



Writers News

Volume 11, Number 3.....March 2012

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SCWA Newsletter Contribution Opportunities

Do you have a book or conference review? An article of interest to the SCWA? An event SCWA members should know about? Your SCWA Newsletter accepts contributions (typically 250 words or less) for the "Writer's Corner", "Events and Announcements", and "Reviews" sections of the newsletter. To be considered for the following month's edition, please submit by the 27th of each month. The editor will evaluate all input and determine when, and if, it will be published in the newsletter. Send any contributions to editor@ocwriter.com.

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SCWA President's Message

Larry Porricelli, SCWA President

If I haven't had the opportunity to greet you and welcome you to the 2012 SCWA in person, let me do that now. It's an exciting time for the SCWA, and I'm thrilled and honored to be part of such a dynamic moment in our great history.

Those of you who have been involved in the SCWA for any length of time are certainly aware of the fine work our past board of directors have done. Your current board is determined to build on their legacy and make the SCWA even better. In that vein, don't hesitate to let me know your thoughts. We are all about improving the writing lives of our members.

We've seen some wonderful advances in the past half-year or so. Our Facebook Group has 76 members and features numerous interesting posts daily, which gives the SCWA a far-reaching impact, and gives formal members and informal members the chance to interact and help each other. Our Website has been completely revamped. Sponsorship is up. Attendance at meetings is increasing. And, based on member feedback, the quality of our speakers is seen as a plus.

I'm blessed to be dealing with exceptional people in all aspects of the SCWA. Thank you all for your support, and for making the SCWA a growing group, one that I am proud to be a part of.

Our next meeting is on St. Patrick's Day, and I'd like to pay homage to all the Irish writers out there. Anyone who wears green that day wins a free Irish beer, and we will all raise together and toast the literary heritage of Ireland.

Happy writing!

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SCWA Planned Speaker Schedule

DATE	SPEAKER	SUBJECT / SPECIALTY
March 17, 2012	Deborah Pratt	The Craft of Writing for Multiple Media
April 21, 2012	M. Louisa Locke	Self-publishing
May 19, 2012	Dara Marks	Character transformation / Screenwriting
June 16, 2012	Mike Sirota	Outlining
July 21, 2012	Mariana Williams	SCWA storytelling / memoir sharing
August 18, 2012	Penny Sansevieri	Internet marketing
September 15, 2012	TBD	TBD
October 20, 2012	Paul Williams	Songs
November 17, 2012	TBD	TBD
December 15, 2012	TBD	TBD
January 19, 2013	TBD	TBD
February 16, 2013	TBD	TBD

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SCWA Monthly Meeting - March 17th Speaker

“The Craft of Writing for Multiple Media”

Deborah Pratt



[Deborah Pratt](#) is a significant force in Hollywood. Her numerous works have touched people all over the world. From the award-winning series "Quantum Leap" to the internationally acclaimed Masterpiece Theatre's "Cora Unashamed," she is a visionary and an inspiration to audiences worldwide.

A master storyteller with a spiritual dream for a better world, [Deborah Pratt](#) breaks the mold of science fiction and creates a genre of science fantasy with the soul of the universe and a key to the human heart. Intricately layered with scientific fact and fascinating detail, "The Vision Quest" is a riveting, action-packed adventure based on the science and technology of today-projected into a probable tomorrow.

[Deborah Pratt](#) is a five-time Emmy nominee, a Golden Globe nominee, and the recipient of The Lillian Gish Award from Women in Film, The Angel Award, The Golden Block Award, and Six B.E.N. Awards.

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SCWA Lottery

In the month of February, the following meeting attendees won prizes in the SCWA Lottery.

- *Marianna Williams* won a Bath and Body Works pack.
- *Pauline Chavez Bent* won a bottle of wine.
- *Darlene Quinn* won a hand-crocheted throw blanket.
- *Kimberly Keilback* won a gift card for iTunes.
- *Daryl Ur* won a copy of the book, Tinker, Tailor, Soldier, Spy and a Personal Healthcare Record
- *Deana Ocampu* won a free admission to a future SCWA meeting.

In March SCWA will hold a "50/50 Pot o' Gold" drawing. The "Pot of Gold" starts at \$25. Plus 50% of all ticket sales will go into the prize drawing. One lucky person could walk away with the cash prize. Tickets are \$1.00 each. If you buy 5 tickets, you get a 6th ticket free. Good Luck!

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SCWA Monthly Meeting - February Meeting Highlights

"You're Not Done"

Mark A. Clements

by Larry Porricelli, SCWA President



So a man is invited to speak at the SCWA monthly fete, and the first words out of his mouth are: "What do you think is the most asked question when you are sitting at your first book signing in a bookstore? Answer - Where's the bathroom?"

With those words we were introduced to the humbling, yet oh-so-humorous world of Mark A. Clements, who was the featured speaker at our February meeting. We all knew we were in for a treat, and to a packed house, Clements didn't disappoint us.

Mark Clements is a San Diego-based writer of fiction. His work is mostly dark fiction, and he has produced four novels, all of which have been optioned for the screen, and he is at work on a fifth novel. He also oversees a professional writers group, and is perhaps one of the most popular speakers at writers' conferences around the country.

We saw plenty of reasons why he is so popular as a speaker to writers, for Clements presented some old news in a stark, fresh manner that not only didn't offend, it got us all thinking and wanting to run to our keyboards, considering ourselves slackers for not bringing those keyboards around with us.

First he started with what we write. He said he thinks of something that interests him, whether it is a theme, or a character, or even a title. And, he said, "as time goes by that nugget of thought roles around in my head, picking up lots of flotsam along the way, until it too bulky to ignore, and that's where I start developing it as a novel."

But perhaps his motto of the day was, "Refuse to settle." Clements said so many writers fail, or they quit working on a novel, because they settle for mediocrity, triteness, and the awful cliché, without pushing themselves to the extreme, to seek another way to say a simple expression. He read a boring excerpt about something in nature that described it with a cliché, because probably the writer may have settled on that thinking there was no better way and all the ways have already been written. He then read a similar passage with a stunning image. These stunning images, he said, are within our brains, and if we don't go hunting for them, we will never sniff them out.

Clements asked how many of us read books, and there were a few that said they never read anyone else while they do their own writing, and he challenged that. Clements said we should always look at writers we admire, new writers, and examine them compared to our own work.

The question, he said, is how our work looks in comparison, but does not to be afraid of the answer. Many writers will say our work is perhaps weaker, or insipid, or trite, and with that comparison, writers throw their arms in the air and give up, no longer being writers. It is no easy task, he said, but as writers, we must try harder, and harder, and harder – refuse to settle. And when we don't settle, maybe not that moment, perhaps a day or two later, a phrase or sentence will slip into our consciousness and, behold, we have a winner.

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SCWA Monthly Meeting - April Speaker Preview

"Secrets to Success in Self-Publishing: My Story Can Be Your Story"

M. Louisa Locke



Locke will discuss what she did to turn her self-published historical mysteries into best-selling ebooks, focusing particularly on strategies for marketing books in e-retail stores like Amazon and the use of social media.

Locke, at the end of a long successful career as a history professor, published *Maids of Misfortune*, the first book in a series of cozy mysteries set in Victorian San Francisco, in December 2009. This book sold so successfully that Locke was able to retire at the end of 2010 and become a full-time writer. She published the sequel, *Uneasy Spirits*, in the fall of 2011, and both books are consistent bestsellers in the historical mystery category on Amazon. Locke is a featured contributor to one of the main indie author websites, Publetariat.com, and she is on the Board of Directors of the Historical Fiction Authors Cooperative, which markets quality historical fiction ebooks. You can learn more about her work at <http://mlouisalocke.com>.

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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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SCWA Writer's Corner

"Are You Following Us on Facebook?"

By Steven Jackson

Hey, guess what? Our Facebook Group now has 76 members, which enhances the value of your SCWA membership. If you're not following this group, you're missing out on daily information, resources, and some good laughs. Here's a sample of February posts.

Evelyn Marshall had a book launch for *The Provider*. See the article in this month's Newsletter for details.

Darlene Quinn posted an interview she did with *Fashionista Chicago*.

Rita Lee Lloyd had her first book signing for *How to Survive in the 21st Century as a S.S.O.F.F* - *Suddenly Single Over Forty Female*.

Sonia Marsh posted about her "My Gutsy Story" series.

Darlene Quinn referenced the "Just Do It" blog.

Evelyn Marshall asked for opinions on what qualifies a novel as being Jewish, and provided Erika Dreifus' perspective.

Darlene Quinn thanked those who voted for her *Webs of Fate*, which came in 2nd in the competition for best book trailer.

Sonia Marsh posted on social media, linking us to a blog by Nina Amir of "Write Nonfiction Now."

Tony Todaro and Kathy Porter shared about "The Digital Author Conference."

And I posted the following quote from Steve Martin's Facebook page: "I just downloaded eleven hundred books onto my Kindle, and now I can't lift it."

Come join us and let's continue to build the SCWA brand by making this page a "must-have" resource for serious writers. Or for me.

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Events and Announcements

[The SCWA Information Disclaimer.](#)

Book Tour

International Award Winning Author (and SCWA member) Darlene Quinn is going on her first tour for 2012. She will be leaving for Chicago in mid-March for a mini tour.

Her tour begins with a TV interview, “*WGN Midday News*” on Friday morning, March 9th. Later that same day Darlene and her husband Jack will tour the legendary Palmer House Hilton with Ken Price, Director of Public Relations. Darlene will be using the Palmer House as one of the locations in her next book and the tour will provide authenticity to her descriptions.

On Saturday Darlene is the keynote speaker for IN PRINT, a writers group that meets at the Cherry Valley Library followed by a book signing at Barnes & Noble in Cherry Valley.

Sunday Darlene will continue her researching Chicago for locations, and on Monday she will have breakfast with Ken Price to polish her knowledge of the Palmer House Hilton, which has a long and rich history.

Darlene's tour mixes research, marketing and pleasure - an author's best blend.

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 Board of Directors

President..... Larry Porricelli
VP, Programming Victory Crayne
VP, Meetings Dava White
Treasurer Charla Spence
Publicity DirectorLarry Porricelli
Webmaster..... Brennan Harvey
Newsletter Editor Steven Jackson



Membership Information

membership@ocwriter.com

Meeting Reservations

Dava White, meeting@ocwriter.com

714-204-6500

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SCWA Sponsors

The SCWA gratefully acknowledges our sponsors:



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Book Launch

by Evelyn Marshall

My Book Launch was held at Temple Beth David in Westminster on Sunday, February 26, from 10:00 to 12:00, as a Koffee Klatch -- a lavish display of bagels, strawberries, pastries, orange juice, and coffee. Food is important on a Sunday morning.

There were 37 people (some as couples) and I sold 50 books. Some people were buying 3 & 4 at a clip. "I want one for my mother, my aunt, my cousin. . . ."

I spoke for 1 hour and 15 minutes.

Rabbi Nancy Myers wrote to me afterward:

"The book launch was terrific. You spoke beautifully. What I can do for you in my next email to the Board of Rabbis of the OC is have an addendum with a few sentences saying how nice your presentation was and that this would be great for an adult ed or brotherhood/sisterhood event."

The Sisterhood President Ruth Kramer wrote:

"You could hear a pin drop in the room as your interested listeners were enthralled with the unraveling of your story."

I knew I would cry during the delivery. (This European immigrant novel is my perception of my parents.) So we gave attention to the size of the Kleenex box. First, we decided on a small inconspicuous box. A few days later we reconsidered. To yank out a piece of Kleenex from a small box meant the entire box would fly up into the air. So we decided on a bigger, heavier box.

Moral of this article: prepare food and a large Kleenex box.

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Reviews

Son of Forgotten Hollywood Forgotten History

by Manny Pacheco

Review by Charles Redner

Son of Forgotten Hollywood Forgotten History is perhaps the most perfect title for a book that looks back upon Hollywood. And no, you need not have read the original, *Forgotten Hollywood Forgotten History*, to appreciate the sequel, but I recommend that one should. I recently had the pleasure of interviewing Orange County author Manny Pacheco about his new book on the *Write Now Show*, telecast over a Southern California cable system (we were joined by Screenwriter Mark Sevi, founder of The Orange County Screenwriters Assoc. (and a 2011 SCWA speaker - ed)). The book tells the stories of great supporting actors during the Golden Age of Hollywood, tied into a specific time in U.S. history, and highlights important social and political issues as well. Superbly crafted, the book is filled with important facts and overflowing with little known movie trivia. Both Hollywood and general U.S. history buffs will enjoy this book.

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SCWA Monthly Meeting - February Meeting Highlights (cont.)

Clements also spoke about the value of reading. He said of course there are many things such as movies, television, and more, that we can watch, but reading demands more of us, but unlike jogging, learning a musical instrument, or trying to pronounce French words right even if we are French, when we keep on target the effort provides profound rewards.

Reading, Clements said, does for our brain the same sorts of things that exercise does for our body. "Reading makes your brain stronger, more supple, more adaptable, healthier, it makes your brain worth showing off in a muscle shirt at the beach." He continued that thought with, "Really. Try it. By the way, you might wonder where I got the information that led me to these conclusions. That's easy. I got it from reading."

While Clements is a dark fiction writer, he said that there was no childhood trauma, or parental abuse. "In fact," Clements said, "my parents were wonderful people, and they cannot be blamed for a single one of my numerous faults."

He then said, "That is really unfair, if you think about it, as who can live with the weight of knowing we are responsible for all our own problems?"

Clements wit was inspiring, as his main statement of ethic for writers was we have no one but ourselves to rely on for our success or failure as writers because of either the largess or paucity of our efforts.

"The market today is so huge," he said. "We can publish on the net, we can publish e-books, and we do not have to rely on the traditional method of publishing." However, with that freedom, again comes the responsibility, Clements said, that as writers we must provide maximum effort to make our product the best, for today, readers can sample you online, and discard you in a second if they discover the weak plot, the trite character, or the cliché-ridden prose.

Clements also led a discussion on use of adverbs, which he said he "uses sparingly." But he also said of course they can be used, the work is to not overuse them, or they take up too much room and the focus of the prose is lost.

In conclusion, Clements responded to the question, which of his books he liked best, and he answered, "I always say, the next one. And that is the truth."

Clements four novels include: "6:02", "Children of the End", "Lorelei", and "The Land of Nod". All are available in e-book format. Clements also has them available on his website, www.markaclements.com, as well as on Kindle and Smashwords.

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SCWA Members Directory

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

Name	email	web	phone
Baum, Lynnette	therightwriter@cox.net	www.the-right-writer.com	949-654-3891
Crayne, Victory	victory@crayne.com	www.crayne.com	949-206-0922
Dunn, Polly	pollydunn@sbcglobal.net		714-306-8934
Golddinger, Sharon	pplspeak@att.net	www.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	SCWA: editor@ocwriter.com	web.me.com/stevejackson4/Writer	
King, Roy	rssking3@verizon.net	www.authorrhking.com	760-987-7870
Lloyd, Rita Lee	rl_loyd@yahoo.com	www.ritaleelloyd.com	949-493-1625
Marsh, Sonia	sonia@soniamarsh.com	soniamarsh.com	949-309-0030
Marshall, Evelyn	Evelyn@EvelynMarshall.com	www.EvelynMarshall.com	714-220-1882
Porricelli, Larry	SCWA: president@ocwriter.com		
Porter, Kathy	Kathy@grayguardians.com	www.grayguardians.com	562-431-0366
Quinn, Darlene	Darlene@darlenequinn.net	www.darlenequinn.net	562-432-1280
Rynn, Glenda	grynn@cox.net		
Spence, Charla	SCWA: treasurer@ocwriter.com	www.CharlaSpence.com	
Stoklosa, Tony	tonystoklosa@hotmail.com		
Young, Neil	celtic1100@yahoo.com		
White, Dava	SCWA: meeting@ocwriter.com		714-204-6500

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SCWA Newsletter Advertising

If you would like to list services in the SCWA Newsletter you may apply for a paid listing by sending an email request to editor@ocwriter.com. You may purchase either business card or web page size.

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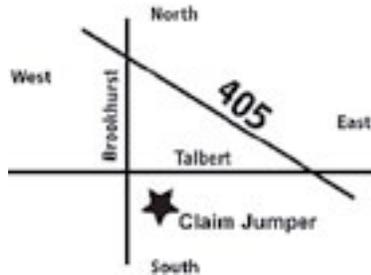
SCWA Monthly Meeting Information and Map

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.



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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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