

July 2014

Suburban Scribe

Newsletter of the Sacramento Suburban Writers Club

On July 14th, our guest speaker is **Ingrid Lundquist, Author/Self-Publisher/Producer.**

Ingrid is an international award-winning event designer/producer, and author of *Results-Driven Event Planning: Using Marketing Tools to Boost Your Bottom Line*. In 2010, Ingrid opened TLC Publishing, an imprint of The Lundquist Company, her event firm. Her personal experience in the world of self-publishing evolved into *The Book-In-Hand Roadshow*, dedicated to teaching writers how to avoid common mistakes of self-publishing. Her 2013 book, *Dictionary of Publishing Terms: What Every Writer Needs to Know* has won eight awards, the most recent from the Northern California Publishers Association. *By passion*, she is a storyteller with an imagination that equals her keen eye to photograph the usual, the unusual, and the ridiculously absurd. Her photos have been in juried shows worldwide, and her blog *Five Weeks in Florence* has been read in more than 50 countries.



Established in 2011, The Book-In-Hand-Roadshow offers sessions about the process of creating and marketing. This traveling roadshow provides fresh information from speakers experienced in story and copy editing, graphics, photography, marketing, book publicity/parties/tours, media interviews, self-publishing and working with traditional publishing houses. The experts speak plain English and generously share their knowledge about taking your ideas from words on paper to book-in-hand.



TheBookInHandRoadshow.com



The Dictionary of Publishing Terms: What Every Writer Needs to Know.

Finally... simple language explains the most often used words in publishing, the professional terms and book elements you need to know are all in one place, a workbook, dictionary and guide.



Results-Driven Event Planning: Using Marketing Tools to Boost Your Bottom Line.

Need to add some punch to the annual awards dinner? Assigned to produce the volunteer appreciation event? Thinking about a career as an event planner? Results-Driven Event Planning: Using Marketing Tools to Boost Your Bottom Line reveals the process of building an event your attendees will love and applying marketing concepts to measure success.

AUTHOR SHOWCASE at Dimple Book Stores:

July 26th at the Dimple Book Store, 313 E. Bidwell Street, Folsom. 2-4 pm.
Marsha Robinson at www.MarshaRobinsonWrites.com;
Aleta Kazadi at www.songsofdiscovery.com; and
A. K. Buckroth at www.mydiabeticsoul.com.

August 9th at the Dimple Book Store, 2433 Arden Way, Sac. 2-4 pm.
Aleta Kazadi at www.songsofdiscovery.com,
A.K. Buckroth at www.mydiabeticsoul.com; and Rebekah Machado De Quevedo at www.RJMachadoDeQuevedo.Tate.Author.com.



WEBSITES: Sactowriters.com & Facebook.com/sactowriters

MEETINGS: July 14th. Meetings are on the 2nd Monday of each month.

LOCATION: Crossroads Christian Fellowship, 5501 Dewey Dr. Fair Oaks 7 - 9 PM

Helpful Websites from Stephie Herman

[Holly Lisle online classes](#) - she's got a way of breaking things down into steps that I find very helpful.

[Cat Rambo online classes](#) - an excellent teacher, very aware of current events in publishing.

[Writer Unboxed](#) blog - a variety of writers share short articles/thoughts on the writing life.

[Writing Excuses](#) podcast - a series of short discussions between 4 top authors (and sometimes guests) about relevant topics, both writing and general publishing.

[Odyssey Writing Workshop](#) podcast - a series of lecture excerpts from editor, agent, and authors that presented at the Odyssey Writing Workshop (which is like Clarion).

[I Should Be Writing](#) podcast - Mur Lafferty has been sharing her exploits since before she was published. There is good advice in this podcast, but I find the real value is her straightforward discussion of the emotional/psychological challenges of becoming a writer.

Video/audio footage of Brandon Sanderson's [Write About Dragons](#) lecture series - In depth discussion of writing theory and mechanics with Brandon Sanderson, who also started the Writing Excuses podcasts. This is a lecture series he gives at Brigham Young University every year.

Dan Wells on [Story Structure](#) - a different way to look at story structure. As a discovery writer who has trouble plotting, I found this much more useable than the three-act structure or hollywood formula. It helped me a lot!

[Critique Circle](#) online crit group - the quality of reviews fluctuates depending on who looks at your story, and I wouldn't recommend it if you are still developing your rhinoceros skin, but I connected with some excellent critiquers through this website :)

[Submission Grinder](#) market database - if you do want to try magazines and anthologies, this is a searchable database of markets. Duotrope is a little easier and has better updated lists, but they charge now, so I switched almost completely to this website.

[yWriter](#) (author-targeted word processor) & [Sonar](#) (submission tracking) free software - I used to use yWriter before I got Scrivener (I LOVE SCRIVENER), and it is pretty awesome for a writing program, with the benefit of being free. I still use Sonar so I don't accidentally re-submit a story to a market. And also it is handy for seeing how long something has been out and whether I should query or not.

[Writer Beware](#) - if you don't want to fall afoul of some sneaky scammers, you should be following this blog. For some reason, writers make great targets for some awful people.

[Predators & Editors](#) - same as writer beware, but they maintain a list of agents, editors, publishers and other publishing professionals to help you determine if the person you want to deal with is above board, or has cheated a bunch of people in the past.

[AgentQuery](#) - they say you should research your agents carefully to be sure you find a good match. I have found the articles, profiles, and interviews on agentquery to be one of the best ways of doing this (besides following the specific agent's blog/twitter).

[Absolute Write Watercooler](#) - it's a forum for writers which is cool, although you do have to take things with a grain of salt, because it is a forum (and comes with all the interpersonal issues forums always seem to come with).

And here's a [link to where I blogged](#) about my absolute favorite, change-my-life writing guides.

I've got tons and tons more resources, if you're looking for something specific. You can click the links and play them in your browser if you prefer.

Have a fabulous month! *Steph*

Toe the Line By Anthony Marcolongo

Toe the line, toe the line, toe the line ... I am so tired of hearing that idiomatic expression! **So few people act in a manner that can be construed as “toeing the line” that the phrase should be abolished.**

As for me, hell, in kindergarten I had to toe the line: in grammar school I had to toe the line: in high school I had to toe the line: in college I had to toe the line: in the Navy I had to toe the line. When I got engaged my parents told me I had to toe the line, and when I got married my wife told me I had to toe the line.

So, you might think my life was rather regimented, eh? Not at all. See, I never toed the line. Want proof? Okay, here it is: First time I was ever expelled from school was in the third grade. In fact, my conduct was so egregious my parents were not allowed to re-enroll me, and I had to attend another school.

At the new school I was expelled in the sixth grade and again not allowed to re-enter. So, it was on to yet another school for the seventh and eighth grades, but I got expelled the day before graduation. I did indeed graduate, but that is another story.

In high school I was expelled twice as a freshman, and twice again as a sophomore. As a junior I managed the entire year without being expelled, while serving some three or four million hours of detention. I made it through my senior year *sans* expulsion of any kind, but only after attending summer school to catch up on my countless hours of detention.

I was expelled from Yale in my freshman year after only two semesters.

So I changed to Brown University, but only managed the final semester of my sophomore year before another ejection. Then came NYU, where I lasted but one semester before being ousted. Thus did I give up on furthering my education. Next, my wife caught me toeing the line with another babe and legally expelled me.

Instead of grieving, I opted for the Navy, whereupon I was immediately expected to toe that **damn line, wherever, and whatever it was. I didn't, and still managed to make midshipman rank twice ... if you get my drift.**

So, it can be justly said that I have hardly ever, and perhaps never, toed the line. But ... in my defense, allow me to point out that I was not the only student getting expelled from all those schools, although there is some argument to that effect concerning the third grade. Further, I was not the only sailor getting busted from rank.

Finally, after my discharge from the service I decided I did not have to toe any more lines, but a CHP Officer had other ideas when he pulled me over at midnight on Hwy 50, and I asked him to hold my beer while I retrieved my identification.

SSWC has a Facebook page! Very few of us use it. Why and why not?

Ladies and gents, I don't have time to write essays and paraphrase facts and figures. I just don't, and I'm also not suggesting to run make a FB account. I'm just suggesting if you have the account, the why not use our club's Facebook now and then? If you want to sell or be known online, your time invested in social media adds up!

The SSWC Facebook is on the front page of the newsletter every month: [Facebook.com/sactowriters](https://www.facebook.com/sactowriters). Since I need to research anyway, I've decided to share some sites that are loaded with current facts and news so you can investigate at your leisure:

<http://www.livehacked.com/platforms/social-media/> “The Ultimate Writer's Guide to Social Media.” It's *not* about hacking! It's about the benefits of social media, including for writers.

<http://thewritelife.com/how-successful-authors-use-social-media-to-sell-more-books/> Self explanatory.

<http://mashable.com/2012/02/02/social-media-writers/> “Pro Tips for Writers Using Social Media.”

NEW BOOK by Jennifer Martin

As owners of Prairie Angel Press, my husband, Bud Gardner, and I are pleased to announce the arrival of my third book, *Psoriasis—A Love Story*.

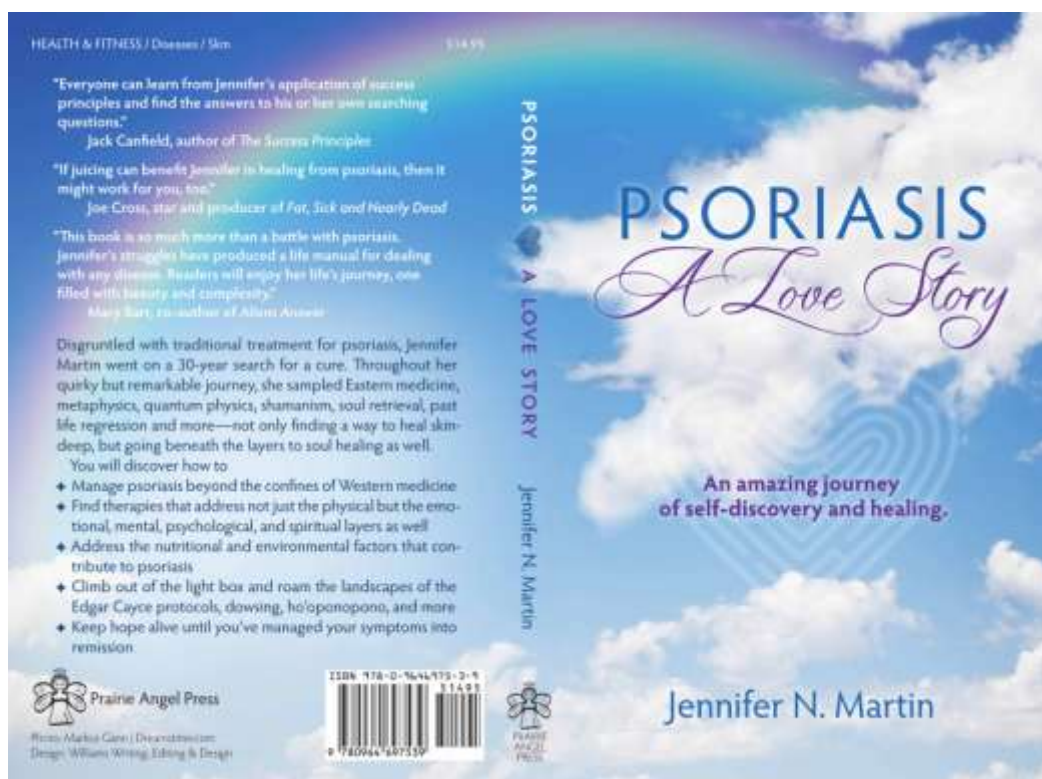
Funny, factual, and over the edge, *Psoriasis—A Love Story*, chronicles my 30-year battle with psoriasis. Disenchanted with Western medicine after years of dissatisfying results, I began a quirky journey exploring unfamiliar landscapes in Eastern medicine, past life regression, soul retrieval, juicing, Rife machines, environmental effects, dowsing, ho'oponopono, Chinese medicine, Reiki, the Edgar Cayce protocol, and more. Experimenting with these disciplines and treatments and using myself as a lab rat, I addressed all the possible causes of psoriasis: physical, mental, emotional, psychological, and spiritual. My personal transcendence and ultimate victory over psoriasis will not only enlighten those with the disease—over 7.2 million Americans—but may inspire them to begin their own search for a cure as well.

Endorsed by Jack Canfield, Joe Cross, and other notable authors, *Psoriasis—A Love Story* serves as a life manual, not only for millions of psoriasis sufferers throughout the world, but for anyone looking for a way to go beneath the layers to soul healing as well.

I'm currently having a new website developed, but if anyone wants to learn more about my writing and media background, he or she can go to: www.hunawarrior.com, then look in the section titled "About the Author."

Thanks!

Jennifer Martin



DONATING CANS FOR RECYCLING:

Dear SSWC Members,

I'm sure you all know how very lucky we are to have the wonderful meeting place that we do. We are being permitted to use this wonderful facility with no required fee (the club does give donations). I like to return kind gestures whenever I can, so I thought it would be nice to give something back to the facility that so graciously allows us to use their building. I asked the office personnel if they would like to have us donate aluminum cans as an added bonus and a thank you from us. They replied that the effort would be greatly appreciated.

So, henceforth, I'll be saving all the aluminum cans that pile up around my house during the month, bag them up and bring them with me to the SSWC meetings. I would ask for your thoughtfulness in joining me in this endeavor, to show our gratitude for the use of such a perfect space for us to meet.

Please don't forget. It's such a small thing to do, and costs us no more than a few minutes of our time.

Tammy Andrews

OFFICERS

Elected Officers:

President	Mary Lou Anderson
Vice President	Brittany Lord
Secretary	Tammy Andrews
Treasurer	Tom Hessler

Chairs:

Achievements	Mary Lou Anderson
Anthology CC	Tom Hessler
Chairs Chair	Westley Turner
Coffee/Treats	Rotates
Conferences	John Powell
Critique Groups	Tom Hessler
Directory	Westley Turner
Historian	Roberta "Bert" D
Librarian	Ron Smith
Membership	Jeannie Turner
Newsletter	Bert & crit team
Nominations	Westley Turner
Program/Event	Andrea Roth
Publicity	Therese Crutcher-M
Raffle	Mort Rumberg
Sunshine	Group Effort
Speaker Coord.	Therese Crutcher-M
Facebook	Everyone be active.
Web Masters	Wes, Bert, & Brit
Workshops	Eve Wise

AD: Need a notarized affidavit to travel with your kids, buy property, or transfer a vehicle? How do you do this stuff? You can email mydiabeticsoul.com or call Andrea at (916) 396-3414 or (916) 489-1599. Ask for Andrea Roth, CA Notary Public, Member of the National Notary Association 1996.

Sacramento Suburban Writers Club

M.L. Anderson

8020 Alma Mesa Way

Citrus Heights, CA 95610

MEMBERSHIP may be **prorated if you join/rejoin after Jan 1st**

Individual \$40.00/yr Couple \$55.00/yr

Full-Time Student \$30.00/yr Platinum Senior (70+) \$30.00/yr

Membership is not required for attending meetings *but is* needed for: 1) publication in newsletter, 2) club author events, 3) participation in critique groups, 4) grants for conferences, & other perks. More info @ sactowriters.com.

Name: _____ Genres: _____ Published? Y/N

Email: _____ Phone: _____

Website/other info/address (optional): _____

Your name & email is needed to receive the digital newsletter.

THE JOYS OF MARRIAGE

From Tony Marcolongo

At breakfast, the wife says to her husband, "What would you do if I won the Lotto?"

"I'd take half and leave you," he says.

"Great," she says. "Here's \$6. I won \$12 yesterday! Stay in touch."

More Humor —

Johnny 's mother had three children. The first child was named April. The second child was named May. ...What was the third child 's name?



Special Thanks! To our June guest speaker, Susan Spann Susanspann.com

MEETING INFORMATION:

July 14th

2nd Monday

[Crossroads Christian Fellowship](http://CrossroadsChristianFellowship)

5501 Dewey Drive, Fair Oaks

7:00 - 9:00 PM

Writers, musicians, artists, & guests are welcome to attend.

You do not have to be published. Membership is not mandatory but brings privileges.

For membership info, email

Jeannie Turner at

turnerjeannie@yahoo.com

Or see the Websites:

Sactowriters.com

Facebook.com/sactowriters

Articles by SSWC writers.

Art by Roberta "Bert" D,

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