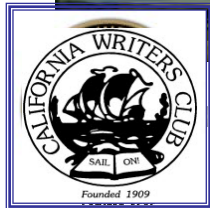


The Write News

A Mo

A Monthly Newsletter

March 2012

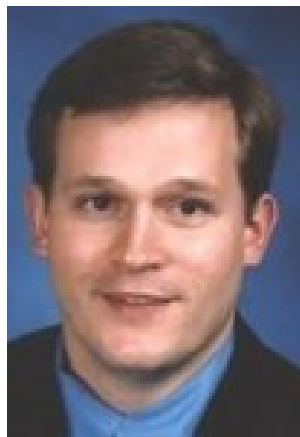


The California Writers Club-Mount Diablo Branch

Presents:

Sean Hazlett

Saturday, March 10, 2012



"Blogging to Build an Audience 101"

You too, can and should build a platform for your writing:

Learn:

- Reasons authors should blog
- How to establish your brand
- 10 lessons for how to build an online blogging platform

Michael Larsen, Sean's agent, wanted him to build a platform for his book, *Countering Cataclysm: The Conservative Case for Clean Energy*, before Larsen approached publishers.

A blog would be one aspect of building a platform and thereby help the publisher with marketing your book. In 13 months, Sean grew his site from 1,000 hits per month to 25,000 page views per month. Several of his blog posts have been mentioned on the *Huffington Post* and *Time Magazine's* Ecoblog.

The blog has helped Sean build a future audience for his book, and helped him gain exposure to his "brand." One blog reader even indicated interest in buying 60 copies of his unwritten book each year for a college course he teaches.

Writing since the age of 10, Sean has degrees from Stanford, Harvard Business School and the Harvard Kennedy School of Government. He served 5 years training troops in the Mohave Desert.

Sean is currently a technology analyst, and has published over 150 equity research reports on clean energy and semiconductor companies. The *Economist* has cited his report on the smart grid industry on at least two occasions.

Learn from Sean how you can enhance your opportunity to be published.

Contact Jean at jeaniegpopps@comcast.net or leave a message at: (925) 934-5677

Meeting Details on Page 2

WRITERS TABLES – ROUND TWO

BACK BY POPULAR DEMAND

Thanks to your positive feedback from our first Writers Tables, we have three new groups scheduled for the March 10th meeting.

Table One: **Susan Pace-Koch** - Children's Books/Picture Books

Table Two: **Mary Lou Peters Schram** - POD

Table Three: **Bob O'Brien** – Talk to a Cop. Crime/Mystery/Detective

Bob writes a SWAT blog for Police Magazine. Over 30 years "real world" police experience on the street and with investigations. Ask your question. Get the law enforcement details correct in your story.

Pull up a chair! Dive right in!

When? During the half hour of check-in time at the monthly meeting.
11:15 to 11:45.

March 10, 2012 - Meeting Details

Starting at **11:15**, we will again have "Writer's Tables" set up in the main room manned by volunteer members where you can discuss different aspects of the writing/publishing process.

Check-in begins at 11:15. Check out the Writers Tables then the buffet will be available starting around 11:30. Help yourself when you're ready, find a seat and chat with friends until the meeting begins around 1.

Reservations: Reservations are required and must be received no later than noon on Wednesday, March 7. **Cost: \$20 for CWC members; \$25 for guests**

To make a reservation, contact Jean Georgakopoulos, via e-mail at jeaniepops@comcast.net, or by phone at (925) 934-5677. Expect confirmation only when you e-mail your reservation.

Please Note: 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, or if you do not cancel your reservation prior to noon on the Friday before the meeting, you will be asked to remit a \$20 "no-show" payment.

President's Message

By Elisabeth Tuck



What Goes on Behind the Scenes?

My presidency began with a trial by fire. Around lunchtime on Friday, Jan 13 (of course) I learned that our scheduled workshop leader, Nick Mamatras was snowed-in, unable to fly back to the west coast. Several members scrambled, making phone calls and sending emails. Don Maker, the Workshop Chair, stayed calm and put his sense of humor to good use. Former presidents, Lee Paulson and David George had a backup plan they had developed last spring for just such a contingency, but David was out of town!

In the late afternoon Liz Koehler-Pentacoff contacted our prolific and esteemed member Camille Minichino who, fortunately, was in town, hurried to assemble handouts and prepared a fabulous workshop for us for the following morning--our first early meeting in a long time. What a stroke of genius asking Camille. The workshop was excellent. We will invite Nick back but now he will have big shoes to fill.

How about the Writers Tables Lee organized for February's meeting? Leaders and participants alike deemed them a success. We'll have three new topics at the March meeting. The tables seem to be a good way for members and guests to meet each other, exchange information and, together, pursue writing objectives.

Don't miss Sean Hazlett's March presentation on blogging to build your brand and an audience. His agent wanted him to build a platform before presenting his manuscript to publishers. Sean has taken off like wildfire. Learn how you can too!

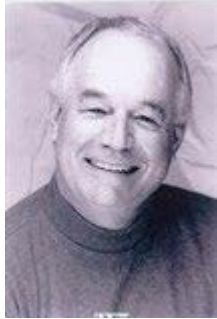
Upcoming Meetings

April 14	Maria Murnane	WORKSHOP – Sell your book! Tons of tips from a PR/Marketing pro.
May 19	Young Writer's Banquet	Lindsey Grant, NaNoWriMo's (National Writer's Month) Program Director



Member Events, News and Salutes

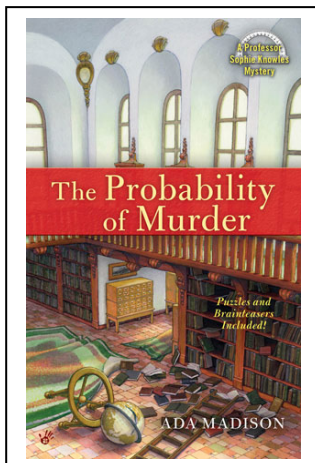
Share your writing news: An upcoming book event, award, publication or new e-book. Send an email with a brief paragraph and .jpg photo to Newsletter Editor, Lyn Roberts at lynz@astound.net. **Deadline** is the third Wednesday of each month. Find our amazing members below!



J.D. Blair's poem "Nobody's Home" will appear in the fifth edition of the e-zine *StepAway* and focuses on urban themes. The poem can be found at stepawaymagazine.com.



Nanette Rundle Carroll is a woman of many talents. Not only is she the author of *The Communication Problem Solver* and effective event speaker, Nanette is a valued translator. The 9th Geronimo Stilton Graphic Novel has come out with *Papercutz* today. Nanette is the translator of this (as well as the previous 8 volumes of the GSGN series) and they have just turned in the 10th volume translation, for publication later in 2012.



Camille Minichino's second in the Professor Sophie Knowles Mysteries, *THE PROBABILITY OF MURDER*, will be released March 6.

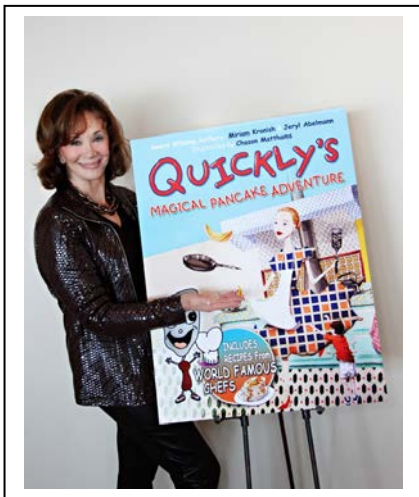
Camille has published eight novels in the Periodic Table Mysteries, featuring retired physicist Gloria Lamerino. The series continues in short stories on Kindle and smashwords.com. The latest is a re-issue of *The Hydroden Murder* on Kindle.

As 'Margaret Grace', she's published six novels in the Miniature Mysteries series, featuring miniaturist Geraldine Porter and her 11-year-old granddaughter, Maddie. The latest is *Mix-up In Miniature*, paperback from Perseverance Press.

As 'Ada Madison,' she's published two novels in the Professor Sophie Knowles Mysteries, featuring college professor Sophie Knowles. The latest is *The Probability of Murder*.

MORE !**Member Events, News and Salutes**

Catherine Accardi will be one of the participants in the San Francisco History Expo to be held on Saturday, March 3 and Sunday, March 4. This event will take place at the historic San Francisco Mint at 88 Fifth Street, between Market and Mission Streets. The History Expo will take place both days from 11:00 a.m. to 4:00 p.m. Catherine will represent the Telegraph Hill section of North Beach with a PowerPoint presentation, historic vintage images, and her latest book for sale, *San Francisco's North Beach and Telegraph Hill*.



Jeryl Abelman recently received the news that *Quickly's Magical Pancake Adventure* received a literary award from the Los Angeles Book Festival in the category of Children's Books.

Jeryl said, "Miriam Kronish, and I are co-authors of The Quickly Series and we are so happy that Quickly our Magic Spatula, is 'flipping those pancakes' from Sea to Shining Sea. The timing is 'hot off the griddle' too, as February 28th is National Pancake Day. Along with our fantasy tale, and the 25 Pancake Recipes in our book, and the fact that we have a wonderful quote from Chef Jacques Pépin ... it seems like the judges must have read our book before breakfast!



Patricia Evans now has five books in print. Her latest, *Victory Over Verbal Abuse: A Healing Guide to Renewing Your Spirit and Reclaiming Your Life*, is designed to empower readers who have encountered a person who indulges in verbal abuse to heal from the past and to create the life they want, far from senseless accusations, wounding words, and confusing comments. And, there is an affirmation and message for every week of the year. The book was released in mid-December.

You can see the titles of the other four and what each is about on Patricia's site. Just click on this [link](#).

And **MORE!**

Member Events, News and Salutes



A Japanese poet hanging out with Joaquin Miller and the rest of the CWC founding gang. Who knew?

Not only did Yone Noguchi apprentice under Miller at his retreat in the Oakland Hills, he went on to introduce haiku to American poets. In the exhibit, **YONE NOGUCHI IN CALIFORNIA: A JAPANESE POET AMONG OAKLAND'S FAMOUS WRITERS**, CWC member, **Nina Egert**, presents an over-view of both Noguchi's American and Japanese literary influences.

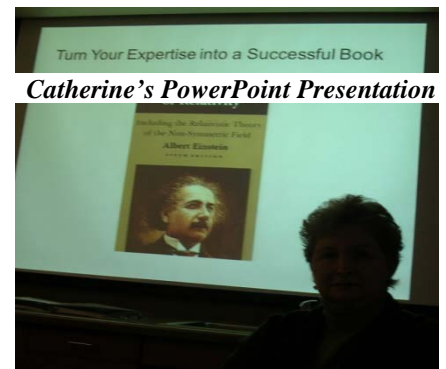
The exhibit has moved-

It's on display in the outer windows of 54 Washington St. in Jack London Square through May. Come walk by the exhibit while shopping at the Sunday Farmers' Market, or noshing at one of a dozen fab restaurants in the area--- or catch the ferry to SF - perfect on a sunny day.



Lafayette Library Author Event

On Sunday, January 22, the CWC-Mount Diablo Branch and the Lafayette library co-sponsored an author event titled, "Turn Your Expertise into a Successful Book." Our presenting members included **Catherine Accardi**, author of three books in the Images of America series, *Walnut Creek*, *San Francisco's North Beach and Telegraph Hill*, and *San Francisco Landmarks*, **Nannette Carroll**, author of *The Communication Problem Solver*, and **Patricia Evans**, author of five books on dealing with verbal abuse.



Nannette Carroll speaking on communication skills.

Over 50 people attended despite a rain storm and the World Series game. The new branch membership brochure handouts were enthusiastically received. A number of attendees expressed interest in joining CWC, and they have recently done so by joining the Mount Diablo Branch. Thank you to our presenters for their community outreach!

Contest Opportunities - Presented by CWC Members

From Mt. Diablo Member Lynn Goodwin, owner and editor of *Writer Advice*:

WRITER ADVICE – 7th **Annual Flash Prose Contest**. Short Fiction/Memoir, 750 words max. First Prize: \$200, Deadline: April 18.

Guidelines: www.writeradvice.com Questions: lgood67334@comcast.net

+++

Detailed responses are available for those who want them. If you have any questions or concerns, please write to lgood67334@comcast.net or call me directly at [925-324-0143](tel:925-324-0143)

Opportunity for our Young Writers

Notre Dame de Namur University is offering a **\$20,000 creative writing scholarship** to a California high school junior or senior who wins the San Mateo County Fair Literary Contest. To qualify, the student must have a 3.0 GPA or above, submit a poem, short story, or essay (limited to one entry per applicant) that has not been previously entered in a San Mateo County Fair competition, and enroll and be accepted to Notre Dame de Namur within one year of graduating from high school.

The opportunity to become a published author by Sand Hill Review Press is also being offered by the San Mateo County Fair Literary Anthology 2012. Enter a short story, poetry, essay, and sponsored contest submissions. All entries must be submitted in .doc or .docx file. Every entrant will have at least one piece published, which will be available for purchase at the Fair between June 9 to June 17 and also on www.Amazon.com.

For entry forms or more details about both literary opportunities, visit www.sanmateocountyfair.com, call 650-574-3247 or email literary@smeventcenter.com. The submission deadline for both is April 16.

Don't Miss:

Watch for your copy of the inaugural issue of the
California Writers Club Literary Review,
soon to arrive in your mailbox

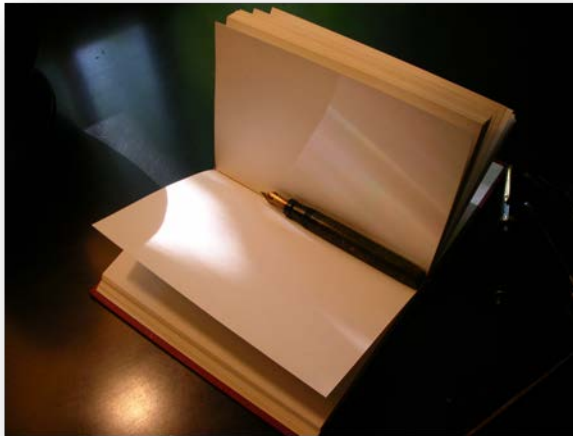
The Winter/Spring 2012 edition contains fiction, memoirs, essays, mood pieces, poems and cartoons about love and death, longing and madness, horses, poison, Vincent Van Gogh and his obsession with colors, the attics of our memories, floundering about aimlessly searching for the meaning of life instead of living it, the quirkiness of writing and aspiring for recognition, and so much more.

We can take pride in the talent of our fellow members as we read the Literary Review and show it to prospective members. You might find it so worthwhile that next time the call goes out, you'll study the guidelines in the back of the issue and send in a submission or two of your own. Appearing in this handsome magazine definitely counts as a credit for you, and your best work will make it a better publication. We all benefit from that.

Writer's Markets Column

Searching for the Perfect Match

By B. Lynn Goodwin



What would happen to Facebook if you went to the search box and put in “Journal?” When I do, several literary journals come up. I don’t know if that’s because I’ve friended them or not, but it makes for an interesting search. Some other interesting search terms for Google, Facebook, or any other search engine are writer, writing, journal, fiction, creative non-fiction, poetry, e-book, or any specific genre. When you find a site that sounds interesting, check it out. Here are a few I found:

Adanna Literary Journal

<http://adannajournal.blogspot.com/p/submission-guidelines.html>

Adanna accepts poetry, short stories, short plays, essays, book reviews and interviews (please query first on book reviews and interviews), and will consider artwork for cover only. Adanna welcomes both National and International submissions in English.

Black Coffee Press

<http://www.blackcoffeepress.net/>

Black Coffee Press LLC is a small, independent publishing company run by two guys in Detroit. We are dedicated to providing a forum for writers with fresh voices who would otherwise be silenced if left to the mercy of mainstream publishing.

The South Carolina Review

<http://www.clemson.edu/caah/cedp/cudp/scr/about.htm>

The editors solicit manuscripts of all kinds: essays, scholarly articles, criticism, poetry, and stories. Typed or printed manuscripts should be addressed to : The Editor
THE SOUTH CAROLINA REVIEW
Center for Electronic and Digital Publishing
Strode Tower Room 611
Box 340522
Clemson, SC 29634-0522.

Essays & Fiction

<http://essaysandfictions.com/>

Essays & Fictions publishes fictional essay, reflective essay, academic rhetorical essay, literary essay, narrative essay, lyric essay, narrative poetry, essayistic poetry, linear fiction, non-linear fiction, essayistic fiction, fictionalized memoir, false history, cultural or compositional analysis, criticism or commentary, or any blend thereof.

Front Porch

<http://www.frontporchjournal.com/about.asp>

Front Porch is the online literary journal of Texas State University's MFA program. At *Front Porch*, you will find some of the best and most renowned talents in contemporary writing published alongside promising new voices. Our editors seek out both innovative and traditional literature.

Landfall Journal

<http://www.otago.ac.nz/press/landfall/submittingwork.html>

Landfall contains literary fiction and essays, poetry, extracts from work in progress, commentary on New Zealand arts and culture, work by visual artists including photographers and reviews of local books. (Landfall does not accept unsolicited reviews.)

Blood Lotus: An Online Literary Journal

<http://www.bloodlotusjournal.com/>

An online literary quarterly established in 2006 and run by editors who refuse to believe everything has already been written, and who want to promote your best writing as proof.

Dash Literary Journal

<http://dashliteraryjournal.com/>

First published in 2008, DASH features poetry, fiction, creative non-fiction, micro literary criticism, hybrid texts, and artwork by authors and artists of all levels of experience, from first-time submitters through well-published creators.

While the works themselves cover a diverse range of topics, themes, and styles, successful DASH submissions are brief, concentrated expressions of creativity, with an emphasis on "less is more."

Midway Journal

<http://www.midwayjournal.com/Submissions.html>

Midway Journal accepts submissions of aesthetically ambitious work that invokes the colliding and converging energies of the fairgrounds. We strongly encourage writers to read a few issues of the journal before submitting. We accept submissions between January 1 and May 31 annually only. Work received outside of this time period will not be read.

There are tons of journals and blogs sharing work on line. Take the time to sift through and find a match. If you've got a journal or publishing house you'd like to share, please write to Lgood67334@comcast.net. Thanks.

2012 Annual Young Writers Contest

Sponsored by the California Writers Club, Mount Diablo Branch

The Mount Diablo Branch of the California Writers Club invites you to support the young writers of today by honoring the great California writers of the past. Please consider joining one of the following donor clubs. Your gift will be acknowledged in the Young Writers Contest program and in the Mount Diablo CWC newsletter. In addition, all donations are tax-deductible. The Young Writers Contest Committee and the Mt. Diablo Board of Directors wish to thank the following donors to the Young Writers Contest from July 1, 2011, to the present:

<p>Foundation Donors <i>The Leroe Family Foundation</i></p>	<p>The John Steinbeck Society <i>Barbara Bentley</i></p>
<p>The Jack London Founder's Circle</p> <p>The John Muir Member Club <i>Bev Lauderdale</i></p> <p>The Mary Austin Writers Club <i>David George in memory of Joan Brennan</i></p> <p>The Helen Hunt Jackson Group <i>Ed Stanislawski</i></p>	<p>The Ina Coolbrith Laureate Club <i>Elizabeth Koehler-Pentacoff in memory of Joan Brennan</i> <i>Lee Paulson</i> <i>Aline Soules</i> <i>Karen Tenney in memory of Betty Tenney</i></p> <p><i>The Vinapa Foundation for Cross-Cultural Studies</i></p>

This annual Young Writers Contest for middle school students of Contra Costa County awards cash prizes for excellence in short story, poetry, and essay/personal narrative categories. Winners are notified in May and presented with their awards at an awards luncheon, at a local restaurant. All expenses of the program are supported by individual donations and grants. Please join us in this unique program for encouraging our youth toward creative writing.

~ 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

~ The Mary Austin Writers Club - \$50-\$99

~ The Gertrude Atherton Guild - \$10-\$24

~ The Helen Hunt Jackson Group - \$25-\$49

Please list my membership in the following donor club: _____

Name _____ Address _____

City/State/Zip _____

Phone _____ E-mail _____

Amount enclosed: \$ _____ (checks or cash only, please)

Acknowledge my gift in honor of/in memory of _____

Make your check payable to: *CWC-Mt. Diablo Branch* Mail check to:

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

Please consider joining a Donor Club in support of our Annual Young Writers Contest. Your gift furthers our mission to provide support and encouragement not only to our adult writers, but also to identify and reward excellence among Contra Costa County middle school students. Your gift enables our club to continue and to expand our outreach to young writers. You can designate a gift in honor of or in memory of a friend or loved one. Your gift is fully tax deductible. Thank you to all our members who generously donated to the 2012 Young Writers Contest. It was the best ever! Please consider joining one of our Donor Clubs again this year to support the next generation of California writers who look forward to entering the 2012 contest. They are depending on you!



California Writers Club~Mount Diablo Branch
Post Office Box 606
Alamo, CA 94507

California Writers Club ~ Mount Diablo Branch

~ The California Writers Club is a designated 501 (c)(3) non-profit corporation. ~

Join Us!

**Our next CWC-Mt. Diablo Branch Meeting
is on March 10, 2012 at 11:15, in Pleasant Hill.**

For detailed meeting information, go to

<http://cwcmtdiablowriters.wordpress.com>

The California Writer's Club (CWC) shall foster professionalism in writing, promote networking of writers with the writing community, mentor new writers, and provide the literary support for writers and the writing community as is appropriate through education and leadership. All items in this newsletter are the opinions of the author(s) and do not in any way represent the views or official position of CWC.