

Southern California Writers Association

The Perennial Writers Conference



Newsletter

Volume 17, Number 9 -- September 2018

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President's Message

Larry Porricelli, SCWA President



At our August meeting Antoinette Kuritz spoke to a capacity house on creating how best to PR yourself and your novel.

Our September meeting features Caitlin Rother. Make your reservations for this exciting event.

Thank you for making the SCWA the phenomenal organization it is today, and for even better things to come. If your annual fees are due, please sign up to extend for your next twelve months. Happy writing.

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SCWA Board of Directors

President Larry Porricelli
Vice President of Membership Steven G. Jackson
Vice President of Finances and Communication Don Westenhaver
Vice President of Programming Madeline Margarita
Director of Social Media Diana Pardee

Webmaster Brennan Harvey
Newsletter Editor Steven G. Jackson
Newsletter Speaker Reporter Glenda Rynn

Mailing Address: PO Box 47, Huntington Beach, CA 92648

Membership: Yann Jackson, ykj3678@gmail.com

Meeting Reservations

Larry Porricelli, meeting@ocwriter.com

714-580-5072



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Southern California Writers Association Anthology

IT'S ALL IN THE STORY

The SCWA Anthology, *It's All About the Story*, went to a second printing to meet the demand of our wholesalers and bookstores. We have books for direct sales (\$15 for one, \$12.50 each for two, \$10 for three or more). Those interested in purchasing additional copies (summer reading, birthdays, the holidays, team spirit) let us know asap. You may contact Don Westenhaver to arrange for payment, and we will have the copies available for you at the next SCWA meeting. Don can be reached at donwestenhaver@roadrunner.com.

Additional sales could open the door to a second SCWA Anthology. Positive reviews make a huge difference in sales. Anyone can post on Amazon (even if you didn't buy your copy on Amazon) as long as you have spent \$50 on Amazon, and are not identifiable as a family member or friend of one of the authors. Reviews should be honest and provided in the spirit of informing the general reading public what to expect. It doesn't take much of your valuable time, and provides a potential benefit to all of us.

We thank you for your continued support of SCWA, our perennial writer's conference.

For more information visit the SCWA Anthology website at: www.SCWAanthology.com.

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Speaker Schedule

DATE	SPEAKER	SUBJECT or SPECIALTY
September 15th, 2018	Caitlin Rother	Wrestling Any Story Into Narrative Structure
October 20th, 2018	Janis Thomas	TBD
November 17th, 2018	Dr. Susan Shillinglaw	TBD

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September 15th Speaker - Caitlin Rother

“Wrestling Any Story Into Narrative Structure”



New York Times bestselling author Caitlin Rother has written or co-authored 12 books and several Kindle ebooks. As a Pulitzer-nominated investigative journalist, Rother worked nearly 20 years for daily newspapers. She writes books full-time, appearing regularly on TV and radio as a crime expert. Rother draws from decades of experience reporting on a wide range of topics -- from addiction, suicide, mental illness and murder to politics and corruption at City Hall and in Congress. A popular speaker, she also helps aspiring authors as a writing/research coach and consultant, and teaches narrative non-fiction and other classes at San Diego Writers, Ink.

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October 20th Speaker - Janis Thomas

“TBD”



Janis loves to create stories that entertain, that provide an escape, that touch readers and possibly make them think or reassess or rediscover. She loves to create characters that become friends, to whom readers can relate, characters that make you care about what happens to them and who linger with you long after you put the book down.

Her latest novel, *What Remains True* (Dec.1, 2017, Lake Union) is a story of domestic suspense. It was chosen for the Kindle First program for November and is already a bestseller! Her latest novel, *All That's Left of Me* is available on Amazon.

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August Meeting Highlights - Antoinette Kuritz

“Building a Public Presence and PR for Your Book”



An introverted writer shouldn't just mail his manuscript to a publisher, then sit back, and hope. That's almost equivalent to shopping for a horse, wagon, and a buggy whip to get anywhere. Fueled by the Internet, today's book industry is driven by social media. Now a potential author must transform into business mode *a year ahead* of writing a book, identify his/her market, and start publicizing his content to come. Speaker Antoinette Kuritz, founder of The La Jolla Writers Conference, presented “Building a Public Presence and PR for Your Book.”

Because of her comprehensive background as a Literary Publicist, Publishing and Media Coach, Antoinette Kuritz wants you to understand the impacts of the latest developments in the book industry. For example, not only are one million ISBNs now issued each year but also 250,000 books come onto the market each day. To our surprise, she said, “I don't recommend that you get your books into the book stores.” *Gasp, wheeze, choke—why?* “When a book is bought online, it's bought. In hard stores, people often read and return the books to the stores a week later.” Another unexpected fact is that the general population often buys books they read about in *People Magazine*. Thus, authors must become business people and learn today's markets.

Ms. Kuritz is optimistic: “Writers who have been averse to the business end often find that they can change and open up to these new challenges.” **“You have to lead people to your field of dreams.” “People must want to follow your call to action.”**

Once you are clear about how you can help others learn or grow in some aspect, Kuritz recommends you follow this “choreography.” (Before the first step, however, she frankly says, “If you can't think of selling 5,000 books, don't publish it.”) A year before writing your book, build a platform. The platform begins with the creation of your website, whose design might cost \$1800. That's the home for your blog, your “Finds” (updated information about your main subject), and “Interviews.” Include a contact page so book clubs can get hold of you. “You'll need some media training.” “Hire someone to help you with PR and marketing.”

Website specifics: You'll need a biography that gives “a sense of who you are—a former cop, a protector of _____,” etc., a book synopsis (once it's written), and some photos that show “who you are.” Learn how to change the photos up frequently or find someone who won't charge too much.

Your blog: Write one or two blogs a week. “Make it something to do with your overall identity info. Tie into your message.” You might discuss a movie or comment about an inspiring article to which you include the link. Interview others on their sites and then post these on your blog or website. “Blog with a purpose—entertain, inform, and build your readership.” Do not let these necessities overwhelm you.

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Recent SCWA Publications and

Productions

Rapid Story Development: Commerical Pace in Fiction and Creative Nonfiction - Jeff Lyons



Rapid Story Development: Bust the Top Ten Writing Myths to Become a Better Writer - Jeff Lyons

Rapid Story Development: Ten Questions Every Writer Needs to Ask Before They Hire a Consultant - Jeff Lyons



Firestorm - Solange Ritchie



Best Case Scenario - Dirk B. Sayers



"The Optimism of Youth" - Steven G. Jackson



The Innocents - David Putnam



A-List - DP Lyle

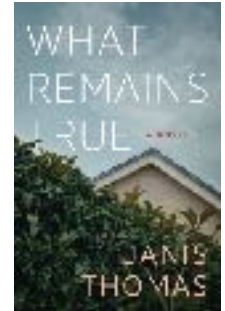


Recent SCWA Publications and Productions (cont)

13 Minutes - Jeff Lyons



What Remains True - Janis Thomas



It's All in the Story - SCWA



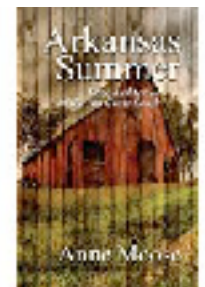
Counting Sea Life with the Little Seahorse - Sheri Fink and Derek Taylor Kent



Worlds in Transition - Peter Dingus



Arkansas Summer - Anne Moose



"Life Dies, and Then You Suck" - Steven G. Jackson



The Age of Change: A Challenging Path to the Future - Jeff Michaels



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Active Member Directory (A-F)

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 steven@stevengjackson.com.

Name	Genre	Email	Web	Phone
Adams, Tonya				
Adkins, Judy				
Adkins, Robert				
Ash, Elaine				
Barry, Frank				
Beer, Raphael				
Beirne, Jim				
Belmont, Julie				
Bensworth, Kurt				
Blake, Phyllis				
Bradbury, Mary		MDBradb@aol.com		714-960-9179
Braun, Chrysteen		designingwhims@gmail.com		562-676-7119
Broniec, Rick				
Caffrey, Dot	Fantasy	dot.caffrey@gmail.com	dotcaffrey.com	
Carruth, Stella				
Casas, Ann				
Casella, Lynn	Thriller	lcasella@mac.com	lynncasella.com	626-818-2571
Chalagonian, George				
Chung, John				
Clitheroe, Leighanne				
Cohen, Charlotte				
Colando, PJ	Humor & Satire	talklady@sbcglobal.net	pjcolando.com	
Cotter, Alison				
Dashti, Vali				
De Ladurantey, Joseph		jc.del@cox.net		
Dolan, Martin		mdolan3md@gmail.com		714-315-5845
Drucke, Carl				
Dun, Sulan				
Escobedo, Maria				
Eudey, Angela				
Fenenga, Susan				
Fink, Sheri				

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Active Member Directory (G-N)

Name	Genre	Email	Web	Phone
Gammer, Victoria				
Goldinger, Sharon		pplspeak@att.net	detailsplease.com/peoplespeak	949-581-6190
Green, Jude-Marie				
Green, Wanda				
Haines, Greg				
Hammer, Dana				
Harvey, Brennan		webmaster@ocwriter.com		
Heiser, Nanette				
Hollingsworth, Amy				
Howard, Charla				
Hull, Cathy				
Jackson, Steven G	Thrillers	steven@stevengjackson.com	stevengjackson.com	
Jackson, Yann				
Jarvis, Michael	YA, memoir	michael@jmichaeljarvis.com	JMichaelJarvis.com	949-280-6895
Jordan-Dardashiti, Irene				
Juniper, Jamie				
Kammerzelt, Michael				
Katritch, Kate				
Kim, Cacilia				
Kimino, Rinko				
Klann, Nancy				
Klein, Fred				
Knippers, Christopher				
Ko, Jaina				
Krishnan, Rathi				
Lambert, Harlen "Lamb"	Free verse poetry, memoir	lambtheauthor@gmail.com	lamblambertauthor.com	
Lambert, Sharron	Free verse poetry, memoir	lambz1309@gmail.com	lamblambertauthor.com	
Lyle, DP (Doug)				
Lyons, Jeff		jeff@storygeeks.com		
Margarita, Maddie				
McCollum, Phillip				
McGraw, Sharmyn				
Michaels, Jeff			jeffreyjmichaels.com	
Miles, Marjorie				
Milton, Lee				
Moose, Anne				
Morgan, Richard				
Morrow, Linda				
Nabor, Tina				
Nader, Lillian	Author, Freelance copyeditor	Lnader@lilliannader.com		714-747-4926
Nannini, Marcus				
Nelson, Wanda				
Nixon, Andrew		nixonar3@gmail.com	andynixonwordsmith.com	702-240-8000

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Active Member Directory (O-Z)

Name	Genre	Email	Web	Phone
Owedi, Sheila				
Pardee, Diana				
Perrin, Steve				
Pham, Kristen	Non-fiction / Screenplays	maiscreenwriting@gmail.com		
Phinney, Dennis				
Pike, Elaine				
Porricelli, Larry		president@ocwriter.com		714-316-9155
Porter, Kathy	SciFi Thrillers	Kathy@grayguardians.com	grayguardians.com	562-431-0366
Putnam, Dave				
Quinn, Darlene	Mainstr. Fic	Darlene@darlenequinn.net	darlenequinn.net	562-432-1280
Redemann, Vickie		vickarrion@aol.com		
Ridenour, Ananya				
Ridenour, Brett				
Ritchie, Solange				
Roberts, Donna				
Rynn, Glenda		grynn@cox.net		
Sanborn, Jake				
Sayers, Dirk				
Shaikh, Tami				
Sharp, Michael				
Sheppard, Pamela				
Sikes, Sara				
Silverstein, Mark				
Strbich, Michelle				
Suveiu, Virginia				
Szymczak, Leonard				
Takos, Jim				
Tate, George				
Thomas, Janis				
Thomas, Shirl		shirlth@verizon.net	shirlthomas.com	
Thompson, Russ				
Van Camp, Wendy	SciFi, HistFic	wwancamp@earthlink.com	nowatsedink.com	
Wade, Vince				
Wallace, Albert				
Weiss, Jill Q.		jillqw@gmail.com	quintessencecrystals.com	
Wells, Craig				
Westenhaver, Don	Hist Fic/Thrlrs	donwestenhaver@roadrunner.com	donwestenhaver.com	714-994-1943
Welsh, Rebecca				
Zasio, Belinda				

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SCWA Member Publications and Productions (A-K)

Author	Title	Year
Belmont, Julie	<i>Creativity Business Plan for Artists at Heart</i>	2014
Belmont, Julie	<i>The Path to Personal Success and Freedom; Turning Hurdles into Stepping Stones</i>	2005
Caffrey, Dot	<i>Cursed Power</i>	2015
Caffrey, Dot	<i>Awakening Powers</i>	2014
Colando, PJ	<i>Hashes & Bashes</i>	2016
Colando, PJ	<i>Stashes</i>	2014
Crayne, Victory	<i>Rebuilt</i>	2016
Crayne, Victory	<i>Humans Only</i>	2016
Crayne, Victory	<i>Freedom</i>	2015
De Ladurantey, Joseph	<i>Making Your Memories with Rock & Roll and Doo Wop</i>	2016
De Ladurantey, Joseph	<i>Cowards, Crooks, and Warriors</i>	2015
Dingus, Peter	<i>Worlds in Transition</i>	2017
Donenfeld-Vernoux, AR	<i>Pudel & Cie: Case #1 Moroney Boloney</i>	2015
Donenfeld-Vernoux, AR	<i>Cave Dreams</i>	2014
Donenfeld-Vernoux, AR	<i>Out of the Chute</i>	2014
Donenfeld-Vernoux, A	<i>How To Get And Keep The Best Jobs:Secrets HR Won't Tell You</i>	
Dunlap, Larry J	<i>Night People</i>	2015
Fink, Sheri	<i>Counting Sea Life with the Little Seahorse</i>	2017
Fink, Sheri	<i>Cake in Bed</i>	2016
Fink, Sheri	<i>My Bliss Book</i>	2015
Fink, Sheri	<i>The Little Seahorse</i>	2014
Fink, Sheri	<i>The Little Firefly</i>	2013
Fink, Sheri	<i>The Little Gnome</i>	2012
Fink, Sheri	<i>Exploring the Garden with the Little Rose</i>	2012
Fink, Sheri	<i>The Little Rose</i>	2011
Gilmore, Susan Kay	<i>Possessed by Baseball</i>	2013
Giussani, Sara	<i>Malibu</i>	2015
Giussani, Sara	<i>Come fare... La valutazione di un processo aziendale</i>	2014
Giussani, Sara	<i>Management dei processi aziendali</i>	2012
Jackson, Steven G	"The Optimism of Youth"	2018
Jackson, Steven G	"Full Service"	2017
Jackson, Steven G	"Life Dies, and Then You Suck"	2017
Jackson, Steven G	"The Master Playwright"	2016
Jackson, Steven G	"The Asylum for Rejected Characters"	2016
Jackson, Steven G	<i>The Zeus Payload</i>	2015
Jackson, Steven G	"Fade to Crazy"	2015
Jackson, Steven G	"The Loan Officer"	2014
King, Roy	<i>Symfonie Fantastique</i>	2011
Klann, Nancy	<i>The Clock of Life</i>	2012
Klann, Nancy	<i>Like The Flies On The Patio</i>	2012



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SCWA Member Publications and Productions (L-Mi)

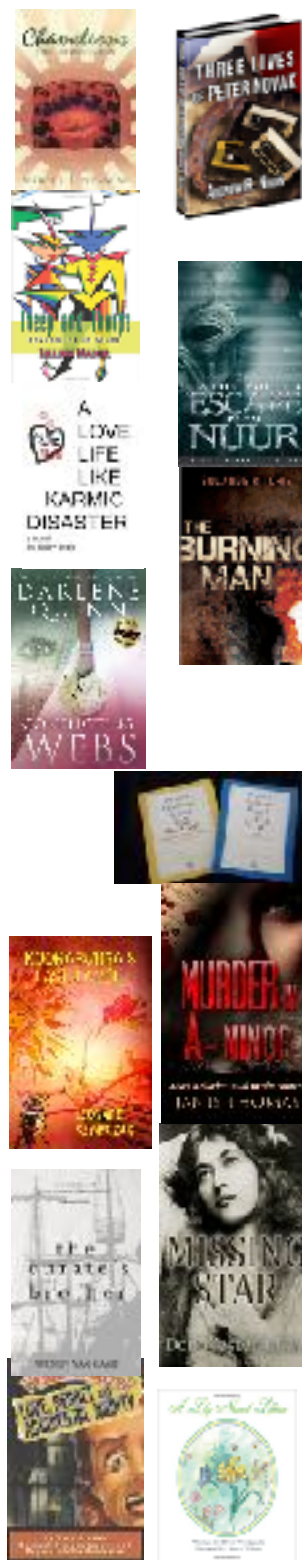
Author	Title	Year
Lambert, Harlen, Sharron	<i>Affairs of the Heart, Vol. 2</i>	2017
Lambert, Harlen, Sharron	<i>Affairs of the Heart, Vol. 1</i>	2016
Levine, Jennifer	<i>Summer Secrets</i>	2016
Lloyd, Rita Lee	<i>How to Survive in the 21st Century as a SSOFF</i>	2011
Lyle, DP (Doug)	<i>A-List</i>	2018
Lyle, DP (Doug)	<i>Deep Six</i>	2016
Lyle, DP (Doug)	<i>Forensics for Dummies, 2nd edition</i>	2016
Lyle, DP (Doug)	<i>Original Sin</i>	2015
Lyle, DP (Doug)	<i>Devil's Playground</i>	2015
Lyle, DP (Doug)	<i>Double Blind</i>	2015
Lyle, DP (Doug)	<i>Murder and Mayhem</i>	2013
Lyle, DP (Doug)	<i>Royal Pains: Sick Rich</i>	2012
Lyle, DP (Doug)	<i>Run To Ground</i>	2012
Lyle, DP (Doug)	<i>Thriller3: Love Is Murder (Short Story)</i>	2012
Lyle, DP (Doug)	<i>ABA Fundamentals: Understanding Forensic Science</i>	2012
Lyle, DP (Doug)	<i>Royal Pains: First, Do No Harm</i>	2011
Lyle, DP (Doug)	<i>Hot Lights, Cold Steel</i>	2011
Lyle, DP (Doug)	<i>Thrillers: 100 Must Reads (Essay)</i>	2010
Lyle, DP (Doug)	<i>Stress Fracture</i>	2010
Lyle, DP (Doug)	<i>Howdunnit: Forensics: A Guide For Writers</i>	2008
Lyle, DP (Doug)	<i>Forensics and Fiction</i>	2007
Lyons, Jeff	<i>Rapid Story Development: Bust the Top Ten Creative Writing Myths to Become a Better Writer</i>	2018
Lyons, Jeff	<i>Rapid Story Development: Commerical Pace in Fiction & Creative Nonfiction</i>	2018
Lyons, Jeff	<i>Rapid Story Development: Ten Questions Every Writer Needs to Ask Before They Hire a Consultant</i>	2018
Lyons, Jeff	<i>13 Minutes</i>	2018
Lyons, Jeff	<i>Anatomy of a Premise Line</i>	2016
Lyons, Jeff	<i>Jack Be Dead</i>	2016
Marsh, Sonia	<i>My Gutsy Story Anthology</i>	2013
Marsh, Sonia	<i>Freeways to Flip-Flops</i>	2012
Marshall, Evelyn	<i>Concerning Georgia Stekker</i>	2014
Marshall, Evelyn	<i>The Way They See</i>	2013
Marshall, Evelyn	<i>The Provider</i>	2012
Martinez, Maria	<i>The Apple Tree Wish</i>	2012
Michaels, Jeffrey J.	<i>The Age of Change: A Challenging Path to the Future</i>	2017
Michaels, Jeffrey J.	<i>Becomes Us All</i>	2016
Michaels, Jeffrey J.	<i>A Day at the Beach</i>	2015
Michaels, Jeffrey J.	<i>Tasa's Path</i>	2015
Michaels, Jeffrey J.	<i>How to Become The True You</i>	2015
Michaels, Jeffrey J.	<i>Light: The Reason for Existence</i>	2012
Michaels, Jeffrey J.	<i>Beings: A Journey to Joy</i>	2010
Michaels, Jeffrey J.	<i>Touch the Earth: A Path to Ascension</i>	2009
Michaels, Jeffrey J.	<i>Crystal Experience: Manifest an Extraordinary Life</i>	2007
Michaels, Jeffrey J.	<i>Harmonic Coalescence, the Future of Humanity</i>	2007



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SCWA Member Publications and Productions (Mo-Z)

Moose, Anne	<i>Arkansas Summer</i>	2017
Muhle, Charles	<i>One Way to Write</i>	2011
Muhle, Charles	<i>The Sky Tree</i>	2011
Nader, Lillian	<i>Theep and Thorp: Adventures in Space</i>	2016
Nannini, Marcus A.	<i>Chameleons</i>	2017
Nixon, Andy	<i>Three Lives of Peter Novak</i>	2016
Nixon, Andy	<i>50 Shades of Grades, My Journey Through Wacademia</i>	2013
Pope, Casey	<i>A Love Life Like Karmic Disaster</i>	2016
Porter, Kathy	<i>Escape from Nuur</i>	2013
Porter, Kathy	<i>Earth's Ultimate Conflict</i>	2010
Porter, Kathy	<i>Gray/Guardians</i>	2006
Putnam, David	<i>The Innocents</i>	2018
Quinn, Darlene	<i>Conflicting Webs</i>	2015
Quinn, Darlene	<i>Unpredictable Webs</i>	2013
Quinn, Darlene	<i>Webs of Fate</i>	2011
Quinn, Darlene	<i>Twisted Webs</i>	2010
Quinn, Darlene	<i>Webs of Power</i>	2008
Ritchie, Solange	<i>Firestorm</i>	2018
Ritchie, Solange	<i>The Burning Man</i>	2015
Sayer, Dirk B.	<i>Best Case Scenario</i>	2018
Spence, Charla	<i>Personal Healthcare Record (Adult)</i>	2011
Spence, Charla	<i>Personal Healthcare Record (Child)</i>	2011
Szymczak, Leonard	<i>Kookaburra's Last Laugh</i>	2016
Szymczak, Leonard	<i>Fighting for Love</i>	2016
Szymczak, Leonard	<i>Cuckoo Forevermore</i>	2015
Szymczak, Leonard	<i>The Roadmap Home: Your GPS to Inner Peace</i>	2009
Thomas, Janis	<i>What Remains True</i>	2017
Thomas, Janis	<i>Murder in A-Minor</i>	2016
Thomas, Janis	<i>Say Never</i>	2014
Thomas, Janis	<i>Sweet Nothings</i>	2013
Thomas, Janis	<i>Something New</i>	2012
Van Camp, Wendy	<i>The Curate's Brother</i>	2014
Weiss, Jill Q.	<i>Crystal Experience: Manifest an Extraordinary Life</i>	2007
Westenhaver, Don	<i>Missing Star</i>	2017
Westenhaver, Don	<i>Alexander's Lighthouse</i>	2012
Westenhaver, Don	<i>The Whiplash Hypothesis</i>	2008
Westenhaver, Don	<i>The Red Turtle Project</i>	2008
Westenhaver, Don	<i>Nero's Concert</i>	2008
Williams, Marianna	<i>Love, Regret and Accidental Nudity</i>	2014
Williams, Marianna	<i>The Valentine State</i>	2013
Williams, Marianna	<i>Stars or Stripes Fourth of July</i>	2011
Williams, Marianna	<i>Happy New Year, Darling</i>	2005
Woodcock, Don	<i>A Lily Named Lillian</i>	2015



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August Meeting Highlights (cont)

Also on the website: Post a list of the media reviews you've had. You might also utilize a Vlog, which is a video blog. It can be used on a smart phone. "Keep it to 60 seconds. Make people laugh or cry." If you're on a video that uses High Definition (HD), make sure that you're wearing makeup designed for HD so it will reflect the lights instead of absorbing them--and expose creases, wrinkles, and blemishes. When asked about book trailers, Ms. Kuritz responded that the blog is more valuable than a trailer. Also, "music stretches the trailer out." "Spend your money on Amazon advertising and so forth, instead."

Media: "The only reason to do media is to draw people to your website." If all your media action is compared to a giant wheel, "your book is the hub of the wheel." When you develop media topics for interviews, etc., Ms. Kuritz noted that "only a little piece needs to touch the wheel." Grab attention first by "talking to general interests." Perhaps give tips on how to get started as a writer—after you find information about how many want to write. Or then talk about how to deal with the type of problems you've written about. Examples: "What makes us vulnerable to our persecutors?" "What happens when you are not living your best life?" At some point the host may say to the audience, "By the way, [refers to you] has a book." He should recommend it while you discuss what information is on your website. The host can tell the audience where to buy the book and maybe discuss some chapters. Right about then, you pull out a copy of the book and give it to your host while saying, "I'll autograph it after the meeting [program, etc.]" Ms. Kuritz did, however, warn the audience not to do media that "you're not ready for--whether local, national, or radio/TV."

You will not need a Press Kit. Outdated. Instead, prepare a "one-sheet" for marketing. [You can find this online.] At the start, put a sentence or two about what it is in your background that compelled you to write this book. Then give the title. This sheet contains info about the book, publication, page counts, photo of you, the author, and blurbs--which are little testimonials from someone recognizable. These blurbs may also be on your book cover.

The most radical change in book publishing—an evolution over fifteen years--has been in self-publishing. "Twenty-five years ago, self-publishing your book was the kiss of death," Ms. Kuritz said. "Self-publishing is easy. It will look just like a book from a major house. But it's printed on demand (POD)." "Now even though authors can get regular contracts, many are going into self-publishing." [Good information here: <https://www.ingramspark.com/blog/misconceptions-about-print-on-demand-pod>]

After lunch with everyone on high alert, Ms. Kuritz took 35-word pitches from members about books. Vicariously, a great learning experience! The whole presentation was super!

The La Jolla Writers Conference will be held October 26 to 28 at the Hyatt Regency La Jolla at Aventine in San Diego. You can register here: <https://lajollawritersconference.com>.

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Members-Only Offer From Sharon Goldinger

Contracts involving publishing matters can be confusing if you're not familiar with all the language. What does something mean? What questions should I be asking? Do I have any other choices? If you're not sure what you're reading, what a term or section means, or if you should be signing the contract at all, SCWA is offering a new benefit. SCWA member, publishing consultant, and book shepherd Sharon Goldinger is offering a free review and thirty-minute consultation for any publishing contract. You can reach her directly at pplspeak@att.net.

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Newsletter Editor Opportunity

SCWA is looking for a new and improved Newsletter Editor. Interested candidates can contact Steve Jackson at steven@stevengjackson.com. Steve has been the editor for nine years, and some fresh ideas would be beneficial to the group. The role takes an hour a month, and looks good on resume's in the writing world. Very little writing is involved; mostly collecting, editing, and formatting. A graceful transition with plenty of help will be available.

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Conferences, Events, and Announcements

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Lit Up! Orange County is September 18th at Bardot & Bars (new location) in Tustin at 7PM. Scheduled readers are Maria Alexander, Seamus Bierne, and Katheryn Atkins. The event is free.

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September “Will Write for Food” Contest

The “Will Write For Food“ contest is a monthly blind competition. Winners are selected by a Literary Agent. First prize includes publication in the SCWA Newsletter, a certificate, and a \$25 cash prize.

You may write on any subject. Stories have a maximum of 1000 words. The winner will be announced at the September SCWA meeting. To enter, email your story by September 8th, 2018, to meeting@ocwriter.com.

There are no limits to the number of times you can win. Join the fun and earn some rewards.

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Publishers and Publications

Commandeer Press is looking for short-story submissions: <https://www.commondeerpress.com/short-tales>.

This site is a great one for leads to agents and has 25 writing contests in July 2018 with no entry fees. <https://publishedtodeath.blogspot.com/>

This publication had good stuff for writers: lithub.com.

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'NEATH HOLLYWOOD BOULEVARD© By Paulie Faccibrute

The pink and black Cadillac Seville cruising west on Hollywood Boulevard attracted every working eye it passed. The car moved down the street with regal authority, and sidewalk crowds and street traffic were certain this spectacle wasn't simply driving on the Boulevard, but was leading a Hollywood parade. Necks stretched and wide eyes searched for the accompanying procession.

A camera brigade of Japanese tourists stopped traffic in the middle of the world-famous, Hollywood and Vine intersection, to shoot pictures of the classic Seville on that spring afternoon. The aspiring photographers were joined in the street by a boot-clad woman whose spiked crown of matted hair gave life at first glance, to an ersatz image of the Statue of Liberty. But the ratted army blanket she wore as an urban cloak extended that image only slightly, as the ratted bedspread more so made her an income-tax-return street hawker dressed as a decaying Lady Liberty, sans spinning sign.

She pushed a shopping cart with two wheels frozen in a locked position, and harsh scraping accompanied the clatter of empty cans and bottles in a street symphony as the woman tramped across the asphalt. The sightseers shoved free fingers in ears and turned to discover what had disturbed the pleasant sensation of 1.2 blood alcohol they had labored to earn at a special luncheon at Murphy's Hollywood Sushi Temple that was part of the tour.

But the woman's eyes hadn't seen the Seville, she scoured the ground in search of street treasure - cigarette butts or empty cans. One of the Japanese men lit a cigarette and pointed at the woman, and the laughing tourists' cameras began recording what seemed to be a moving part of the city's street.

Her private procession passed through the group, and the woman snatched the cigarette from the man's lips and stuck it between her own.

"Cheap sake," she said.

The Japanese gathered, jabbering rapidly and waving arms at the loss of face the weird street traveler had bestowed upon the group leader. Smoke trails accented their points, and several cupped the lit cigarettes as their eyes searched for co-conspirators.

The tobacco thief puffed on the lifted smoke and stomped her boot heels on the pavement. Her cart was a runaway freight train steaming down the tracks as she barreled through the group.

The Ansell Adams wannabes scattered through the stalled street traffic. Two jumped screaming into the back seat of a taxi. By now, the entire intersection was gridlocked, and many in the captive audience stood beside their cars, honking horns in approval of the guerrilla street production.

The newly discovered intersection starlet ignored the accolades and reached down to snatch lit cigarettes that had been dropped as the Japanese visitors fled in horror. She capped the heads with a callused thumb, and stashed the slightly used smokes somewhere under her blanket garment. But she abandoned the cart and moved quick to a spot in the street where she seized a pack of Marlboros lying atop a manhole cover.

She held the pack over her head and displayed the war booty to her minions - it was a mother lode - a new pack, virgin-wrapped and filled with twenty, tightly packed cigarettes.

The doyenne of the shopping cart set hustled toward the sidewalk, cackling and laughing at her stroke of luck. Her eyes became momentarily snared by the flash of the pink and black Seville, and mesmerized by colors she hadn't seen together since she attended a circus as a child, her cart banged the chrome bumper.

"Don't let success go to that nappy head," said a voice from the Seville, "although you ought to let something get a hold of that fright wig - like a glue trap." The driver extended his hand out the window and flicked a freshly lit cigarette at the woman. Her hand moved with surprising alacrity and caught the offering between two fingers.

"You lipped it," she said and spat the cigarette out.

The Seville sped up and the driver's arm reached and grabbed the shopping cart. He shoved it over, which spilled the contents on the road. Traffic started to move, and the woman righted the cart and gathered the strewn cans into the safety of her mobile home.

"Freak," said the driver as the Seville moved away.

Cars honked, but the woman shook her fist at the sky. "I'll never go with no smokes again," she said. And having collected as much as she could without becoming a permanent part of the crosswalk in the now fluid intersection, she stepped up to the sidewalk and resumed wheeling down Hollywood Boulevard.

She turned onto Las Palmas Street, and within a half-block was in a friendlier neighborhood. A volunteer from the Hollywood Full Gospel Church Sidewalk Kitchen and Shelter of the Lord was sweeping the sidewalk, and nodded. "Want some lunch, Lizzie?" he said.

She sniffed the air.

"Shite on toast points, Nicky? Again?"

"You mean as usual," Nicky said. "Got a square?"

"Lizzie" reached under her blanket and tossed him a cigarette.

"You hit the lotto?" Nicky said. He lit it and inhaled, "You gave me a full square, Lizzie."

"Watch my stuff," she said.

"I got you covered, Lizzie," the newly appointed security guard assured her as he dragged on his payment.

Lizzie reached into a bag and brought forth some grime-streaked panty hose and tied them to the front end of the cart. She lit another cigarette with the still-going butt she just smoked, and tied her vehicle to a parking meter.

She crossed the street, and stepped over a wino drooling on the sidewalk just before she entered an open doorway under an aged and faded sign that read, "Mr. Holly's Bar – We Cheat Everyone."

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SCWA Mission

The mission of the SCWA is to provide a forum for promoting the welfare, fellowship, spirit, education, information, and encouragement among published and unpublished writers in the Southern California area.

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SCWA Active Member Benefits

Active members receive a 30% discount at every SCWA meeting.

SCWA provides scholarships to members who attend writer's conferences.

SCWA offers members 50% off professional critiques.

SCWA members receive a free review and 30 minute consultation for any publishing contract.

SCWA members receive discounts to Jeff Lyon's online courses.

The La Jolla Writer's Conference allows active SCWA members to receive a registration discount.

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

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SCWA Critique Program

We have some exciting news on the critique front. One of our members received a critique, and he credits that critique with getting him a two-day response from an agent, who wants to see the entire manuscript. We love it when that happens.

Critique requests should also be sent to Steve Jackson at steven@stevengjackson.com. If you have not received a response to a previous critique request, please resubmit (without any fee if you've already paid) to Steve. Steve will direct your sample (up to 15 double-spaced pages) to one of the Board members once we receive your payment. Payments (\$20.00 for members and \$30.00 for non-members) should be directed to Don Westenhaver.

- Check payable to SCWA: mail to Don at 5391 Fox Hills Ave., Buena Park, CA 90621

- Credit Card: advise Steve that you will pay by credit card. He will have Don send you an invoice with instructions on how to pay through the SCWA Square account.

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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	\$25	\$15	\$35

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The SCWA encourages open, respectful communication between individuals interested in the craft of writing through a variety of social and traditional media, such as Facebook, SCWA website and emails. Any individual using inappropriate language, discussing inappropriate topics, or commenting in a disrespectful way will be removed from access to any future SCWA communication methods.

The SCWA communication sites should only be used for dialogues related to the craft of writing. Non-writing related topics should be done via other forms of personal communication. Please review the content disclaimer located in the newsletter via the SCWA website www.ocwriter.com or on the About page of the Facebook. The SCWA does not endorse individual opinions placed on any of its sites.

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. 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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