



# The Write News

A Monthly Newsletter

Elisabeth Tuck, editor

September 2017

## **BRANCH MEETING AND LUNCHEON** **Saturday September 9, 2017 - 11:00 am to 2:00 pm**

### **Promoting Your Book:** **Building a Successful Marketing Strategy**

featuring

#### **Andrew Benzie** ***Andrew Benzie Books***

Andrew Benzie, publisher, designer, and author, will teach you how to effectively brand and promote your book and show how to build a successful book sales marketing strategy.



#### ***You will learn:***

- How to powerfully **Brand** your book
- How to successfully **Promote** your book to maximize sales
- How to build and implement a successful marketing **Strategy**
- How to maximize the **Visibility** of your book
- **Discover** marketing tips used by successful authors

Bay Area native Andrew Benzie has over **25 years experience** in the design industry. He has worked for corporate art departments and as a freelance designer for his own company, Andrew Benzie Creative Design (ABCD). In 2010, he established his own publishing company, Andrew Benzie Books to help authors design, publish, and market their books in both softcover and eBook formats.

---

**Sign-in** starts at **11 a.m.** for Writers Table or Helpful Editor attendees; 11:15 for everyone. Luncheon 12 - 12:45 pm. Speaker 1 - 2 pm at Zio Fraedo's Restaurant: 611 Gregory Lane, Pleasant Hill. \$25 members, \$30 guests **Reservation deadline: noon, Wednesday, Sept. 6th.** To reserve, contact Robin at [cwcrobin.gigoux@yahoo.com](mailto:cwcrobin.gigoux@yahoo.com), or leave a message at 925-933-9670, Website, <http://cwcmtdiablowriters.wordpress.com/next-program/>

CWC is an IRS 501-c3 non-profit charitable organization (ID 94-6082827). Donations are fully deductible to the extent of the law.

#### **RESERVATION DISCLOSURE:**

In accordance with our contractual agreement with Zio Fraedo's Restaurant, the club is charged for every reservation confirmed on the day before the meeting. *If you are not able to attend this meeting and do not cancel your reservation prior to noon on Friday before the meeting*, you will be asked to remit the \$25 member fee or \$30 guest fee no-show payment.

## President *Marlene Dotterer*



*I'm writing a book. I've got the page numbers done.*  
-Steven Wright

It's still the middle of summer as I write this, but I'm not fooled by the weeks left on the calendar. I know how quickly it all goes and that our first meeting will be here before any of us are ready. We have a lot of exciting things happening this year and I want to tell you about two of them right now.

Which one do I talk about first? It's hard to decide, so I'll just jump in.

Exciting Thing the First: our volunteers!

If you pay special attention to this issue, you'll see that September is our month to honor the people who keep our branch running. Check out the list of volunteers that appears further down. You'll see what keeps everyone busy around here. You'll also notice that we have special plans for our September meeting, all designed to celebrate our volunteers.

Exciting Thing the Second: our website!

This is something we've been threatening to do for a year or so, and I'm happy to say it's almost done! Soon you'll be able to go to <https://www.cwcmt Diablo.org> and see our spiffy new website. The biggest change that will happen very soon, is that we'll ask you to register for meetings online. Don't worry, we'll provide instructions. This will reduce the work for our **reservations** clerk...

**...a position, by the way, that's waiting for a new volunteer to take it over.**

How's that for coming Full Circle?

Stay well, keep writing, and I'll see you September 9.

Read this Mt. Diablo newsletter and discover the coupon which members can print, cut out and bring to the September meeting for \$25 off the cost of a future meeting.

### CONTENTS

- p. 3 Visit a board meeting; HELP WANTED
- p. 4-5 Member Events, News & Salutes
- p. 6 Meet Your Board and Committee Chairs; Writers Table
- p. 7 Redesigned Website
- p. 8 Why I Joined CWC by Al Garrotto; Buck-a-Book at Sept 9 meeting
- p. 9-10 Volunteer Appreciation (if we missed your name let us know!)
- p. 11 Jack London Award Winners; New Sign-In Time: 11 a.m., Read Why
- p. 12 A Little Free Editing and Feedback: Helpful Editor
- p. 13 Our Upcoming Programs
- p. 14-15 Report on the Tri-Valley Writers Conference by Nannette Rundell Carroll
- p. 16 Membership Renewal
- p. 17 Young Writers Contest Donor Page
- p. 18 In Memorium: Bee Hylinski July 23, 1941 - August 3, 2017

## Attend a Board Meeting



This is YOUR branch. Extra minds and hands are welcome.

There's always room at the board meetings for observers, the maybe-I'd-like-to-get-involved-ers, advisors, and the just plain curious. Join us. (Liz usually serves coffee or tea.) We meet 10:00 -11:00 before regular meetings. This is your branch too, and volunteer organizations can use new ideas and helping hands.

**Next board meeting: September 9, 10:00-11:00 a.m. Zio Fraedo's.**

## HELP WANTED

For information about a position, or to discuss volunteering, contact President Marlene Dotterer, [cmdotterer@gmail.com](mailto:cmdotterer@gmail.com).

### **RESERVATIONIST** – Handles reservations for monthly meetings **THIS IS NOT NECESSARILY A BOARD POSITION**

This is a great way to get to know the membership and the board. You would be welcome to attend board meetings but that is not required.

#### **Position Available: Immediate**

#### Responsibilities once per month:

Receive RSVP submittals from website form

Contact any who request extra assistance; resolve issues

Build a list of attendees for use at the sign-in table before meetings

Email the list to the treasurer, facility chair and other board members as needed before the meeting

Provide final number of reservations to the facilities chair by the end of the week of the meeting

Possibly assist treasurer at sign-in table as attendees check in

### **NorCal Rep** – Represent Mt. Diablo Branch at 2 NorCal meetings per year

#### **THIS IS A BOARD POSITION** – The NorCal Rep is a voting member of the Mt. Diablo Board of Directors

This is a great way to get to know the Mt. Diablo board and members from other branches, and learn more about the northern CWC branches

#### **Position Open: Immediate**

#### Responsibilities:

Attend two NorCal meetings per year (currently being held in Livermore)

Cast branch vote in matters of regional business

Communicate between the branch and the Northern California region

Report to the Mt. Diablo board on the NorCal meetings

Volunteer for committees or officer positions at the regional level if possible

### **Vice-President** – Assist the President as needed

#### **THIS IS A BOARD POSITION** – The Vice-President is a voting member of the Mt. Diablo Board of Directors

This is a great way to get to know the board, its members and operation and the functioning of the branch and CWC

#### **Position Open as of: July 1, 2018**

#### Responsibilities:

Become familiar with branch and state requirements, and with the overall functions of the board

In the president's absence, facilitate board meetings and general branch meetings when comfortable doing so

Assist the president as needed, or take over specific tasks under the direction of the President

**REMEMBER THAT NON-PROFIT ORGANIZATIONS LIKE CWC CANNOT EXIST WITHOUT VOLUNTEERS.  
CONSIDER HELPING.**

## Member Events, News and Salutes



### Kymberlie Ingalls

Kymberlie has released her third collection of personal essays entitled, **43**. Themes include depression, loss, navigating midlife and self-prophecy. Available at [WriterOfTheStorm.com](http://WriterOfTheStorm.com) and [RainfallPress.com](http://RainfallPress.com)

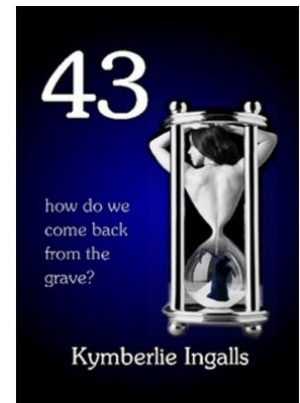
"Like the fool, I began this life feeling strangely empty and profoundly sad as if I'd already lost something. I have no prediction to how it will end, but do believe my truth will be found when I get there.

I am a hoarder of moments, of words and photos and status updates. I'm not sure if I'm letting go so that I can move forward or so that I can finally be at rest. Death has taken hold and isn't letting go - 12 people in 12 months was only the beginning. I'm tired of the fight, of the grieving and the recovery that never has a chance to happen.

I'm ready for it to be over.

My life was set to expire at 43 years of age. My Intuition said so, and she's never wrong.

Interpretation is everything."



### Cathy Turney

Twitter. Does that word make your blood run cold? It did mine until, after reading lots of books on how to just do Twitter, I gave up and figured it out for myself. I am a right-brain technophobe/Luddite who sells real estate and writes about it. Why did I bother with Twitter? Because not only has it become the No. 1 place to promote a product or service-it's the de facto news source today.



Maybe you don't need to promote a product or service. You just want to know what's going on. You go to Twitter and are overwhelmed by the gibberish. In my new book, *Get 10,000+ Twitter Followers-Easily, Quickly, Ethically*, I show you (with lots of screenshots) how to

- Set yourself up on Twitter
- Interpret any tweet (the three keys)
- And amass thousands of followers in less than ten minutes a day

All explained in a way that other technophobes, like me, can understand.

I hope you'll check my new book out on Amazon. I sweated bullets so you don't need to.

[www.amazon.com/Get-Twitter-Followers-Step-Step-ebook/dp/B073ZLZPCT/ref=sr\\_1\\_1?ie=UTF8&qid=1500580985&sr=8-1&keywords=get+10,000%2B+twitter+followers](http://www.amazon.com/Get-Twitter-Followers-Step-Step-ebook/dp/B073ZLZPCT/ref=sr_1_1?ie=UTF8&qid=1500580985&sr=8-1&keywords=get+10,000%2B+twitter+followers)







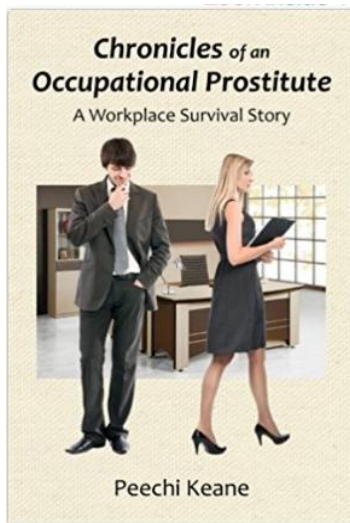
## Member Events, News and Salutes (Cont'd)

### Joanna Kraus

Joanna has an article "To Click or Not to Click" in the May issue of Alive Magazine, an online magazine. She writes about web dating. [aliveeastbay.com](http://aliveeastbay.com). Free copies are available at 176 locations. To find what is near you go to: [aliveeastbay.com/find.us/](http://aliveeastbay.com/find.us/)



### Robin Gigoux



If you have been exposed to a hostile work environment *Chronicles of an Occupational Prostitute: A Workplace Survival Story*, a dramatic and informative workplace survival story, by Peechi Keane is for you!

Inspired by real events in business, Ms. Keane tells this fictionalized story of Irena Nowak, a single mother in her dream job turned nightmare, where managers mistreat employees and co-workers abuse each other—male and female. This character-rich story shows:

- The company owner who tells Irena, the marketing manager, concerned for long-term success, not to worry because “there are plenty of hungry women out there.”
- The supervisor who tells Irena to “stop complaining and get a thicker skin” after she reports being physically assaulted for rejecting a co-worker’s sexual advances.

For love of her work and the salary to support her children, Irena endures until she consults the federal Equal Employment Opportunity Commission and her local Fair Employment Practices agency. This story demonstrates the potential impact of

workplace abuse and takes the reader from filing a grievance to resolution.

Available on Amazon: [www.amazon.com/Chronicles-Occupational-Prostitute-Workplace-Survival/dp/098175550X](http://www.amazon.com/Chronicles-Occupational-Prostitute-Workplace-Survival/dp/098175550X)



Robin Gigoux, writing as Peechi Keane, has been a CWC member for ten years. She has written short stories; and is completing a young adult science fiction novella, a children’s book series, a collection of personal essays, and more short stories.



## Meet Your 2017-2018 Board of Directors and Committee Chairs

<b>President:</b>	Marlene Dotterer
<b>Vice-President:</b>	Judy Ingram
<b>Secretary:</b>	Judith Overmier
<b>Treasurer:</b>	Lucy Hart
<b>Programs &amp; Speakers:</b>	Jill Hedgecock, Lyn Roberts, Al Garrotto, Elisabeth Tuck
<b>Membership:</b>	David George
<b>Publicity:</b>	Ann Damaschino
<b>Central Board Rep:</b>	Elisabeth Tuck
<b>Newsletter:</b>	Elisabeth Tuck
<b>Helpful Editor:</b>	Elisabeth Tuck
<b>Event Logistics:</b>	Danard Emanuelson
<b>Board Advisors:</b>	Kymberlie Ingalls, Al Garrotto
<b>Young Writers Contest:</b>	Marlene Dotterer
<b>Community Outreach/ Member Benefits:</b>	Judith Marshall
<b>Website:</b>	Lyn Roberts, Andrew Benzie, Cheryl Spanos
<b>Writers Tables:</b>	Bill Stong and John Marvin

**Reservations:** Open

**NorCal Rep:** Open



### Writers Table

After many years at the helm of this helpful member program, Lee Paulson has passed the baton to John Marvin and Bill Stong who will, in some way, follow in Lee's excellent footsteps. A hint of how well Lee ran the branch's Writers Table program is that it's taking two members to fill his shoes.

From everyone at the branch, thank you, Lee for such long and creative support of this program!

John and Bill will begin the new 2017/2018 Mt. Diablo branch year on **September 9<sup>th</sup>** with:

- **Begins at** 11:15 am (there will be table signs directing interested members to the table)
- **Topic:** Writing and the Brain: what goes on inside your head when you are writing?
- **Discussion Leader:** John Marvin
- **Summary:** What happens inside your reader's head when they read what you've written? John

Marvin will present the basics of the human brain, what is known about the effects of reading and writing on the brain, and will lead a discussion of ways to better reach your readers by considering what is going on inside *their* heads as *they* read.

We're looking forward to seeing you there!

John & Bill



## *New Website Coming for Mt. Diablo*

-Marlene Dotterer

I've been promising this for ages, and at last, it's just a few days from birth. We have a new, upgraded website, and it's my fervent hope that you find it attractive and useful. I won't give you the link yet, in case it's not ready for public consumption at the time the Write News hits your inboxes. I WILL send you a #NEWSFLASH with the link as soon as it's ready, and I hope you will rush right over to see it.

Here are some of the features we hope you'll use:

1. **RSVP online for meetings and workshops.** There will be a link to the RSVP form in the newsletter and on the website. No need to send an email or call someone. We'll still have a reservations volunteer who will answer questions or help with unusual situations. There will be a contact form if you need someone to call or email you.
2. **Pay online.** There will be a PayPal button you can use to pay, using either your PayPal account or a credit card. Our website is security-protected, so your information is safe! Of course, you can still pay at the door – we'll always give you that option. Just please register online.

**NEW THIS YEAR:** We will no longer charge you a fee for using PayPal or credit card.

**You pay the same price** as the cash/check crowd!

3. **Advertise your author events and milestones.** Book launches, signings, speaking engagements, awards... anything you are doing as an author, let us know and we'll add it to the website. Just click on the link under "Member Spotlights" on the Home Page, and give us the information. We'll even have an option for you to upload a flyer. And of course, you can see what everyone else is doing!
4. **Announcements.** We'll list upcoming writers' conferences, contests, anthologies, and other opportunities writers need to know about. We'll also have a form you can fill out so you can let us know about something we haven't listed (may be subject to board approval).
5. **Helpful Editor.** If you'd like feedback from a professional editor on a few pages of your writing, Elisabeth Tuck offers this for members who attend a meeting. There will be instructions and a form online for you to submit your writing. Elisabeth will meet with you prior to the meeting (other than workshops), and give you feedback.
6. **Writers Tables.** We'll always let you know what's next for these popular pre-meeting craft discussions. If you want to lead a table, or have an idea for a topic, fill out the form to let us know.
7. **Find a Critique Group:** Use the online form to let us know what you're looking for (genre, size, location, etc.) and we'll work on finding you a group. Let us know if you are willing to host!
8. **Renew Membership Online.** Easier than the method we use on our current website. Click on the link to renew, give us your name and click the PayPal button. **Remember – there's no fee for paying online!**
9. **Membership Application Online.** If you know someone who wants to join our branch, prospective members can now apply and pay online, including uploading samples of their writing.
10. **Calendar.** See at a glance what's coming up for members, with our online calendar.

There's more. Yes, indeed. But I don't want to overwhelm you. Go on and explore the website once it's up and running. Give us feedback and ask us questions. We want the website to be useful for all members!



## Why I Joined CWC

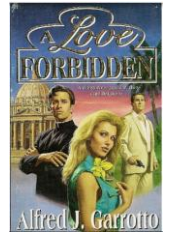
(a new “you-in-the-newsletter” opportunity for members. Send your short article [under 500 words] on why you’re a member to the editor, [elisabethtuck@yahoo.com](mailto:elisabethtuck@yahoo.com) )

### CWC and I by Al Garrotto

I knew about the Mt. Diablo Branch of CWC for some time before joining. In the 1980s I had commercially published a three-volume nonfiction work under the series title, *Adult-to-Adult* (Winston Press, Minneapolis, MN). Today, that title might sound sexy. Not then. The series was meant for Christian discussion groups. Since they sold well, I thought, “This writing/publishing thing is easy.”

I still didn’t think the series stamped my ticket as a “professional writer.” To be a *real* writer I undertook the task of writing a *real* book, a . . . *drumroll* . . . novel. It took eight years of writing and editing to arrive at a finished product and secure a literary agent. More editing delays. Finally, the book sold to a mass-market paperback house in Canada.

Any writer who knows the thrill of ripping open a box and seeing the cover of that published book will identify with my gut response. There it was! *A Love Forbidden*. A novel. A real book. With my name on the cover. I don’t mind telling you that I cried tears of authorial pride—and relief. I had finally met my own artificial standard for joining CWC.



I soon learned that, during those years of solitary labor, I would have benefitted greatly by association with a professional writing community. Such influence would have improved the quality of my writing. Just walking into the room for our monthly get-togethers, I am energized by the creative vibes electrifying the atmosphere. Dozens of novels and short stories buzz around inside the attendees, all in various drafts and phases of development and publication. Memoirs, biographies and, of course, the imaginings of talented poets in our midst further ratchet up the voltage. I always leave having experienced a revival of my own creative juices. Over the years, dozens of my professional colleagues in CWC Mt Diablo have also become dear and valued friends.

So, whenever I’m asked why I belong to the California Writers Club and faithfully attend almost every meeting . . . and why I have given back by serving two terms as president and still do as a board member, I reply with sincerity: “This is about the only place I can go every month where people understand the Writer-Me. When we converse about aspects of our creative calling, they know what I’m talking about.” Every writer needs this kind of affirmation.



*Note: To date, I have published 12 books and adapted three of my seven novels into screenplays, which I currently market on InkTip.com. My most recent book is The Soul of Art (nonfiction). Another nonfiction work-in-progress is grinding its way through a tortuous first draft.*

*A Love Forbidden is still available free on Smashwords.com, iBooks, and other online e-book sites, as well as on Amazon.com for \$0.99. It remains my “bestselling” book, after all these years!*

## BUCK-A-BOOK

Don’t forget **BUCK-A-BOOK at the Sept 9 meeting**. This is a chance to donate gently used books you’ve read and enjoyed and put them out for other members to pick up for a buck donation to the branch. And for you to buy books you might like to read. This is not a sale of books you’ve written unless you’re willing to let them go for a \$1 and donate that to the branch. The money raised helps the Young Writers Contest, one of the really good things our branch does for the community.

This sale will run on the honor system. Bring your books and your own bags, bring out your bucks to toss in the basket, and browse and buy before lunch. Bag your purchases and any of your unsold books and take them back home with you. Any books left behind will be donated to a library.







## VOLUNTEER APPRECIATION

**“EVERYTHING THAT HAPPENS IN CWC,  
HAPPENS BECAUSE A VOLUNTEER DID IT.”**

### **Mt. Diablo Volunteers**

This quote could be a motto for us because it's so true. Nothing happens in our branch unless a volunteer does it. You are even reading these words because a volunteer wrote them and another volunteer arranged them into this newsletter. CWC gets up in the morning because of volunteers.

At our first meeting this year, we are taking a moment to say “Thank you and well done!” to all our volunteers. Volunteers will get a special name tag so you'll know who they are. They'll also get a complimentary beverage with lunch and a moment to stand and shine before our meeting.

If you are a volunteer, please come and let us thank you. And for everyone who comes, I promise an inspiring program and lots of fun!

Following is a list of Mt. Diablo's busy helpers. (If we overlooked you, please speak up!)

**Aubry, Ellen**  
YWC Judge

**Basu, Dita**  
Scholastic Awards Judge

**Bentley, Barbara**  
Newsletter, Secretary, Dropbox Coordinator, Library  
Panel Presenter, YWC Banquet Photographer, YWC  
Judge, Holiday decorations, Editor, Board Member

**Benzie, Andrew**  
Web updates, Writers Table Presenter, Board Advisor

**Berman, Susan**  
YWC Judge

**Cain, Fran**  
Scholastic Awards Judge

**Damaschino, Ann**  
Board member, Publicity Chair, YWC Judge, Scholastic  
Awards Judge, Writers Table Presenter, Editor, Greeter

**Dotterer, Marlene**  
Membership Chair, President, Board Member, YWC  
Judge Chair, YWC Judge, Scholastic Awards Judge

**Edwards, Dorothy**  
YWC Judge

**Emanuelson, Danard**  
Board Advisor, Events & Logistics Chair

**Fairfield, Christa**  
YWC Chair, YWC Judge

**Force, Linda**  
Scholastic Awards Judge

**Garrotto, Alfred**  
President, Vice-President, Board Advisor, YWC Judge,  
YWC Programs, Program Committee

**George, David**  
Membership Chair, Board Member, YWC Judge,  
Scholastic Awards Judge, Greeter, MRMSYS Liaison

**Gigoux, Robin**  
(Former) Reservations Clerk, Board Advisor

**Goodwin-Brown, B. Lynn**  
Scholastic Awards Judge

## VOLUNTEER APPRECIATION cont'd

### **Hedgecock, Jill**

Program Chair, YWC Chair, Writers Table Presenter

### **Ingalls, Kymberlie**

Board Advisor, Writers Table Presenter

### **Ingram, Judith**

Secretary, Vice-President, Board Member

### **Kerkhoff, Ken**

YWC Judge, Scholastic Awards Judge

### **Koehler-Pentacoff, Elizabeth**

President, Vice-President, Board Member

### **Koller, Dennis**

Scholastic Awards Judge

### **Laube, Chloe**

YWC Judge, YWC Banquet

### **Marshall, Judith**

Community Outreach and Members Benefits, NorCal Rep, Publishing Pathways

### **Marvin, John**

YWC Judge, Scholastic Judge, YWC Publicity, Writers Table Co-Chair, Writers Table Lead

### **Minichino, Camille**

Scholastic Awards Judge, President, Vice-President, Board Member

### **O'Brien, Robert**

Vice-President, YWC Co-Chair, Writers Table Presenter, Board Member

### **Overmier, Judith**

Secretary, Board Member

### **Pace-Koch, Susan**

Scholastic Awards Judge

### **Paulson, R. Lee**

President, Vice-President, Writers Table Chair, Board Member

### **Plummer, Jil**

YWC Judge, YWC Banquet, Three of Our Own Speaker

### **Raab, Regina**

Substitute NorCal Rep

### **Roberts, Lyn**

Newsletter, Online Coordinator, Editor, Program flyers, YWC Judging Chair, YWC Judge, Critique Groups Coordinator, Writers Table Presenter, Board Member

### **Rupley, Leslie**

NorCal Rep, Critique Groups Coordinator, Members Benefits Committee, Writers Table Presenter, Read-A-Page Chair, Board Member

### **Sharp, John**

Writers Table Presenter

### **Soules, Aline**

Online Coordinator, Editor, YWC Judge, YWC Submittable Coordinator, Newsletter, Writers Table Presenter, Board Member

### **Spanos, Cheryl**

Webmaster (Co-)

### **Stong, William**

President, Vice-President, Board Member, Writers Table Presenter, Writers Tables Co-Chair

### **Tuck, Elisabeth**

President, Vice-President, Newsletter, Editor, Central Board Rep, YWC Judge, Scholastic Awards Judge, YWC Banquet, Board Member, Program Committee

### **Wiseman, James**

YWC Judge

### **Witt, Marjorie**

YWC Judge



## *Central CWC Board Ceremony Honoring Jack London Awardees*



The July 23 CWC Central Board meeting broke for lunch and the Jack London Award ceremony. The award can be made every other year in odd years. Although branches don't have to nominate anyone, this time almost every branch nominated their outstanding volunteer.



### ***New Sign-In Time for General Meetings***

Beginning in September, we will open the sign-in table at 11:00 a.m. This is to accommodate members who want to attend either the Writers Table or Helpful Editor session which will begin around 11:15. We want you to have all the time you can to learn more about the craft of writing!



*Note the incorrect use of quote marks. Is he really a lawyer or is that his fight name?*

## A Little Free Editing ?

Elisabeth Tuck

**HELPFUL EDITOR** – A professional editor will accept the first 5 members who email me two pages of their work, preferably (but not necessarily) the first pages of an article or book and I will edit (copy and content editing) as comprehensively as possible. Beginnings are crucial to your readers, or if you're struggling with something, maybe I can help. This will be a discussion group prior to monthly meetings (when the meeting is not a workshop or May's Young Writer Contest award banquet)

You MUST:

- Follow all directions. (If you want to be published traditionally, win contests, or have anything accepted for publication, you must follow directions, so this is practice.)
- Attend a meeting to receive the edits.
- Be willing for me to discuss something I've noted that might be of interest to the others in the pre-meeting discussion group. If you are shy, let me know and I will not identify the author.

Email your submission 10 days in advance (or earlier) of a meeting you plan to attend (12 point double spaced with 1" margins, white paper, normal font)

Make sure you say which meeting you plan to attend--remember no workshops or YWC.

I will read the pages carefully before the meeting and mark them up, good points and bad.

Sign in to the meeting as close to 11:00 as possible.

Join the Helpful Editor table.

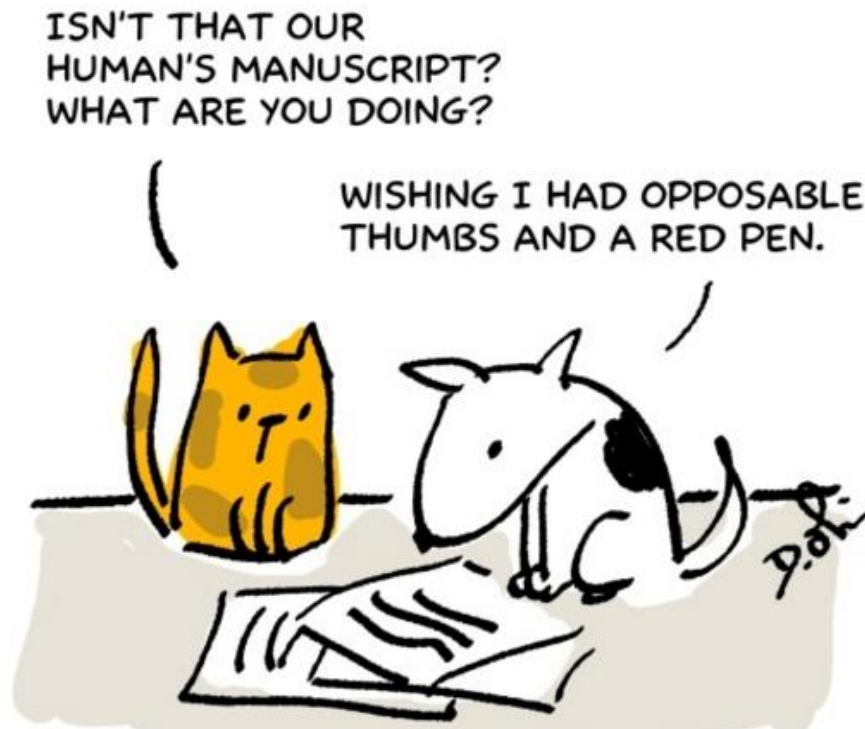
We'll talk about issues I may have seen in the pieces and I'll make suggestions.

You of course are free to ask questions.

If you have to miss the meeting, sign up to join a later month's group and get your edits at a later meeting.

I am not looking for clients. I just want to offer some help. Disclaimer: I'm not perfect. Even editors need editors—witness this newsletter which I don't have time to have edited as I usually do! I've read for the *Literary Review* for several years now. Mt. Diablo has a good track record of quality pieces being accepted. Let's continue that by learning all we can about writing well!

---





## Our Upcoming Programs



2017

<b>Sept 9</b>	Andrew Benzie Promoting your book: Building a successful marketing strategy	How to brand and Promote your book, use a successful marketing strategy and maximize visibility. Discover marketing tips used by successful authors
<b>Oct 14</b> <b>WORK SHOP</b>	Jordan Rosenfeld Get Intimate with Your Characters: Master POV for dazzling character development	<b>Jordan</b> authored 3 novels and 5 books on writing. 3 are: - <i>Writing the Intimate Character: Create Unique, Compelling Characters Through Mastery of Point of View</i> , as well as - <i>A Writer's Guide to Persistence, Writing Deep Scenes</i> (with Martha Alderson), and - <i>Make a Scene</i> , recently revised and expanded. Jordan has published in: <i>The Atlantic</i> , <i>The New York Times</i> , <i>New York Magazine</i> , <i>Scientific American</i> , <i>The Writer</i> , <i>Writer's Digest</i> and more. <a href="http://JordanRosenfeld.com">@JordanRosenfeld</a> . <a href="http://www.jordanrosenfeld.net">www.jordanrosenfeld.net</a>
<b>Nov 11</b>	Arlene Miller Grammar Diva	Arlene Miller is an author, grammarian, speaker, blogger, teacher, and editor. She loves to talk about grammar and the English language and she has written eight grammar books and a novel.
<b>Dec 9</b>	3 of Our Own	Holiday meeting

2018

<b>Jan 13</b>	Amanda McTigue Pitching	Amanda McTigue, a Yale graduate, has been a writer/consultant for Disney Entertainment and Paramount and most recently a lecturer at Sonoma State. Her debut novel <i>Going to Solace</i> was KRCB's best read of 2012 and will be followed by a short story collection, <i>This is Not Water</i> , and a novel, <i>Monkey Bottom</i> . <a href="http://www.amandamctigue.com/am/Home.html">www.amandamctigue.com/am/Home.html</a>
<b>Feb 10</b>	TBD	
<b>Mar 10</b> <b>WORK SHOP</b>	Beth Barany The 20 Senses	Beth is an award winning novelist and writes in three genres (young adult adventure fantasy, paranormal romance, and science fiction mystery). She runs a successful business as a coach and consultant for authors and has presented in Italy, Boston, Washington D.C., Seattle, and Los Angeles.
<b>Apr 14</b>	Dean Gloster Writing Humor	Dean is a former law clerk to two U.S. Supreme Court Justices and a former stand-up comedian. In winter, he ski races. When Dean is not at home in Berkeley, Saucy the dog guards the commas in his manuscripts. Dean thinks that writing, flying, and ski racing have lots in common: According to Douglas Adams, all you have to do is throw yourself at the ground --- and miss.
<b>May 10</b>	Veronica Rossi Young Writers Contest banquet	Veronica is a best-selling young-adult fiction author. Her debut novel, <i>Under the Never Sky</i> was released in January 2012 and deemed one of the Best Books of Year by School Library Journal. The series appeared in the NY Times and USA Today best seller lists and was published in over 25 foreign markets.
<b>June 9</b>	TBD	

If you've heard a good speaker having to do with writing, contact Jill Hedgecock: [hedgewriter@sbcglobal.net](mailto:hedgewriter@sbcglobal.net)

## ***Drawing for Mt. Diablo Members***

**Print and cut out the coupon below** and be in a drawing for \$25 off a future meeting.

After each drawing, the non-winning coupons will be destroyed. Look for a new coupon each month in the newsletter.

One coupon per member per meeting.

A member may only win once per CWC year, i.e., Sept – June.

**September 2017 coupon**

**MT. DIABLO CWC MEMBERS ONLY**

**PRINT THIS PAGE. CUT OUT THIS COUPON. WRITE YOUR NAME BELOW.**

**DROP COUPON IN THE BASKET/HAT/PAPER BAG AT THE MEETING  
CORRESPONDING TO THE DATE ON THIS COUPON.**

**ONE COUPON WILL BE DRAWN EACH MONTH TO WIN \$25 CREDIT TOWARD  
A LATER MT DIABLO BRANCH MEETING.**

Your name: \_\_\_\_\_

**Must be present to win.**



## ***Report on the Tri-Valley Writers Conference***

**(Mt Diablo had a drawing for a free ticket to the Tri-Valley Writers Conference providing the attendee would write a report for us.)**

### **Traversing the Tri-Valley Conference**

By Nannette Rundle Carroll

A golden ticket to the Tri-Valley Writers Conference held on April 22<sup>nd</sup> in Pleasanton gave me the exciting opportunity to mingle with friends and learn from sessions in three categories: **Craft, Marketing, and Self-Publishing.**

Keynote speaker **Anne Perry**, the *New York Times* best-selling fiction author, was as personable as she is prolific. Can you imagine having over eighty-five novels published and none ever being out of print? In addition to her copious writing accomplishments, she connected with her audience on the platform and was quite easy to talk with in a one-on-one conversation.

I kicked off the day with a **Craft** panel on essential elements of writing, featuring our own Elizabeth Koehler-Pentacoff, author of ten books and hundreds of articles and essays; Victoria Zackheim, author and editor; and Anne Perry. Liz suggested giving your characters an obsession and when writing children's books, look for kid-like metaphors to hold the whole book together. Anne noted when writing mysteries, the mystery is not the main thing. Good ones explore moral, ethical, and social catastrophes and authors need to slowly untangle the threads connected to the central theme. Victoria's tip on memoir was to choose an issue, your focus, which you want to work through. For example, how do you feel about getting older, what gives you strength, or what do you believe?

In the **Marketing** session, Linda Lee, of Askmepec-Webdesign, discussed eight elements every website must have: book sales page, biography page, speaking/appearances, blog, call to action-email signup/ RSS feed sign up, sidebar help, social media links, and contact page. **Visit her website for free resources:** [www.askmepec-webdesign.com/](http://www.askmepec-webdesign.com/)

After lunch, Anne Perry delivered her Keynote, **“Put Your Heart on the Page.”** What does your character want and why does it matter that they get it? It has to make the reader care very, very much. For example, in her WWI series, she noted that everything changed radically for every person--those who went (like her chaplain Granddad), and those who stayed. She explored what could keep a man going through that experience—what did he believe? Maybe what gets us through horrendous experiences is like the soldiers in the trenches saying, “I won’t leave you. I’ll watch with you,” or “I knew you’d come back; I knew you wouldn’t leave us.” It’s universal.

Having your characters find the answers to impossible situations may put them in a moral dilemma, like is it okay to kill? If we don’t, we might lose the war. Put your character in a moral dilemma and make the reader feel their excitement, hopelessness, sense of victory, exhaustion. Make your research accurate and peculiar to time and place. For example in WWI trenches, what did the soil feel and smell like?

Anne recommended getting your passion down in the first draft: injustices, a cause, a passion, then add humor. A reader can live hundreds of lives through good books. Make your reader say, “I felt I wasn’t alone because you watched with me through that patch.”

After the keynote, **Jim Azevedo, Smashwords’** marketing director led an interactive session on **Self-Publishing**. If your goal is to be known and get readers, he suggested offering your book free. Get readers then turn them into fans then super fans. Pricing impacts unit sales. To get the most downloads for fiction, he advised charging \$0.99, \$2.99, or \$3.99, but not \$1.99. It’s a black hole and doesn’t sell. Non-fiction is priced at \$5.99 through \$9.99. Readers want to solve a problem and are willing to pay for it. **For free downloads, including “The Secrets to Ebook Publishing Success,” check out [www.Smashwords.com](http://www.Smashwords.com).**

Finally, to wrap the day, I chose the **Craft** session on writing a compelling personal essay (200 to 6,000 words) or memoir with Anne Perry and Victoria Zackman. You need a theme, for example, equality or faith. The purpose is to examine yourself in painful honesty. What are your emotional reactions? Are you feeling hurt, betrayed by friends, anxious, disillusioned, or frightened? Or is it a time of great joy like the moment you discovered you were pregnant after 15 years of trying? Write your response as a human being versus describing the event. Be sure to ask yourself, “How will I feel having strangers read it? What will it do to my relationships?”

Arc elements to include are: how did you grow and change during the story? You’re not the same person on the first and last pages. What did you learn? Like other stories, you need to focus on conflict, how it arose, and how it is resolved. Anne feels that internal conflict is best—the two sides of self.

This was a great conference. I left with added insight, knowledge, and motivation.



Victoria Zackheim

Anne Perry

## ***Time to Renew/Join Mt. Diablo CWC***

Three ways to choose from to renew/join Mt. Diablo CWC

- 1) Complete the online form found at [www.cwcmtdiablowriters.wordpress.com/membership/](http://www.cwcmtdiablowriters.wordpress.com/membership/) and use PayPal to pay
- 2) Use this form, fill it out and mail it with your \$45 annual membership (\$25 for dual membership) renewal payment. Please make sure we have correct information about you. If hand writing, please PRINT clearly! (ed. note: If you are a member and there are no changes to your information, you can just mail a check or credit info to the address below or hand it in to the membership chair, David George, or the treasurer, Lucy Hart, at check in. In either case, mark it MEMBERSHIP RENEWAL so it goes to the right person.)

To apply for a **new membership**, an application is required and a copy of one of your stories or articles published or unpublished. The directions on the membership page on the website explain more.

Last Name \_\_\_\_\_ First Name \_\_\_\_\_  
 Street Address \_\_\_\_\_ City \_\_\_\_\_  
 State \_\_\_\_\_ Zip \_\_\_\_\_ Phone Number \_\_\_\_\_  
 Email \_\_\_\_\_  
 Membership Category: Active \_\_\_\_\_ Associate \_\_\_\_\_ Supporting \_\_\_\_\_ Youth Affiliate \_\_\_\_\_  
 Principal Genre \_\_\_\_\_ Additional Genre(s) \_\_\_\_\_

### **Payment Information**

You can renew your membership via check or credit card by following the instructions below. Note that payment via credit card requires a \$2 credit card transaction fee making the payment a total of \$47.

#### **Payment by check**

Make your \$45 check payable to "CWC-Mt. Diablo Branch."

#### **Payment by credit card**

Please provide the following information:

Credit Card # \_\_\_\_\_ Expiration Date (month/year) \_\_\_\_\_  
 Name as it appears on the credit card \_\_\_\_\_  
 Billing zip code \_\_\_\_\_ Security code on back of card \_\_\_\_\_

#### **Donation to the Young Writers Program**

Check here if you would like to donate to the Young Writers Program. \_\_\_\_\_ Add the amount to your \$45 membership renewal.

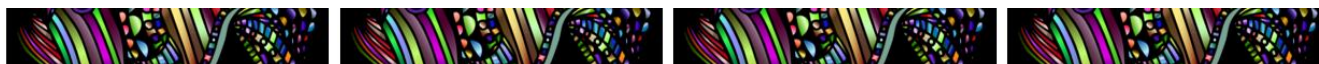
Mail this completed form (with a check or credit card info) to:

**CWC- Membership, P.O. Box 606, Alamo, CA-94507.**

**Security Note:** Membership information is not made public at any time.

*Thank you* for renewing your membership in the CWC-Mount Diablo Branch.

If you have questions, contact David George via email at [davegeorge7@comcast.net](mailto:davegeorge7@comcast.net)





## Young Writers Contest Fundraising

Sponsored by

**The California Writers Club, Mount Diablo Branch**



Please consider joining one of the following donor clubs to benefit our programs in support of young writers. Your tax-deductible gift will appear in the contest program in May, and in the Mount Diablo CWC newsletter every month in the year you donate. Or remain anonymous if you prefer!

**DONATIONS A/O JUNE 23, 2017**

The Jack London Founder's Circle (\$500+)

The John Steinbeck Society (\$250 - \$499)

The John Muir Member Club (\$150 - \$249)

The Ina Coolbrith Laureate Club (\$100 - \$149)

**Judith Ingram**

**Elizabeth Koehler-Pentacoff**

The Mary Austin Writers Club (\$50 - \$99)

The Helen Hunt Jackson Group (\$25 - \$49)

**Ken Kerkhoff**

**June Gatewood**

**Judith Overmier**

**Linda Force**

**Jill Hedgecock**

**Chloe Laube**

The Gertrude Atherton Guild (\$10 - \$24)

**Fran Cain**

**Sara Wilson**

**Lucy Hart**

**Lee Paulson**

Contra Costa County middle school students who enter the Young Writers Contest are eligible for cash prizes in short story, poetry, essay/personal narrative, and humor. Contest submissions are free. Check our branch website for details:

[www.cwcmtdiablowriters.wordpress.com/young-writers-contest/](http://www.cwcmtdiablowriters.wordpress.com/young-writers-contest/)

The Mt. Diablo Branch hosts an awards luncheon in May of each year.

All program expenses are supported by individual donations and grants. Thank you for considering membership in one of the above donor clubs.

\*\*\*\*\*

\*\* Please list my membership in the following donor club: \_\_\_\_\_

Name \_\_\_\_\_ Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

Amount enclosed: \$ \_\_\_\_\_ Acknowledge my gift in honor/memory

of: \_\_\_\_\_

Or via PayPal click "buy now" on the Mt. Diablo website

[www.cwcmtdiablowriters.wordpress.com/young-writers-contest/](http://www.cwcmtdiablowriters.wordpress.com/young-writers-contest/).

Make a check payable to: *CWC Mt. Diablo Branch*. And mail to:

CWC Mt. Diablo Branch, P.O. Box 606, Alamo, CA94507 Attention: Young Writers Contest

**THANK YOU TO ALL WHO SUPPORT THIS ANNUAL CONTEST**

## In Memorium



**Belinda (Bee) Hylinski**, Mt. Diablo vice president 2011-2013  
July 23, 1941 - August 3, 2017

From the *East Bay Times/Legacy.com*:

Belinda "Bee" Hylinski passed away peacefully at home on August 3, 2017. Bee was raised in New Canaan, CT. She graduated from Vassar College. Later she moved to the Bay Area where, in 1979, she earned her law degree. She practiced estate planning and tax law in Walnut Creek for many years and was a former mayor of Moraga. Her many interests included world travel, singing, baseball, writing, jewelry making, and golf. She was an active member of many organizations and clubs. Mostly, Bee loved spending time with her grandchildren. She is survived by her husband Ralph, brother Ned, daughter Ginger, son-in-law Cliff, two grandchildren, and a host of friends. All who knew Bee are invited to attend a memorial service on Saturday, August 26, 2017 at 10:00 A.M. at St. Stephen's Episcopal

Church, 66 St. Stephens Drive in Orinda, California.

Excerpted from the *Mercury News* 4/10/2013 by Janice De Jesus

ALAMO — Bee Hylinski's love affair with the Oakland Athletics began in her early teens in Kansas City when the team was known as the Kansas City Athletics. Bee wore a skirt, a shirt with a Peter Pan collar, and Mary Jane shoes with white socks. The fans dressed stylishly.

"I fell madly in love with (pitcher) Art Ditmar. Fans were incredibly enthusiastic for the A's."

Bee attended more than 30 games that baseball season. But it took decades before she rekindled her love affair with the Oakland Athletics in 1988 when she became a season-ticket holder. Her passion for the game resulted in her novel, *Contract Year: A Baseball Novel*, which she describes as "a labor of love for the game of baseball." The novel centers on a young, major league pitcher, Larry Gordon, who had everything going for him — until his world started to unravel. Bee channeled former A's (and now Giants) pitcher Barry Zito as inspiration for her novel's protagonist.

Hylinski, who lives in Alamo, taught art classes through Walnut Creek Civic Arts Education and showed her work as a fiber artist. But having hand surgery prevented her from creating the intricate detail work necessary.

In the summer of 2005, she attended the Oakland Feather River Art Camp near Quincy to focus on creating gourds. Instead, she was drawn to a writing workshop taught by Oakland writing teacher Clive Matson.

"He had the participants write a piece of flash fiction," Hylinski said. "We wrote about what we know and what we're passionate about, so I created the Larry Gordon character."

Matson thought Bee could stretch the piece into a novel. Eventually she wrote the first chapter, and by the end of chapter three, she was hooked by her story.

"I did make an outline, but Larry didn't want to follow my outline," she said. "I was trying to make Larry do something that was not in his character and wasn't something he would do. So I listened to him. I didn't have writer's block because I listened to Larry and thought, 'What would Larry do in this situation?'"

Bee researched Major League Baseball players and obtained permission to interview A's minor league pitchers from the Arizona Fall League to get a sense of the young players' demeanor and use of contemporary colloquialisms.

"The important ingredient was Bee's enthusiasm for baseball," Matson said. "The enthusiasm for the story was already brewing in her."

