



The Write News

A Monthly Newsletter

Elisabeth Tuck, editor

June 2018

BRANCH MEETING & LUNCHEON

June 9, 2018 – 11:00 am to 2:00 pm

An Exploration of Hybrid Publishing

Featuring
Brooke Warner

The hybrid publishing model occupies space that's neither traditional publishing nor self-publishing. So what is it exactly? And why is it the fastest-growing publishing business model? Find out how this middle ground of publishing is opening up more and interesting business opportunities for authors and publishers of all stripes.

We will learn:

- Why hybrid publishing has been called “the best of both worlds,” and what about it makes it appealing to authors and self-publishers alike
- Hybrid industry standards and why its reputation hinges on vetting and quality
- The challenges facing hybrid publishing and authors who choose this model
- What writers and authors need to know about this publishing space and the business model
- Where hybrid publishing might be heading from here



Brooke Warner is publisher at She Writes Press and SparkPress, president of Warner Coaching Inc., and author of *Green-light Your Book, What's Your Book?*, and three books on memoir. Brooke is a TEDx speaker and the former Executive Editor of Seal Press. She currently sits on the boards of the Independent Book Publishers Association, the Bay Area Book Festival, and the National Association of Memoir Writers. She writes a monthly column for *Publishers Weekly* and has blogged actively on Huffington Post Books and SheWrites.com.

Sign-in starts at 11 a.m., Luncheon 12:00, Speaker 1-2 pm at Zio Fraedo's Restaurant: 611 Gregory Lane, Pleasant Hill. \$25 members, \$30 guests. **Reservation deadline: noon, Wednesday, June 6th, 2017.** To reserve a spot, go to the CWC Mt. Diablo website at: <https://cwcmtdiablo.org/current-cwc-mt-diablo-meeting/> Website, <http://cwcmtdiablowriters.org>

President *Marlene Dotterer*



Greetings, Mt. Diabloites,

Against all odds, we are closing in on another year for CWC. We've had some excellent speakers and good times visiting with each other. Some of you put in lots of extra mileage, leading Writers Tables, taking on board positions, helping us judge contests, and assisting in various way to put on a great party for our winning middle school students in the Young Writers Contest. I, and the rest of the board, really appreciate your efforts!

I'd like to give a special shout-out to Ceci Pugh, who created a seating chart for all banquet attendees, as well as gorgeous place cards for each setting. Ceci and Wendy Blakely also acted as hostesses, leading each student, teacher, and family member to their tables. It really pushed our banquet into the elegant category!

Another shout-out goes to Dot Edwards and John Marvin, who have agreed to take on the position of Judging Coordinator next year. This relieves Lyn Roberts of one of her thousands of tasks, and I know she's very happy about that.

Speaking of that young writers party – we had a great time! The kids read short sections from their stories and poems, which was a big hit with everyone. We also put together a little book of the winning pieces and gave a copy to each of the winners and their teachers. We sold a few extra copies to parents, but we have some left. We'll be selling them at the June meeting for \$3.00 each. Proceeds will, of course, go the Young Writers Contest.

Please consider making a donation to the contest this year. We no longer have any grant money, and it costs over \$5,000 each year to cover contest expenses. We are continuing to apply for grants, but for now, all expenses are covered by donations and the general fund. You can donate online at <https://cwcmt Diablo.org/young-writers/>. Your donations are tax deductible!

June is our last meeting for the year and we'll be voting for next year's officers. These positions are: president, vice-president, secretary, and treasurer. It's sort of a slam-dunk – there were no new volunteers or nominations, so the people currently in those positions have agreed to remain. We still need your votes, though, so that's one more reason to come to the meeting!

It's also time to renew your membership. The cost is \$45. You can pay at the June meeting or go online to <https://cwcmt Diablo.org/renew-membership/> to renew by PayPal or to mail in your check. You can also renew at the September meeting, but why wait?

I hope everyone has enjoyable plans for the summer months. I'll be making the rounds of my far-flung children, for a chance to measure the growth of grandkids while they are out of school. There's usually a water park or two involved in that.

On that note, I hope you all stay cool and keep writing!



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JUNE 9 MTG THEN SUMMER BREAK. MEETINGS RESUME SEPT 8.

Literary Review mailing delayed until at least late June.



Member Events, News and Salutes

**Congratulations to our
2018 Young Writers Contest Winners**
And many thanks to all who helped make the contest possible



A Letter from One of Our YWC Winners:

Hi Ms. Dotterer,

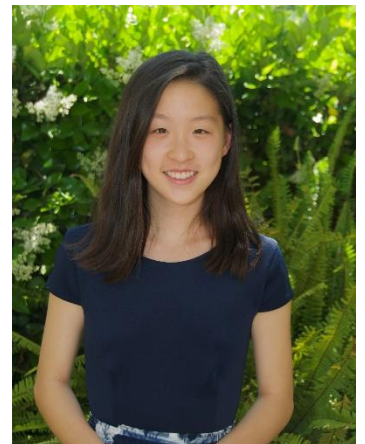
This is Eva Shen.

I am just writing to say a big thank you. This year was the third year that I entered the CWC Young Writers' Contest. I am in 8th grade, so it is also the last! Every year, I looked forward to entering this contest, and every year I have an amazing, unforgettable experience. I love everything about the contest, and I think it's wonderful of the club for being so encouraging and supportive to students. Thank you all so much!

The CWC Young Writers' Contest was the first writing contest that I ever entered. I was in 6th grade, and it was because of your contest that I realized that I liked writing, and that I was maybe good at it. Going to the ceremony, I was in awe of all the other student writers, and very inspired by the presenting author Heather Mackey. Since then, I've written a lot more, and entered other contests. But in the end, I always look forward to this the most. This contest and the people behind it inspired me to start writing, and keep writing.

Next year, I won't be able to enter. I will miss this contest a lot, but I am really grateful for the experiences that it provided. Thank you very much for organizing this experience for so many years. I want to let you know how much I am thankful for it!

Sincerely,
Eva Shen





Member Events, News and Salutes (Cont'd)

BLynn Goodwin

Lynn's book *Never Too Late: From Wannabe to Wife at 62* became a 2018 National Indie Excellence Award Winner this week (an upgrade from finalist).



Join the Writers Table at the June 9 Meeting



Learn about **book trailers** and how to develop one to help spread the word about your book. **Judith Ingram** will lead the discussion.

Writers Table meets before the general meetings. These are short (@ 40 minutes) informational or practice session on the craft of writing. Hosted by Mt. Diablo members, these sessions cover many topics of interest to writers. Sign-in begins at 11:00. Writers Table begins at 11:15. Drop in any time.

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 unless there's a workshop. This is your branch too, and volunteer organizations can use new ideas.



Next board meeting: Sept 8, 10:00-11:00 a.m. Zio Fraedo's.

OPEN BOARD POSITIONS: Come attend a board meeting and see if you'd like to join the board—maybe even assume a chair. Volunteer work looks good on a resume!

Berkeley Book Fair Feedback

May 1, 2018 at 10:41 AM

Mt. Diablo members,

Just letting you all know we had a very successful event at the CWC booth for the **Berkeley Book Fair** in April. I was at the booth on the Sunday for a couple of hours.

Tim Jollymore did a great job organizing the event.

Lots of folks dropped by. We shared information about the club, gave out many flyers and collected email addresses. I think it was a very effective way to spread the word about the club which clearly many people don't know exists.

Hopefully we'll get some new members in the future.

Thanks,
Andrew Benzie

Reminder re Our Branch Website

<https://cwcmtdiablo.org>

Members may show some of their work on our branch website. Profiles may include a short bio, author photo, link to your website, up to two recent contest wins or awards and two book covers. If you are a current member and want to add or update your profile, submit your information [here](#). This will take you to the profile form page which you can fill out.

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.

June 2018 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.

Our Upcoming Programs



2018

June 9	Brooke Warner “Hybrid Publishing”	On June 22, 2017, Brooke Warner gave the radio TED talk, “Green-Light Revolution: Your Creative Life on Your Terms.” She is a publisher at She Writes Press, president of Warner Coaching Inc., author of <i>What's Your Book?</i> , <i>How to Sell Your Memoir</i> , and co-author of <i>Breaking Ground on Your Memoir</i> , a regular <i>Huffington Post</i> blogger and a master teacher of memoir who co-leads the popular course, "Write Your Memoir in Six Months." Her expertise is in traditional and “new” publishing. She sits on the boards of the Independent Book Publishers Association, the National Association of Memoir Writers, and the Bay Area Book Festival. TheWriteLife.com named her website one of Top 100 Best Websites for Writers. Warner lives and works in Berkeley, CA.
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Summer break July & August

Sept.9	Stephane Chandler Advanced Book Marketing and Launch Strategies	Stephanie has authored nine books on marketing, promotion, and strategies to build your audience and sell more books. Stephanie is founder and CEO of www.NonfictionAuthorsAssociation.com , an educational community for experienced and aspiring writers and www.NonfictionWritersConference.com , an annual event conducted online. A frequent speaker at business events and on the radio, she has been featured in <i>Entrepreneur Magazine</i> , <i>BusinessWeek</i> , <i>Inc.com</i> , and <i>Wired</i> magazine.
Oct.13	Penny Warner TBD	Warner has published over 60 fiction and non-fiction books for adults and children which have been translated for 16 countries. Twice Penny has won the Agatha Award for Best Children’s Mystery and was nominated for the World Mystery Anthony Award for Best Children’s Mystery. She has appeared on dozens of national television shows on stations including PBS, ABC, CBS and NBC. She has been teaching child development for over 30 years, writes a column for a local newspaper, and creates fund-raising murder mystery events for libraries across the country. A Mt. Diablo member recently heard her speak and described her as funny and informative.
Nov10	David Corbett “The Compass of Character”	After a career as a high-profile private investigator, Corbett turned to writing in 2000. His first novel was nominated for both the Anthony and Barry Awards for Best First Novel of 2002. He has since published 5 more novels. He also wrote a nonfiction book, <i>The Art of the Character</i> . He will discuss identifying your character’s deepest longings, exploring their resistance to pursuing them, and revealing how that conflict generates behavior.
Dec. 8	Three of Our Own	Our December meeting is a festive, sit-down meal where three members are invited to speak on a particular theme.

If you’ve heard a good speaker on writing or publishing, contact Jill Hedgecock: hedgewriter@sbcglobal.net



Time to Renew/Join Mt. Diablo CWC

Please visit <https://cwcmtdiablo.org/membership/>

If renewing, click and follow the instructions using check or PayPal to pay or see below to mail a check. Renewal is \$45 annual membership, \$25 for dual membership.

If your address has changed, please note the change so it can be updated in branch records.

If you are a member and there are no changes to your information, you can just mail a check or credit card info to the address below or hand it in to the membership chair, David George, or the treasurer, Lucy Hart, at meeting check in. Please indicate MEMBERSHIP RENEWAL

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. Go to the bottom of the middle column on the membership page and click on Let's Start.

Payment by check

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

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

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

Add the amount to your \$45 membership renewal and indicate the donation.

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

If you have questions, contact David George via email at davegeorge7@comcast.net

REMEMBER!! If you renew your membership before May 31, your name will be in a drawing for a \$25 meeting discount.

Renewal Year: 2018-2019

Revised 5/1/2018

You in the Newsletter?

In the past we've had success asking for 100-word stories from members to publish in the newsletter. Think 100 words is too short? Think how poets manage to tell a story and evoke feelings, often in even fewer word. Once when we invited members to submit such short stories, one member scoffed at the idea but we received so many good ones that it took several newsletter issues to print them all!



So here's the challenge and opportunity to writers of all genres, send me your SHORT pieces, 100 words or less by Aug 20 and see yourself in the Sept newsletter (or Oct if we get many)!

elisabethtuck@yahoo.com

Young Writers Contest Fundraising

Sponsored by

The California Writers Club, Mount Diablo Branch



Please consider joining one of the following donor groups 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 CWC year you donate (e.g. 9/18 -6/19.) Or remain anonymous if you prefer!

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

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

Judith Overmier

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

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

Judith Ingram

Elizabeth Koehler-Pentacoff

David George in honor of Elizaeth Koehler-Pentacoff

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

Ken Kerkhoff

Linda Force

Lynn Goodwin

Kathy Urban

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

June Gatewood in honor of Christopher Cecchini

Jill Hedgecock

Al Garrotto

Chloe Laube

Judith Overmier

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

Fran Cain

Robert Poirier

Sara Wilson

Edward Stanislawski

Lucy Hart

Patty Northlich

Lee Paulson

Maya Das

Christine Tomerson

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. See our branch website for this year's winners: <https://cwcmt Diablo.org/2018-ywc-contest/>

The Mt. Diablo Branch holds an awards luncheon in May honoring the winners.

All program expenses are supported by individual donations. 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: _____

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

CWC Mt. Diablo Branch, P.O. Box 606, Alamo, CA 94507 Attention: Young Writers Contest