



Writers News

Volume 11, Number 8.....August 2012

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New SCWA Newsletter Features

We've added three new sections to the SCWA Newsletter (Members Marketplace, Projects, and Services) to add more value to SCWA Membership. We've also added "genre" to the directory. See each section for the information we're looking for. Send your contributions to editor@ocwriter.com.

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SCWA President's Message

Larry Porricelli, SCWA President

Dear Fellow Writers,

I want to express a thank you to the members for a great meeting this past Saturday, it was profound and touching, for what was shared was far more than personal stories, for the raw emotions expressed by each speaker were felt by each person.

For every writer, to be in touch with the elements that make up the emotional canvas of our lives is a necessity, not a frivolity, and each of us knew we were in a magic moment.

Our group is more than fortunate, we are blessed with great writers among us, and we are able to hear and share so many aspects of the human experience through the members who have been gracious to share their talent with us.

You will read the details in the newsletter as documented by Glenda, and I would like to thank each person who shared, for we realized common elements in our souls, and that has touched us all.

The meetings have been so enjoyable, from both a literary level and a personal one, and I praise the board members who give their time, Charla Spence, Victory Crayne, Brennan Harvey, Dava White, Laura Long, Steven Jackson, and the longtime members who work to bring the experience to you.

But once again, we have heard from a writer within our group and we were given a treasure. We have heard from Darlene, Victory, Brennan, Kathy, and more, and they were truly great days because as friends they shared from the heart, and they have all improved us not only as writers, but as people.

As Dorothy Gale said, "There's no place like home."

Again, thank you.

PS. don't forget that we still have 'Buy One Get One Half Off' for August, as we have done this summer. Check it out: [Sizzling Summer Savings](#).

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SCWA Planned Speaker Schedule

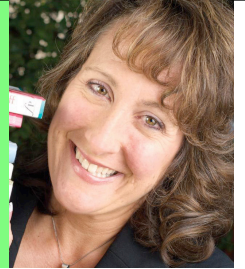
DATE	SPEAKER	SUBJECT or SPECIALTY
August 18, 2012	Penny Sansevieri	Internet Marketing
September 15, 2012	Dennis Palumbo	The Three Cosmic Rules of Writing
October 20, 2012	Paul Williams	His Songs
November 17, 2012	Brett Battles	Mystery Writing
December 15, 2012	Panel of SCWA Members	TBD
January 19, 2013	TBD	TBD
February 16, 2013	Jeri Westerson	Medieval Historical Mysteries
March 16, 2013	Patricia Fry	Book Marketing for the Reluctant Author
April 21, 2013	TBD	TBD
May 18, 2013	Peggy Lang	Editing and Memoirs
June 15, 2013	TBD	TBD
July 20, 2013	TBD	TBD

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SCWA Monthly Meeting - August 18th Speaker

“Internet Marketing”

Penny Sansevieri



Penny C. Sansevieri, CEO and founder of Author Marketing Experts, Inc. (AME), is a best-selling author and internationally recognized book social media marketing, book marketing, and media relations expert. Her company is one of the leaders in the publishing industry and has developed some of the most leading-edge book marketing campaigns. Her company researched, developed and implemented the first comprehensive Internet publicity campaign called The Virtual Author Tour™. In 2008 AME had ten books hit the bestseller list (New York Times, Wall Street Journal, and USA Today).

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SCWA Monthly Meeting - September Speaker Preview

“The Three Cosmic Rules of Writing”

Dennis Palumbo



Everyone knows there are no real rules for writing...except, at the risk of seeming immodest, these Three Cosmic Rules: 1) You are enough; 2) Work with what you're given; and 3) Writing begets writing.

Using examples from my own years as a writer in a number of genres, as well as anecdotes from my 25 years treating writers in my private practice, my talk will use these underlying rules to address such issues as writers block, procrastination, fear of rejection and a host of other creative struggles. Moreover, there'll be plenty of time after my presentation for Q and A.

I hope attendees will check out my book on the psychological issues with which all writers struggle, called *Writing From the Inside Out*. It will be available for sale at the event.

For the whodunnit fans among you, *Mirror Image* and *Fever Dream*, the first two novels in my series of mystery thrillers, will also be available for sale.

My website is www.dennispalumbo.com.

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SCWA Monthly Meeting - July Meeting Highlights

“SCWA Storytelling / Memoir”

Mariana Williams



From hunching around prehistoric campfires to sitting at computers or clutching electronic spinoffs, we humans have made sense of our existence by telling stories. Whether a narrative is about feeding a cat or undergoing a spiritual catharsis, relating it to others gives us a sense of identity, purpose, and perspective. Mariana Williams brought “Storytelling & Memoir” to SCWA. She was a Grand Slam finalist in March 2010 in the acclaimed Moth Storytelling competition in Los Angeles. Among other accomplishments, she is the Producer of Long Beach Searches for the Greatest Storyteller, now in its second season of four times a year.

The national storytelling events that became the Moth started ten years ago at a party, Ms. Williams said. During that gathering, a moth entered through a rip in the screen door and flew around the room as participants told their stories—thus, the association. Moth events are now held in New York, Los Angeles, Chicago, and Detroit.

To be effective, you, the storyteller, should trim your story to five minutes or less. After opening with a strong statement (one minute), quickly describe the setting and introduce the conflict (one minute). You are free to express all the emotions involved--positive, negative, funny, or embarrassing. These create tension (two-to-three minutes) for the listeners as a buildup for the resolution. The fifth minute is for “a VERY conclusive ending. With confidence, deliver a predetermined, strong get-off sentence.”

These factors define a *poor* storyteller: giving too many unrelated details, talking past the intended conclusion (because you like the positive attention), speaking in monotone, using long sentences for complicated sections, or employing technical jargon.

Advice for adapting a story into a personal essay or memoir: The emotions you freely express when storytelling may come off sounding whiny in a personal essay or memoir. Instead, include geographical information or research that helps your reader visualize the situation so that he/she may “do some of the ‘feeling.’”

Eleven members/guests told stories:

Evie—related how she was influenced by the writings of Ray Bradbury, a friend of her father. She’s been guided by the way Bradbury decided “to be true to his own vision.”

Duke—told about learning to make films without going to film school. He realized he “only could be defeated by his own doubts.” “It’s not the biggest, it’s not the fastest; it’s the one who wants to win.” “Life will keep you on your knees if it can; there are no excuses.” “Live your life with a purpose.” “We act consistent with who we think we are. Who are you?”

Cheri--explained how she accidentally met Jose Carreras one time and gained a news scoop about The Three Tenors’ next tour.

Jose—now twenty, described applying for a job when he was sixteen at a movie theater the day after Christmas. After helping with projector problems, he was hired by the manager who has become his life mentor.

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SCWA Board of Directors

President Larry Porricelli
VP, Programming Victory Crayne
VP, Meetings Dava White
VP, Membership Laura Long
Treasurer Charla Spence
Webmaster Brennan Harvey
Newsletter Editor Steven Jackson

Non-Voting

Newsletter Speaker Reporter Glenda Rynn
Mailing List Manager Victory Crayne

Membership Information

Laura Long, membership@ocwriter.com

Meeting Reservations

Dava White, meeting@ocwriter.com

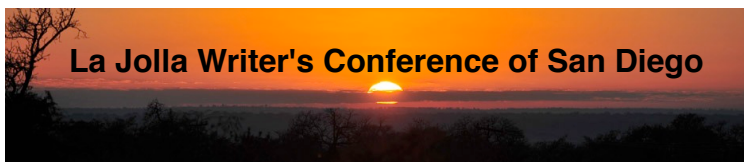
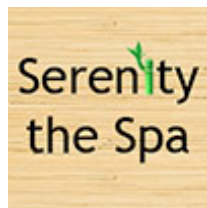
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SCWA Sponsors

The SCWA gratefully acknowledges our sponsors:



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Events and Announcements

[The SCWA Information Disclaimer.](#)

Good Stuff

Evelyn Marshall's *The Provider* received a finalist award in the category of Literary Fiction by the 2012 International Book Award contest.

Conferences

The Southern California Writer Conference is Sept. 21-23, 2012. The Hyatt Regency Newport Beach hotel is the site of the conference. Special discount rates are available to SCWC conferees.

SCWA's own Darlene Quinn is on staff!

"So whether you're a writer just starting out, a writer looking to get professional feedback on your work, a writer at the ready, or a writer simply wanting to hang with other writers, join us for the Tenth Annual Southern California Writers' Conference *LA (in Newport Beach), Sept. 21-23, 2012". Go to <http://www.writersconference.com/la/registration> to register.

SCWA Outreach

Suspense Magazine allows paid SCWA members to sign up for a lifetime membership.

The La Jolla Writer's Conference allows paid SCWA members to receive a registration discount year-round.

SPAWN allows paid SCWA members to sign up for a \$10 discount.

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SCWA Lottery Winners

For the Summer, we've decided to do a different type of lottery called 'Dollar Days'. Anyone wishing to play simply places one dollar with their name written on it into the pot. One lucky person wins the entire pot.

Congratulations to Dava White, who won the July 'Dollar Days' Jackpot.

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SCWA Members Directory

The SCWA offers a complimentary listing with all paid memberships. If you would like your contact information listed in the newsletter, please forward this information to the editor at editor@ocwriter.com.

Name	Primary Genre	Email	Web	Phone
Baum, Lynnette		therightwriter@cox.net	the-right-writer.com	949-654-3891
Crayne, Victory	Thriller/Mys/SciFi	victory@crayne.com	crayne.com	949-206-0922
Dunn, Polly		pollydunn@sbcglobal.net		714-306-8934
Farmer, Patty		Pmtfarmer@gmail.com		714-335-0040
Goldinger, Sharon		pplspeak@att.net	detailsplease.com/peoplespeak	949-581-6190
Harvey, Brennan		SCWA: webmaster@ocwriter.com		
Hofmann, Lois Joy		loisjoyhofmann@yahoo.com	sailorstales.wordpress.com	858-483-3942
Jackson, Steven	Thrillers	SCWA: editor@ocwriter.com	stevengjackson.com	
King, Roy	Mainstream Fic	rsking3@verizon.net	authorrhking.com	760-987-7870
Lloyd, Rita Lee		rl_loyd@yahoo.com	ritaleelloyd.com	949-493-1625
Long, Laura		laura.a.long@cox.net	wordswortheditorial.com	949-246-3211
Marsh, Sonia		sonia@soniamarsh.com	soniamarsh.com	949-309-0030
Marshall, Evelyn	Literary Fic	Evelyn@EvelynMarshall.com	EvelynMarshall.com	714-220-1882
Porricelli, Larry		SCWA: president@ocwriter.com		
Porter, Kathy		Kathy@grayguardians.com	grayguardians.com	562-431-0366
Quinn, Darlene	Mainstream Fic	Darlene@darlenequinn.net	darlenequinn.net	562-432-1280
Rynn, Glenda		grynn@cox.net		
Spence, Charla	Non-Fiction	SCWA: treasurer@ocwriter.com	CharlaSpence.com	
Stoklosa, Tony		tonystoklosa@hotmail.com		
Young, Neil		celtic1100@yahoo.com		
Westenhaver, Don	Hist Fic / Thrillers	donwestenhaver@roadrunner.com	donwestenhaver.com	714-994-1943
White, Dava		SCWA: meeting@ocwriter.com		714-204-6500
Williams, Mariana		mariana@marianawilliams.net	marianawilliams.net	

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SCWA Members Services

SCWA Members know how to do stuff. Here's where you can find the services they offer.

SCWA Member	Services Offered	Contact Information
Crayne, Victory	Editing of Fiction and Memoirs	see directory
Jackson, Steven	Business Writing, Reviews, Ghostwriting	see directory

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SCWA Members Marketplace

SCWA Members sell stuff. Here's where you can find what's published.

Author	Title	Year	Publisher	Format*	Purchasing Information**
Bennett, Veronica	<i>Happy New Year, Darling</i>	2003	Infinity Pub.	P,e	\$11.66 - A; \$1.99 - Kindle
Bennett, Veronica	<i>Stars or Stripes Fourth of July</i>	2011	Infinity Pub.	P,e	\$13.95 - A; \$3.43 - Kindle
Marshall, Evelyn	<i>The Provider</i>	2012	Piper Press	P	\$15.95 - PiperPress.com ; A; B&N
Quinn, Darlene	<i>Webs of Power</i>	2008		e	\$9.95 - soon on Kindle, iPad
Quinn, Darlene	<i>Twisted Webs</i>	2010		H,P,e	A, B&N, Indie stores
Quinn, Darlene	<i>Webs of Fate</i>	2011		H,P,e	A, B&N, Indie stores
Spence, Charla	<i>Personal Healthcare Record (Adult)</i>	2011	Spence	P	\$19.95 - http://shop.charlaspence.com
Spence, Charla	<i>Personal Healthcare Record (Child)</i>	2011	Spence	P	\$19.95 - http://shop.charlaspence.com
Westenhaver, Don	<i>The Whiplash Hypothesis</i>	2008	Amazon	e	A - www.donwestenhaver.com
Westenhaver, Don	<i>The Red Turtle Project</i>	2008	Amazon	P,e	Xlibris, A - www.donwestenhaver.com
Westenhaver, Don	<i>Nero's Convert</i>	2008	Amazon	P,e	Xlibris, A - www.donwestenhaver.com

* - H = hardcover; P = paperback; e = eBook; a = audio.

** - A = Amazon.com; B&N = Barnes&Noble.com

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SCWA Members Projects

SCWA Members write stuff. Here's what some of us are up to.

Victory Crayne writes novels in three genres: espionage thriller, mystery, and science fiction. Usually in all 3 at the same time. She's currently in the rewriting phase of *Reluctant Spy*, which she hope to self-published in 2012 as an ebook, and later in print format.

Steven Jackson has three thriller novels in various stages of development: *The Megalomania Gambit* (in marketing), *The Zeus Payload* (in marketing), and *The Lamia Transmutation* (in early-stage writing).

Don Westenhaver specializes in historical fiction novels which commingle actual historical figures and events with fictional characters. He just completed his fourth novel, *Alexander's Lighthouse*, which takes place in Alexandria Egypt during the first century AD, and an agent is reading it.

Mariana Williams is Producer of Long Beach Searches for the Greatest Storyteller. In its second season, this event is held at the Long Beach Playhouse. Facebook Fan Page: LB Searches, www.marianawilliams.net/wince-worthy-tales.

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SCWA Monthly Meeting - July Meeting Highlights (cont.)

Glenda—told how, when she was five, her father taught her to fight because of a neighborhood bully. When she was eight, he made her stand up for herself by picking a fight with the snooty girl who headed a clique.

Brennan—relayed teaching a friend's children how to have fun: "how to eat jello through a straw," and repeating "we wanna eat" while gripping silverware in each fist and thumping the table in unison.

Adrianna—depicted what her life was like growing up after Russian soldiers came and occupied her homeland of Czechoslovakia. She went against the common, dispirited attitude of "Don't be stupid; don't dream" by making her way to America—to the disbelief of friends and family.

Jim—narrated how he and friends met the famous comedian Red Skeleton in his dressing room when he was older and playing in Las Vegas. Skeleton recalled a kindness that had come a long time before, from one of those present and thanked him.

Dava—having learned to play poker at seven years old, delineated how at college (\$5 a game), she found herself with a real loser of a hand but unexpectedly bluffed her way to win the \$17 jackpot.

Sonia—read part of her first chapter of *Freeways to Flip-Flops* about when she and husband Duke took their 10, 13, and 16-year-old sons to live for a year on an island in the Middle East.

Larry—recounted how his large Italian family would show *The Godfather* at family gatherings and often recite its lines in other situations. The height of satisfaction was meeting and talking with its director, Francis Ford Coppola.

The Moth Radio Hour is presented by PRX, the Public Radio Exchange and supported by the MacArthur Foundation, the Corporation for Public Broadcasting, and others. In Southern California it airs on KPCC (89.3) year around on Saturdays at 8 pm, starting October 29, 2012. See www.SCP.R.org. The Moth also airs on RCRW (89.9) on August 5, 2012, at 11 am. See www.KCRW.com.

Mariana Williams has published a "fictionalized memoir," *Happy New Year, Darling*, under the pen name Veronica Bennett, and also received the 2011 Indie Excellence Book award for *Stars or Stripes 4th of July*. Available on CD is *Wince-worthy Tales--True Stuff That Happened to Me*. She is married to songwriter Paul Williams, who speaks again at SCWA on October 20, 2012.

Glenda Brown Rynn, Reporter
grynn@cox.net

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The SCWA Bookshelf

Books on the Craft of Writing, Recommended by Our Speakers

Our wonderful speakers often recommend books on the craft or business of writing. Here is a sampling of recent suggestions.

From **Deborah Pratt**:

<i>Worlds of Wonder - How to Write Science Fiction and Fantasy</i>	(David Gerrold)
<i>Stein on Writing</i>	(Sol Stein)
<i>The Writer's Journey (2nd Edition)</i>	(Christopher Vogler)
<i>Getting the Words Right</i>	(Theodore A Rees Cheney)
<i>The Art of Fiction</i>	(John Gardner)
<i>The Comic's Tool Box</i>	(John Vothaurus)
<i>The 8 Characters of Comedy</i>	(Scott Sedita)
<i>Creating Unforgettable Characters</i>	(Linda Seger)
<i>Making a Good Script Great</i>	(Linda Seger)
<i>From Script to Screen – the Collaborative Art of Film Making</i>	(Linda Seger w/ Edward Jay Whetmore)
<i>Save the Cat (1 & 2)</i>	(Blake Snyder)
<i>The Playwright's Handbook</i>	(Frank Pike & Thomas Dunn)
<i>Adventure in the Screen Trade</i>	(William Goldman)
<i>An Empire of Their Own</i>	(Neal Gabler)
<i>The Big Picture</i>	(Edward Joy Epstein)

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SCWA Book Exchange

The SCWA is offering its members the opportunity to bring and drop off books (any subject) at meetings. Any attendee may take any number of books home for free. Leftover books will be donated.

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Sizzling Summer Savings

Buy one, get one half off.

As a Member of SCWA, you can bring a friend to our meeting in August for half price. Simply RSVP with the promotion code by the early bird deadline.

The code for August is: SEASHELLS

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SCWA Information Disclaimer

The SCWA receives information on various services, writing contests and events. As a courtesy, we will forward the information to our members. Unless otherwise indicated, the SCWA does not discourage, encourage or recommend any of the services, contests or events. Many of these services, contests and events cost money; therefore, we recommend that you evaluate the opportunities based on your individual situation and interest. Because of our membership email protection policy, please do not forward information to the general membership directly. We request that all members forward any information to the SCWA President for approval and forwarding to the membership.

SCWA members wishing to share appropriate writing-related information and resources are welcome to do so via the SCWA Facebook page or the SCWA discuss@ocwriter.com discussion board. The SCWA Newsletter Editor will determine the information to be contained in the SCWA on-line newsletter which is primarily used for official SCWA information.

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SCWA Monthly Meeting Information and Map

Meeting Location:

Claim Jumper Restaurant

Banquet Room entrance, rear of building
18050 Brookhurst St., Fountain Valley, CA
Restaurant telephone: (714) 963-6711

Registration & Networking: 9:30 a.m.
Meeting: 10:00 a.m.
Lunch: 11:30 a.m.
Afternoon Program: 12:30 p.m.



Meeting Fees (cash or check only)

Reservation Type	SCWA Member	Student	Others
RSVP by Early Bird Date	\$25	\$15	\$30
RSVP after Early Bird Date or Walk-In	\$30	\$15	\$35

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