



California Writers Club

Mt. Diablo Branch

Chartered in 1987



Andrew Sean Greer

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ON OCTOBER 13 THE CALIFORNIA WRITERS CLUB PRESENTS

**RON SHOOP, RANDOM HOUSE SALES REPRESENTATIVE,
WILL DISCUSS UPCOMING BOOKS WITH INSIDE TIPS FOR WRITERS**



Ron Shoop will address the Mt. Diablo Branch of the California Writers Club at our luncheon meeting, Saturday, October 13, 2007, at the Hungry Hunter Restaurant in Lafayette at 11:30 a.m. What are editors choosing to publish today? As a writer, what can you do to make readers choose YOUR book among all the others published? What will make a reader keep turning the pages and never stop reading? Find the answers to these questions and many others when entertaining Ron Shoop addresses questions important to writers as well as to discerning readers. He captures the essence of a story and makes his audience want to rush to the bookstore. Ron can cover an amazing number of books with his characteristic enthusiasm.

Ron worked as a field sales representative for Bantam Doubleday Dell, 1995-1999, in Northern California. After the acquisition of Random House by BDD's parent company, he continued on as a sales rep for the new and expanded Random House up to the present.

Mr. Shoop is a native of Ohio, who has lived in California since 1968, and knows the taste of our local readers. He is well known in the Bay Area, and beyond, as a compelling speaker. An avid reader, he's spent nearly forty years around books.

Don't miss the opportunity to hear Ron Shoop review the latest must-read books and give his insights into the contemporary publishing industry.

Please join us at the [Hungry Hunter Restaurant](#), 3201 Mt. Diablo Blvd, Lafayette (corner of Pleasant Hill Road) on Saturday, October 13, 2007 at 11:30 a.m. Come listen, learn, network with local writers.

Reservations are required and must be received no later than noon on **Wednesday, October 10**. To make a reservation, contact **Betty Iverson**, with your [menu](#) choice, by e-mail at bjiverson@comcast.net, or by phone at  (925) 376-3631 . Expect confirmation only if you e-mail your reservation.