



Writers News

Volume 12, Number 1....January 2013

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Free Advertising

Your SCWA Newsletter wants to help promote your writing career. Many features are available to advertise your publishing accomplishments, future events, and services. Send your info to editor@ocwriter.com for inclusion in the Newsletter.

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SCWA President's Message

Larry Porricelli, SCWA President

On behalf of the SCWA Board of Directors, I'd like to wish everyone in the SCWA family a Happy New Year, full of writing success. If there is anything the SCWA can do to support your writing efforts and career, please let me know.

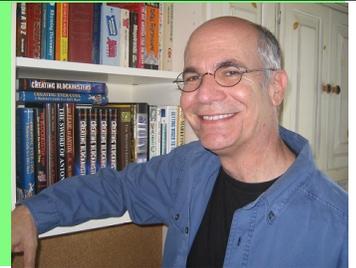
I'd like to thank Victory Crayne for her excellent work as our VP of Programming. We continue to search for the right replacement for her. If you'd like to be considered, please contact me.

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SCWA - January 19th Speaker

"Guidelines for Creating Blockbusters"

Gene Del Vecchio



This talk outlines the essential principles needed to help you craft highly successful stories from engaging concept all the way through relatable characters and enticing action and humor. Based upon the insightful new book, *Creating Blockbusters!*, it includes new research that outlines what audiences expect from storytelling. It's as close as you'll get to the DNA of effective narrative to help you maximize broad audience appeal through marketable artistry. The book and talk offer a practical, 11-step program for developing screenplays, writing novels, and inventing other story-based franchises.

This talk will help you create narratives that...

- Effectively satisfy your audiences' core emotional needs
- Are aligned with trends and pop culture
- Have relatable and aspiring characters
- Entice a broad audience
- Are void of common development mistakes
- Are capable of extending into a full franchise that will last forever
- Are the foundation of a successful marketing program

Unlike other seminars and books written on screenplays or publishing...

- This seminar and book are from the point of view of what audiences want to buy, not just from the point of view of what you can sell to Hollywood or publishers.
- This seminar and book provide new research on what audiences want, thus to get this critical perspective.
- This seminar and book are from an author who is both an entertainment researcher and a writer/novelist. This allows him to bridge the gap between research and storytelling.

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SCWA - December Meeting Highlights

“The E-Book Revolution / Evolution 101”

Brian Felsen



Brian Felsen claims he despises technology and that his first love is art, particularly music. But this innovative man fathers three big babes in his arms that are maximizing the potential of self- and e-publishing: BookBaby enables you to publish your writing as an ebook, CDBaby helps you sell your music through iTunes and other outlets, and HostBaby will host your website with live support seven days a week. Felsen adds that the specialty of his sister company, DiscMakers.com, is manufacturing the hard and soft copies, beautiful in print and color. What a family! How did this man find time to explain “The E-Book Revolution/Evolution 101” to SCWA members?

In today’s Wild West publishing, you can be ambushed by “predators with marketing packages” that cost thousands of dollars or scammed by Print on Demand vendors. Traditional publishing doesn’t focus on marketing to fans but to disappearing bookstores. Felsen says to become your own publisher now, like other best-selling authors who self-released first, such as John Grisham and Irma S. Rombauer with *The Joy of Cooking*. “If you self-publish first, you can get a bigger contract later” with a traditional publisher. If it gets your work first, you “often have trouble getting your rights back. As your own publisher, you can also get into smaller niches.

“To publish as an e-book, you don’t have to do the technology yourself.” [Whew!] Yes, you do have to learn social marketing, but it’s not hard,” Felsen says. First, you must have your book rigorously edited/proofread by an editor in your genre. (Changes later make lots of trouble.) Next, read and browse a variety of e-books and see how they appear on the various readers—iPad, Kindle, etc., how they are laid out, where certain information goes, any page numbers. Usually readers can enlarge fonts or move things, but “certain genres and authors need the layout fixed—especially children’s illustrated books, art books, or books with data tables.”

BookBaby prepares your creations for distribution to the Apple iBookstore/iPad, Amazon/Kindle, Reader Store/Sony Reader, Kobo, Copia, Gardners, Baker & Taylor, e Sentral, E BookPie.

For a guide through the technical details of what your manuscript should have and not have, go to BookBaby.com and blog.bookbaby.com and YouTube/BookBaby. Especially note “Do’s and Don’ts—eBook File Format Fundamentals.” If you don’t follow their guidelines, sometimes “madness will ensue” or they might “have to unfancy your fancy.” In addition, you can check prices, such as a \$50 charge for conversion of any format. Currently BookBaby does not cover editing.

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Credit Card Processing

The SCWA is now accepting credit and debit cards at the monthly meetings. We hope you find this added convenience a true benefit.

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SCWA - February Speaker Preview

“Crossing Genres from History to Mystery and Beyond”

Jeri Westerson



Jeri Westerson, the award-winning author of the acclaimed Crispin Guest Medieval Noir novels, will present “Crossing Genres from History to Mystery and Beyond,” a talk about writing crossover genres from any historical setting with a mystery at its heart. She’ll explore history as a setting; the mystery market and why it might be the path to success for you; discuss writing and plotting, character and dialogue; and what really happens once you’ve signed that contract. It’s not just for historical mystery authors, but for anyone who wants to be published.

Jeri was born and bred on the mean streets of Los Angeles, inhaling smog and enduring earthquakes. She worked in a bevy of careers prior to setting her sights on becoming a novelist; would-be actress, graphic artist, theology teacher, tasting host and tour guide for a winery, and newspaper reporter were among them.

She wanted to create her own brand of medieval mystery, and combined the concept of medieval mystery with hard-boiled detective fiction into what she calls “Medieval Noir.” Hard-boiled detective Crispin Guest is a disgraced knight turned PI, solving crimes on the mean streets of fourteenth century London. The critically acclaimed series has been nominated for the Macavity Award for Best Historical Mystery several times, the Private Eye Writers of America Shamus Award for Best First PI Novel, the Agatha, and several others.

The Boston Globe called her detective, “A medieval Sam Spade, a tough guy who operates according to his own moral compass and observes with detached humor...this book is pure fun.” Booklist said, “...this authentically detailed medieval mystery has an intriguingly dark edge.” Library Journal gave her a starred review and said, “Westerson skillfully lulls her sleuth and the reader into a sense of ‘I know what is going on,’ then zings them with the truth. Absolutely first-class; highly recommended for fans of medieval mysteries,” while Publisher’s Weekly said, “The Agatha Christie–like solution will please puzzle buffs, while series fans will welcome the author’s efforts to further flesh out the lead and his apprentice, Jack Tucker,” and bestselling author John Lescroart called her books “Creative and enthralling...authentic Medieval history combined with modern suspense.”

The series includes, VEIL OF LIES, SERPENT IN THE THORNS, THE DEMON’S PARCHMENT, TROUBLED BONES, and the newest BLOOD LANCE. Her books will be available for sale at the event.

Jeri has done talks around the country about the Middle Ages, demonstrating her cache of medieval weaponry. She has been a featured guest on the radio talk show Writers on Writing with host Barbara DeMarco-Barrett, and a guest lecturer at the Bowers Museum in Santa Ana.

Jeri is president for the southern California chapter of Mystery Writers of America, is also vice president of the Los Angeles chapter of Sisters in Crime, and co-chair for the California Crime Writer’s Conference for June 2013. She is also a member of Private Eye Writers of America and the Historical Novel Society. Jeri is married to a commercial photographer, has a screenwriter son, and herds two cats, a tortoise, and the occasional tarantula at her home in southern California. See her website for more information about her books at www.JeriWesterson.com

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SCWA Board of Directors

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Non-Voting

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Membership Information

Laura Long, 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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Events and Announcements

[The SCWA Information Disclaimer.](#)

Conferences

The 27th Annual Southern California Writers' Conference (and Retreat) in San Diego, Feb. 15-18, 2013. SCWA members will receive a **\$75.00 discount** if you register for the Los Angeles Writer Conference before Nov. 1, 2012! Receive yours by using the discount code **SCWA**.

Hotel: [Crowne Plaza Hanalei San Diego](#) 2270 Hotel Circle North, San Diego, CA 92108. Phone: (619) 297-1101. Discounted lodging rates are available to SCWC*SD conferees. Further details can be found on: www.writersconference.com.

As members of the Southern California Writers Association (SCWA), you can attend the West Coast Writers Conference titled "Genre-LA Writers Conference" in Valley Glen area of Los Angeles (just west of North Hollywood) at a discount.

GENRE-LA is a literary and screen writers conference devoted to the craft and business of one or more genres. Each event includes genre-specific seminars, workshops, panels, pitch sessions and more, featuring educators, industry experts, best-selling authors, literary agents and publishers.

This conference is on the craft and business of writing in the following genres: (1) science fiction, fantasy, and horror and (2) thrillers, suspense, mysteries, and true crime.

The 2013 conference will be held February 16-17-18 at Los Angeles Valley College, 5800 Fulton Avenue Valley Glen, CA 91401.

Registration during December **for SCWA members** is \$199. In January the registration is \$249, in February 1-15, \$299. Registration at the door is \$349.

Further information is at <http://www.writersconference.com/html/mainmenu.html>.

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.

The Southern California Writers' Conference, held thrice annually in San Diego, Palm Springs, and Orange County, offers discounts to SCWA members who register early.

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

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SCWA Membership

Now is the time to join the SCWA for 2013. Members receive discounts at all SCWA Meetings and at other writing events held by our partners and sponsors. Annual membership is just \$30. Discounts are available for students. Contact Laura Long at membership@ocwriter.com, sign up on the website at www.ocwriter.com, or sign up at our monthly meeting.

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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
Abbott, Pauline				
Baum, Lynnette		therightwriter@cox.net	the-right-writer.com	949-654-3891
Bayless, Jackie				
Bent, Pauline Chavez				
Berg, William				
Bergman, Leah				
Blake, Bill				
Bradbury, Mary		MDBradb@aol.com		714-960-9179
Brunelle, Gayle				
Christoff, Kathleen				
Crayne, Victory	Espionage/Mys/SciFi	victory@crayne.com	crayne.com	949-206-0922
Dmytryk, Luba				
Drucke, Carl				
Dunn, Polly		pollydunn@sbcglobal.net		714-306-8934
Farmer, Patty		Pmtfarmer@gmail.com		714-335-0040
Garcia, Jose Andres				
Glenn, Peggy				
Goldinger, Sharon		pplspeak@att.net	detailsplease.com/peoplespeak	949-581-6190
Harvey, Brennan		SCWA: webmaster@ocwriter.com		
Hess, Judd				
Hofmann, Lois Joy		loisjoyhofmann@yahoo.com	sailorstales.wordpress.com	858-483-3942
Izzo, Dan				
Jackson, Steven G	Thrillers	SCWA: editor@ocwriter.com	stevengjackson.com	
Jackson-Colando, Pat				
Jacobson, Don				
Jordan-Dardashiti, Irene				
Keck, Jim				
Kimbrough, Andrew				
King, Roy	Mainstream Fic	rsking3@verizon.net	authorrking.com	760-987-7870
Lehrer, Janine				
Lloyd, Rita Lee		rl_loyd@yahoo.com	ritaleelloyd.com	949-493-1625
Long, Laura		laura.a.long@cox.net	wordswortheditorial.com	949-246-3211
Long-Coyne, Linda				
Marsh, Sonia		sonia@soniamarsh.com	soniamarsh.com	949-309-0030
Marshall, Evelyn	Literary Fic	Evelyn@EvelynMarshall.com	EvelynMarshall.com	714-220-1882
Nguyen, Lyly				
Ocampo, Deanna				
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		
Salava, Luke				
Sayers, Dirk				
Spence, Charla	Non-Fiction	SCWA: treasurer@ocwriter.com	CharlaSpence.com	
Spence, Leslie				
Thomas, Janis				
Thomas, Shirl		shirlth@verizon.net	http://shirlthomas.com	
Turner, Rita				
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	
Young, Neil		celtic1100@yahoo.com		

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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
King, Roy	<i>Symfonie Fantastique</i>	2011	Epiphany	P,e	\$14.94 - A; \$9.95 - Kindle
Lloyd, Rita Lee	<i>How to Survive in the 21st Century as a SSOFF</i>	2011	DSP	H, e	\$7.99 - K; \$11.66 - A
Marsh, Sonia	<i>Freeways to Flip-Flops</i>	2012	Gutsy Pub	P,e	\$11.09 - A; B&N; \$4.99 - Kindle
Marshall, Evelyn	<i>The Provider</i>	2012	Piper Press	P,e	\$15.95 - A; B&N; \$9.95 - Kindle, iPad
Porter, Kathy	<i>Gray/Guardians</i>	2006		P	
Porter, Kathy	<i>Earth's Ultimate Conflict</i>	2010	W N' W	P	\$3.50 - A
Quinn, Darlene	<i>Webs of Power</i>	2008	Emerald	H,P,e	\$24.95/\$11.66- A, B&N; \$4.99 - K
Quinn, Darlene	<i>Twisted Webs</i>	2010	Emerald	H,P,e	\$25.95/\$16.95 - A, B&N; \$7.69 - K
Quinn, Darlene	<i>Webs of Fate</i>	2011	Greenleaf	H,P,e,a	\$24.95/\$11.66 - A, B&N; \$7.99 - K
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
Thomas, Janis	<i>Something New</i>	2012	Berkeley	P,e	A - \$10.99, \$9.99 - K
Westenhaver, Don	<i>The Whiplash Hypothesis</i>	2008	Amazon	e	A - www.donwestenhaver.com
Westenhaver, Don	<i>The Red Turtle Project</i>	2008	Xlibris	P,e	A - www.donwestenhaver.com
Westenhaver, Don	<i>Nero's Convert</i>	2008	Xlibris	P,e	A - www.donwestenhaver.com
Westenhaver, Don	<i>Alexander's Lighthouse</i>	2012	Amazon	P,e	A,K - 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 hopes to self-published in 2012 as an ebook, and later in print format.

Steven G. 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).

Evelyn Marshall, fresh off completing *The Provider*, will have another novel, *The Way They See*, out in a few months.

Darlene Quinn will be releasing *Unpredictable Webs* in May.

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 - December Meeting Highlights (cont.)

Other details: Because readers don't wish your book cover to look as if you did it, avoid that temptation. BookBaby charges \$149-299. Or go to Google for an illustrator. You will need two different ISBNs if your book is in physical and in electronic formats. Your ISBN will cost only \$19 through BookBaby but \$125 through ISBN's official agency. You can obtain your own copyright, but online companies will charge \$60. Register at Books In Print (1099 tax reporting). Through BookBaby you can produce print books in hard or soft copies in a minimum run of 150 books. There's a 100% money back guarantee. Felsen says his company pays royalties from your sales every Monday, instead of after the first 80 days, a practice that retail stores use. Book Baby takes 0% (yes, zero) of sales.

Spontaneous compliments burst from members who've worked with Felsen's "babies." One member said, "I can't applaud your staff more and the services I have received there." Felsen smiled and said, "We're one of the rare Internet companies who answer the phone." [877-961-6878, M—F, PST] When another had a major problem, she was told, "Let's see if we can take care of that." This member added, "In one hour it was done—just like Star Trek." (To email Mr. Felsen, use Brian at BookBaby.com.)

As noted above, HostBaby makes websites for authors, which become hubs for fans and search engines. They will upload your materials and change their look and feel. Felsen also gives tips for your site's cover design. "The best response comes from 'email capture' [getting a visitor's email address]" Member Darlene Quinn spoke up to say that if you don't use their template system, you can have the \$5.95 generic hosting and a domain transfer from your old site to this new one. Felsen states that HostBaby will "soon get into direct-to-fans sales."

Member and editor Peggy Glenn succinctly described the speaker's company when she said that BookBaby "is a model for responsible, compassionate, comfortable business."

Glenda Brown Rynn, Reporter - grynn@cox.net

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SCWA Planned Speaker Schedule

<u>DATE</u>	<u>SPEAKER</u>	<u>SUBJECT or SPECIALTY</u>
January 19, 2013	Gene Del Vecchio	Creating Blockbusters
February 16, 2013	Jeri Westerson	Crossing Genres from History to Mystery
March 16, 2013	Patricia Fry	Book Marketing for the Reluctant Author
April 20, 2013	TBD	TBD
May 18, 2013	Peggy Lang	Editing and Memoirs
June 15, 2013	TBD	TBD
July 20, 2013	TBD	TBD
August 17, 2013	TBD	TBD
September 21, 2013	TBD	TBD
October 19, 2013	TBD	TBD
November 16, 2013	TBD	TBD
December 21, 2013	TBD	TBD

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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.

[Events and Announcements](#)

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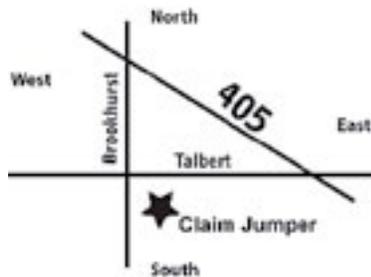
SCWA Monthly Meeting Information and Map

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, check or credit/debit)

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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