and the woman whose spirituals brought hope.

[KimberlyEdwards00@comcast.net](mailto:KimberlyEdwards00@comcast.net)

continued from page 2:

#### Why Create an Audio Book? By AK Buckroth

I was awestruck and charmed, and his resume reflects having worked with very big names in music. We discussed a contract, agreed to a price, and set convenient reading/recording dates. With his coaching, I learned I couldn't simply jump in and read: there were things I had to learn, respect, and appreciate before successfully completing the project.

After four days of traveling fifty miles round trip to the studio, spending six-hours each day reading, my recording goal was achieved. Two weeks later, my thoughtfully edited work was ready for pick up.

Together, we created an 8 CD recording of *My Diabetic Soul – An Autobiography* that Judy can both clutch to her heart and listen to.

Copies of *My Diabetic Soul – An Autobiography* are available in book, ebook, and audio book formats at [MyDiabeticSoul.com](http://MyDiabeticSoul.com).

# California Writers Club, Sacramento Branch

5

## Introducing Your 2011-2012 Board of Directors

LOOK WHO GOT APPOINTED!  
PUT YOUR HANDS TOGETHER FOR THESE VOLUNTEERS.



### Jamie Laster

After working 24 years in the title industry, Ms. Laster decided to pursue her dream of becoming an author. In 2009 she found CWC – Sacramento. She was so impressed by the amount of support and wealth of information of the members, she joined after attending her first meeting. Jamie regularly contributes to the club's monthly newsletter and has been a key volunteer. She recently launched her Web Site featuring her blog *SingleMom101* where she writes about the experiences and lessons she's learned raising her two sons alone.

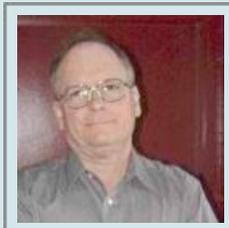
[MzJamiel@yahoo.com](mailto:MzJamiel@yahoo.com) | [JamieLasterAuthor.com](http://JamieLasterAuthor.com)



### Bob Quinlan

Mr. Quinlan is the author of *Earn It: Empower Yourself for Love*. Nine years of providing psychiatric counseling combined with twenty years of medical sales experience demonstrated many similarities between personal and professional relationships. Bob joined CWC – Sacramento after reading a newspaper article about a meeting. Within two months, he was asked to head the Friday morning Writers Network group, following Grace Ertel's thirty years of dedicated organization. In addition to CWC, he's a member of NCPA.

[BobQuinlan1@comcast.net](mailto:BobQuinlan1@comcast.net) | [EarnItBook.com](http://EarnItBook.com)



### Ken Umbach

A columnist for *Senior Spectrum* and a former policy analyst for California Research Bureau, California State Library, Mr. Umbach is the author of various reports for CRB, 1993 – 2006, and a former columnist for *Knowledge Quest*. Currently self-employed providing writing-related services (research, writing, editing, and book formatting for digital printing), he is also busy promoting his latest release *The Big Book of Ken's Corner with a Cat Named Boo*. The anthology features articles dealing with such topics as the high jinks of local squirrels, and worries about "bad banks."

[Ken@UmbachConsulting.com](mailto:Ken@UmbachConsulting.com) | [UmbachConsulting.com](http://UmbachConsulting.com) | (916) 722-6897



### Nancy Ware



### Margie Yee Webb

Margie is the author/photographer of *Cat Mulan's Mindful Musings: Insight and Inspiration for a Wonderful Life*, a gift book for cat lovers. The *Sacramento Bee* wrote: "The El Dorado Hills writer-photographer imparts words of wisdom, accented with pictures of her rescue cat." Margie is Past President of CWC – Sacramento and received the Jack London Award in 2011. She plans to continue spotlighting the Club and members. She is a member of Cat Writers' Association, NCPA, and Women's National Book Association - San Francisco Chapter.

[Margie@CatMulan.com](mailto:Margie@CatMulan.com) | [CatMulan.com](http://CatMulan.com) | (916) 213-0798

# California Writers Club, Sacramento Branch

6

## Introducing Your 2011-2012 Cogs & Sprockets



### **Julie Bauer - Open Mic Emcee & Historian**

A published nonfiction writer/editor since 1987, Ms. Bauer has worked as the Features Editor of the *Galt Herald* newspaper, the Publications Editor of Pacific Mgt. Dynamics Corp., and spent 14 years as a writer/editor/researcher at MKS Inc. Currently, she is the Associate Editor of Publications Cal/EPA and works as a freelance writer and editor.

[joolieB@aol.com](mailto:joolieB@aol.com)



### **Shawn Hansen - Newsletter Editor**

A retired police officer and college professor, Shawn began writing professionally in 2006. Two years ago, she turned her focus to Scribbled Stories: short, often edgy pieces paired with original works of art. Some Scribbled Stories end up framed as mixed media pieces, and others become slide shows. Shawn's work has appeared in *Thaumatrope*, *Tweet the Meat*, *ByLine Magazine*, *7x20*, and *Common Ties*. She'll be featured in the anthology *140 and Counting*, which is due out later this summer.

[Shawn.Hansen@ScribbledStories.com](mailto:Shawn.Hansen@ScribbledStories.com) | [ScribbledStories.com](http://ScribbledStories.com) | (916) 698-52



### **Laurie Hoirup - Introduction Specialist, Writers Network**

After completing her memoir, *I Can Dance: My Life with a Disability*, Laurie attended a number of authors' groups and clubs to learn about publishing. The recently retired Chief Deputy for the State Council on Developmental Disabilities, she quickly became involved in the CWC and now helps facilitate Writers Network speakers. Along with putting together her memoir, she's written articles featured in E-newsletters. She is currently writing a children's chapter book whose title character has a disability, *I Can Dance: My Life with a Disability* is scheduled for release in March 2012.

[Lauries.Legacy@yahoo.com](mailto:Lauries.Legacy@yahoo.com) | [LauriesLegacy.com](http://LauriesLegacy.com) | (916) 469-7695



### **Dr. Amy Rogers - Web Site Coordinator**

Amy uses her insider knowledge of biology and medicine to write science-themed thrillers in the style of Michael Crichton. Her first published novel, *Petroplague*, is about oil-eating bacteria contaminating the fuel supply of Los Angeles and paralyzing the city. She is currently represented by literary agent Scott Waxman. Visit her book review website [ScienceThrillers.com](http://ScienceThrillers.com) to find your next beach read.

[Amy@ScienceThrillers.com](mailto:Amy@ScienceThrillers.com) | [AmyRogers.com](http://AmyRogers.com)

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

We're writers, right? Well, I'd like to put my money where your words are by inviting you to compete for fame, fortune, and a bit of the spotlight. In 200 words or fewer, I challenge you to write a story beginning with the words:

*The only way out of this is*

The deadline is 5 PM September 10th. The winning entry will receive a \$5 Amazon e-gift card and publication in October's *Write On!*.

If you have any questions about the contest, please contact me, and when you have the winning story written, submit it to

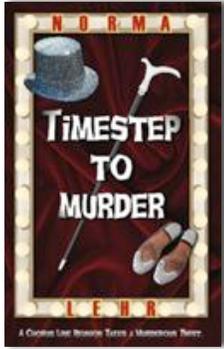
[Shawn.Hansen@ScribbledStories.com](mailto:Shawn.Hansen@ScribbledStories.com) or 6600 Log Cabin Lane, Placerville, CA 95667.

## **OTHER CONTESTS - Open to All**

- CWC - San Francisco/Peninsula Writers - Short Story Contest. Cash Prizes & Publication. Deadline: 09-30-11 – [Details on their Web Site](#).
- Gotham Writers Workshop - *Microstyle* Writing Contest. Free Class, Publication, and More. Deadline: 09-15-11 – [Details on their Web Site](#).
- The New Writer - Multi-Genre & -Length Contests. Cash Prizes & Publication. Deadline: 10-30-11 – [Details on their Web Site](#).
- Writer's Digest - Short Story Contests (Rotating Genre). Cash Prizes, Publication, and More. Deadlines: Vary – [Details on their Web Site](#).

For more contest & submission opportunities, I recommend checking out [DUOTROPE](#) and subscribing to their FREE Market & Contest Digest.

## Member News



CWC - Sacramento Branch member Norma Lehr announces the Camel Press release of *Timestep to Murder*, the first novel in the Abby Rollins mystery series.

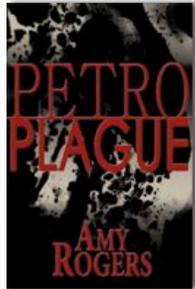
In the book, a group of semiretired showgirls reunite to perform at the Cal Neva in Tahoe, and during the rehearsal period, a killer starts to pick them off, one by one.

*Timestep to Murder* is available in paperback and ebook editions.

Umbach Consulting & Publishing is pleased to announce signing an agreement to publish Laurie Hoirup's memoir *I Can Dance: My Life with a Disability* scheduled for publication in March 2012, as a trade paperback.

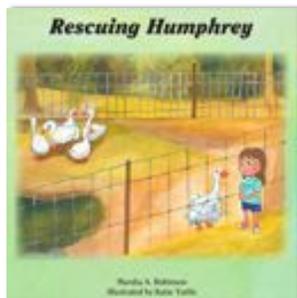
Ms. Hoirup's frank and revealing memoir is a testament to the power of goals, determination, and support from family and friends to enable people with disabilities to live fulfilling and productive lives.

Laurie Hoirup and Ken Umbach are members of CWC - Sacramento and of Northern California Publishers & Authors.



CWC - Sacramento member and International Thriller Writers' 2012 Debut Author Amy Rogers announces the release of her debut science thriller novel *Petroplague*, an ebook original published by Diversion Books.

Learn more about *Petroplague* (in which oil-eating bacteria contaminate the fuel supply of Los Angeles and paralyze the city) and view the book trailer at AmyRogers.com.



CWC – Sacramento President Marsha Robinson announces the release of *Rescuing Humphrey*, the first in a series of children's picture books.

*Every young child dreams of being a hero. When Emma befriends the curly feathered goose in her neighborhood, she discovers that he doesn't fit in with the rest of the flock*

*on his farm. Determined to save him from his unhappy circumstances and bring him home to live with her, she plots and executes a daring rescue.*

### 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, etc. to

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

OR

Shawn Hansen  
6600 Log Cabin Lane  
Placerville, CA 95667

**Next Deadline: September 10th by 5 PM**

### CHANGE OF ADDRESS

E-MAIL OR SNAIL MAIL

Ken Umbach, CWC  
P.O. Box 1157  
Citrus Heights, CA 95611-1157

OR

[ken@umbachconsulting.com](mailto:ken@umbachconsulting.com)

*Copyright © 2011 by the California Writers Club, Sacramento Branch. All rights reserved. Write On! is published by the California Writers Club-Sacramento Branch, on behalf of its members. The California Writers Club assumes no legal liability or responsibility for the accuracy, completeness, or the usefulness of any information, process, product, method or policy described in this newsletter.*

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

### SUBSCRIPTIONS:

E-mail: FREE  
Snail Mail: \$15 a year.



Margie Yee Webb, is seen here with CWC Central Board President Bob Garfinkle as she receives the Jack London Award for her outstanding service.

Photo by Casey Wilson  
East Sierra Branch, CWC

# California Writers Club

Sacramento Branch

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

## Officers

|                      |                      |
|----------------------|----------------------|
| President:           | Marsha Robinson      |
| VP & Programs:       | Cheryl Stapp         |
| 2nd VP & Membership: | Marilyn Smith-Murphy |
| Secretary:           | Kimberly A. Edwards  |
| Treasurer:           | Robert E. Cooper     |

## Board of Directors

Jamie Laster – Bob Quinlan – Ken Umbach

Nancy Ware – Margie Yee Webb

SHAWN HANSEN, NEWSLETTER EDITOR

6600 Log Cabin Lane, Placerville, CA 95667

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

(916) 698-5213

Please include CWC in your e-mail subject line.

AMY ROGERS, WEB SITE COORDINATOR

[Amy@ScienceThrillers.com](mailto:Amy@ScienceThrillers.com)

Please include CWC in your e-mail subject line.

MARGIE YEE WEBB, PUBLIC RELATIONS

[MYWebb@sbcglobal.net](mailto:MYWebb@sbcglobal.net)

(916) 213-0798

FOR MEMBERSHIP INFORMATION

Marilyn Smith-Murphy

[NormaR@surewest.net](mailto:NormaR@surewest.net) | (916) 726-7866

Please include CWC in your e-mail subject line.



Founded 1909

Citrus Heights, CA 95611-1157

P.O. Box 1157

Sacramento Branch

CALIFORNIA WRITERS CLUB