



Throughline



Newsletter of the *California Writers Club-North State Branch* (NSW) Volume 2, Issue 8, August 2016

NSW promotes the art and craft of writing across genres, connecting writers, editors, illustrators, publishers, reviewers, agents, and others interested in the continual renewal of creative thought and the written word.

AUGUST 15, 2016 MEETING is at the Butte County Library, 1108 Sherman Avenue, Chico, CA, 6:00 pm social time, 6:30 p.m. meeting.



Nancy Wiegman with North State Public Radio. Each week host Nancy Wiegman talks to local, regional and national writers about their latest projects. Engineered by Nolan Ford, *Nancy's Bookshelf* airs Fridays from 10 to 11 a.m. (KCHO & KFPR) <http://mynspr.org/programs/nancys-bookshelf>



READING PALS

Michelle Curran with Reading Pals - The ability to read is fundamental to success- in school, in the

workplace, in becoming an engaged citizen. Too many of the kids in our community today, cannot read at grade level. We need concerned citizens who are willing to spend 1-hour a week helping a child learn to read, in turn, building their self-confidence and setting them on a path to success.

Readings Pals aims to see every child enter 7th grade reading at grade level, equipped with the tools they need to learn and to engage as citizen steward of their community. <http://www.readingpalschico.org/>

September 19, 2016: To be announced-Celebration of CWC Branch One Year Anniversary

October, 17, 2016: To be announced

Notice of Still Photography, Video/Audio Recording: North State Writers is providing this notice to inform members and guests at our events that Still Photography will be taking place and Video and/or Audio Recording may be taking place. By entering the venue, members and guests are granting permission that their likeness may be used for publicity purposes.

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PRESIDENT'S MESSAGE



The Rising Tide

A friend from my hometown contacted me recently asking about my experience with my first book. She had written a children's book of her own and was excited, but also confused, about what to do next. She was asking for my help.

My inner voice kicked in almost immediately. *She's a competitor, why help her?* I'm sure lots of us have pondered this question before, especially with so many new writers coming to our meetings looking for help getting started. Our natural instincts tell us that helping out the competition will ultimately not be great for own business. Or will it?

Some in the business world ascribe to the idea that a rising tide lifts all boats. It's used more for markets and economies but it can work for writers too. In a market, the rising tide means that when one business starts to do better, they have more money and start buying more services from other businesses. Those businesses then grow as well, hiring more people and continuing the cycle.

But how does this apply to book sales? The first is in the creation of excitement and energy. Think about it. Would you rather sell books at a book fair with lots of vendors that entice lots of customers, or be a lone book vendor getting only a few customers to show up? My experience has been that more books draws in more buyers.

Then you have to look at the long game. A voracious reader might read a book a week, but I don't know of any authors who can write books at the same speed. When they've finished my book, or your book, they need the next book to keep them going. Even Rowling and Patterson can't keep up with that demand!

This works even better with books for different age groups. The more picture books out there now could mean the creation of more readers when they reach middle grade, young adult and adult reading levels. More books in the fantasy or mystery sections act as lures to potential new readers who will become hooked and buy, you guessed it, more books.

The world of writing, publishing and marketing is bigger than any one of us combined. But if we work together, sharing ideas and resources, we can help lift each other up to greater heights. Instead of succumbing individually to a sink or swim mentality, we can collectively be the tide that lifts each other's boats. It's certainly worth a try.

Steven J. Thompson
President, North State Writers
Branch 21-California Writers Club

EDITOR'S CORNER



It's hard to believe that next month will be the one-year anniversary of our CWC branch charter. Looking back on the year we have had many great speakers and a lot of valuable information has been provided to us as members.

The contacts we make at our meetings can be invaluable resources for our future writing careers. I, for one, am very grateful for the opportunities made available to us as members of CWC and NSW and happy to do my small part in helping to make things happen.

We had another Proof-reader join our newsletter team, Margie Yee Webb joins Suzanne Markuson Roberts and your newsletter has improved thanks to their valuable assistance.

Margie has also agreed to write articles for the newsletter. Be sure to take a look at her article on the recent CWC picnic. It looks like even the goats had a good time. I think I need to include next year's picnic in my calendar and start planning something for Lit-Cake.

Our opportunity for an author photo was obviously a popular event as all time slots were filled quickly. We will look into the possibility of offering this again.

Be sure to join us at our next meeting, we have interesting speakers planned and look forward to seeing everyone.

Linda Sue Forrister
NSW Newsletter Editor

Have a great month Writing!

NSW BOARD NEWS

2016 – 2017 NORTH STATE WRITERS OFFICERS AND BOARD MEMBERS



Pictured left to Right
Kathi Hiatt, Gail Stone, Linda Sue Forrister,
Marsha Dowd, Steven Thompson, Lynn Tosello,
Ken Young and Rod Warren.

NSW Officers

President: Steven Thompson
Vice-President: Lynn Tosello
Secretary: Marsha Dowd
Treasurer (Interim): Lynn Tosello
Director of Membership: Ken Young

Board Members

Member at large: David Bruhn
Central Board Representative: Steven Thompson
Nor Cal Group Representative: Cathy Chase
Creative Director: Rod Warren
Newsletter Editor: Linda Sue Forrister
Publicity Coordinator: Kathi Hiatt
Digital Content: Gail Stone
Branch Consultant: Tom Watson

Be sure to thank these new officers for volunteering their time and energy in making North State Writers the best it can be.

North State Writers Members Only.....

Professional Photographer & Author Doug Keister is taking individual photographs of NSW members at the low, low cost of \$15.



Bring Your Book(s) and/or Props



Use Your Publicity Photos For:

- Book Covers
- Web Sites
- Facebook
- Amazon Author
- Book Reviews
- Media
- Author Bios

LIMITED RESERVATIONS
Available Photo Times are
First Come, First Served

**RESERVE YOUR SPOT
TODAY!**

Doug Keister Photographer & Author



Publicity Photos
Members ONLY
\$15

PHOTO SHOOT
Aug 15th
2 – 5 pm
Butte County Library, Chico

For Reservations & Available Photo
Times Email kathihiatt@att.net

Photos will be available for download at:
www.douglaskeister.com/gallery-list

AUTHOR PHOTOS

– An important component of any author's publicity package is a professional photo.

NSW members have an opportunity to have their photo taken by a professional photographer at a very reasonable cost.

These photos would be available for members to use on book covers, websites, posters and other publicity media.

Email NSW Publicity Chair Kathi Hiatt to reserve your spot today.

Be sure to thank our photographer, NSW member Doug Keister and Publicity Chair Kathi Hiatt for coordinating the event.

NAME BADGES - North State Writers' members may purchase a high quality, elegant name badge, with both the California Writers Club and North State Writers logos as well as their name. The cost of a badge is \$11 for one with a - clip or pin and \$13 for one with a magnetic backing. Please speak with David Bruhn at our next meeting; he will be coordinating the ordering process.

COMMITTEES

PUBLICITY - Be sure to like us on Facebook and share with your Facebook followers. Remember, if you have an upcoming book signing or author event please advise the newsletter editor and our Publicity representative, Kathi Hiatt so that something can be posted in the newsletter and on the NSW Facebook page. You may also share your events on the NSW Facebook page.

EVENTS – We are in the planning stages for the first major North State Writers author event. It would involve authors, publishers, editors, illustrators and others involved in the process of book production. Your input and assistance is needed and will be greatly appreciated. Please contact President Steve Thompson to find out how you can help.

WEBSITE – Some members have not provided the links to their author websites or amazon pages. We would like to include these links with your name on the NSW website. This is an important member benefit and can help to boost both your credibility as an author as well as increase sales. Please go to www.northstatewriters.com and check to be sure we have the link you would like associated with your name. If your link needs to be corrected or added please email our Digital Content Manager, Gail Stone with the information at trueblueinnovations@gmail.com.

HOSPITALITY – We have a list of volunteers to arrange for refreshments at several upcoming meetings but would like some members to handle reminders for the refreshments, assist with room set up and greeting members and guests at the meetings. Please contact President Steve Thompson for more information.

Next NSW Board meeting is September 7, 2016 – Check with any board member for more details, all members are welcome to attend.



MEMBER MILESTONES

MEMBER OF THE MONTH

Do YOU have a website? Be the 'Member Website of the Month'! Send your URL, a short Bio and author photos to the Editor. Include an image of your book or books if you would like to highlight those as well.



NSW member Joan Goodreau was recently interviewed by KCHO/NSPR, 91.7fm for the "Weekend Showcase" regarding a poetry-art collaboration exhibit in the Healing Arts Gallery at Enloe Cancer Center.

Please go to <http://mysnpr.org/post/nancys-bookshelf-joan-goodreau#stream/0> to listen to the archived program.

THURSDAY NIGHT MARKET

The Thursday Night Market Book Signing Event was a SUCCESS and fun-fun-fun!



NSW authors Cathy Chase, Gail Stone, and Kathi Hiatt signed, sold, and promoted their books at the Thursday Night Market under the *North State Writers* banner!

They had an excellent response from the public. It is a great venue for author and club recognition. That same opportunity has been made available for any NSW member.



NSW Members who wish to set-up their own book signings at the Thursday Night Market (under the *North State Writers* banner) may do so by emailing Cathy Chase at chaseca310@gmail.com one week before the intended date. The cost is a \$55 per booth fee and we recommend that authors share the space with one

other author reducing the cost per author to \$27.50. The \$50 one-time processing fee has already been paid for by NSW board members.

You will need a canopy, a couple of tables and chairs. If you do not have them, it is possible to borrow what is needed.

We have several dates still open 8/11, 8/18,9/1, 9/8, 9/22 and 9/29. Please contact Cathy Chase to make the reservation and instructions for setting up.

Authors who choose to **not** sign-up under the *North State Writers* banner must complete an on-line application at http://www.downtownchico.com/event-thursday-night-market_16.htm. The cost is the \$55 booth fee, plus the \$50 one-time processing fee.

The Thursday Night Market in Chico is open to the public through September 29th, 6 - 9 p.m.

TOOLS FOR WRITERS

CHALLENGE OF THE MONTH

Start an idea file or add to the one you already have. Idea files can be as simple as a single folder or multiple folders separated by subject matter, genre, etc. You can also use a spiral bound note pad to jot things down and paste into pages. Collect quotes, articles, reviews, photos, anything that can boost the creative process and provide that little idea that blooms into a story or poem. I call mine, my Million Dollar Idea Book.

GREAT QUOTES



“What really knocks me out is a book that, when you're all done reading it, you wish the author that wrote it was a terrific friend of yours and you could call him up on the phone whenever you felt like it. That doesn't happen much, though.”

— **J.D. Salinger, *The Catcher in the Rye***



“Don't tell me the moon is shining; show me the glint of light on broken glass.”

— **Anton Chekhov**

BUILD YOUR WRITER'S PLATFORM

4 Great Reasons to Build Your Writer's Platform Yourself



Posted on September 19, 2012 by JACQUI MURRAY

Let's start by clarifying who I'm talking to today. If you write to create a memory for your family or to get something off your chest—those are valid reasons, no problem with them. You're just not an audience for this article. But if you write because you want to be heard, or you need a bit of extra money and writing sounds like the way, or you want to be remembered for something other than being little Joey's mom (or dad), read on.

If your writing requires an audience, that means you need a platform. What is a 'platform'? According to Nathan Bransford, literary-agent-turned-author, **"platform is the number of eyeballs you can summon as you promote your book."** That is who follows your blog, who friends you on FB, who's in your G+ circles, who invites you into their Twitter streams, who participates in your PLNs. It can also include book signings, radio and TV appearances, seminar participation, guest articles, newsletters, and any sort of guest appearances. To create and grow your platform, you'll want to:

- define yourself as the unique writer you are.
- focus on that image without diluting it.
- reach out to as many people as you can

Does that sound simple? Yes, of course, it does. All I'm asking is that you know yourself, be true to yourself and don't be afraid to share it.

You say it just isn't that easy? You're right. The 'knowing' is the easy part. The 'doing' is what's hard, and it takes a lot of time. Which is why there are hundreds to thousands—of publicists out there that will do this for you. They'll profile you, box you up, sound bite your personality and writing expertise, and then spread the word.

That's OK, but it's not for me. The reason isn't because I have so much free time or I have writer's block and am looking for a diversion. It's because my platform is the lifeblood of my writer's credentials and no one will do it as well as I do. Consider these reasons and see if you agree:

1. If you hire a publicist and they do it poorly, as a friend of mine said, "You would have gotten more promotional value out of her/his fee by setting fire to your cash on YouTube."
2. You, on the other hand, will never quit until you do it well.
3. If you write and no one reads it, have you even written? Think of the platform as the WD40 to your rusty hinge.
4. No one else will do it for free

Yes, I understand, marketing and publicity are about as appealing to a writer as banana flavored Popsicles, but agents and customers will judge you based on the strength of your platform, which means your future as a professional writer (remember: that's the group I'm talking to here) depends on that. Don't make that decision based on what you like or don't like or what you're comfortable doing. Embrace the courage of complete ignorance. Man up. Just do it. Let me know how it goes.

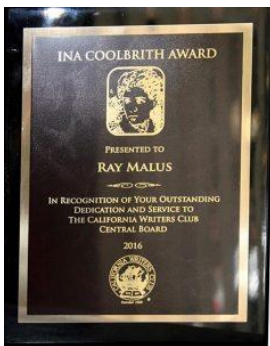
Re-printed with permission from the author, Jacqui Murray <https://worddreams.wordpress.com/2012/09/19/5-great-reasons-to-build-your-writers-platform-yourself/>

STATE & BRANCH NEWS & EVENTS

CWC STATE NEWS

Officers and Appointments 2016-2017

- President: [Joyce Krieg](#)
- Vice President: Donna McCrohan Rosenthal
- Secretary: Elisabeth Tuck
- Interim Treasurer: [David George](#)
- Literary Review Editor: Dave LaRoche
- Membership: David George
- Director, Public Relations and Publicity: [Donna McCrohan Rosenthal](#)
- Executive Member-At-Large: Jeanette Fratto



RAY MALUS RECEIVES INA COOLBRITH AWARD

Longtime San Fernando Valley Branch webmaster Ray Malus was honored with the [2016 Ina Coolbrith Award](#) at the CWC Central Board meeting in July. He created and developed the Member Record Management System (MRMS) for recording membership data and simplifying data entry.

CWC LITERARY REVIEW

Literary Review Guidelines for 2017 are now available on the [CWC website](#). Don't miss this opportunity to have your work published. NSW had three authors represented in the 2016 edition. the submission window will be open from September 1 through November 30, 2016.

NSW had three authors represented in the 2016 edition. Congratulations to W. L. Douglas, Douglas Keister and Kari Mais!

Food, Fun, and Festivities at CWC Annual Picnic

by Margie Yee Webb



CWC Picnic 7-23-2016 - David George, Joyce Krieg, Kristen Caven

California Writers Club members and guests gathered for the 7th annual CWC picnic on Saturday, July 23, 2016, at the Fire Circle in Joaquin Miller Park in Oakland. An assortment of side dishes accompanied hamburgers and hot dogs—grilled by Larry, husband of Nancy Curteman (representing Fremont branch).

Picnic co-chairs Kristin Caven (representing Berkeley branch) and Joyce Krieg (representing Central Coast branch) greeted everyone, and CWC President David George gave a welcoming speech.

Kristen Caven also facilitated Open Mic, where numerous members had three minutes to read their stories. The readings were cheered on by those within earshot, including some goats offering their critiques . . . “baaaaa, baaaaa”!

One of the highlights of the picnic was the LitCake Contest—decorating a cake or any dessert with a literary theme. Attendees voted for their favorite literary creation. LitCake Contest coordinator Margie Yee Webb (representing North State branch) announced the winners and prizes were awarded for 1st Place: \$35 Amazon gift card and book; 2nd place: \$15 Starbucks gift card and coffee mug; 3rd place: \$10 Starbucks gift card and drinking glass jar. Also awarded were a notebook for 4th place and the “Golden Fork Award” for a unique creation.



1st Place: “*Scenes from Gone With the Wheat*” by Teresa LeYung-Ryan (SF Peninsula)

2nd Place: “*The Count of Money Crisco*” by Bob Isbill and Grandson Kevin (High Desert)

3rd Place: “*Bring Up the Bodies*” by Elisabeth Tuck (Mt. Diablo)

4th Place: “*Mrs. Parker and the Vicious Circle*” by Kristen Caven (Berkeley)

Golden Fork Award: “*Work Progress*” by Donna McCrohan-Rosenthal (Sierra)



In
(East)



CWC Picnic 7-23-2016 - Teresa LeYung-Ryan, Berkeley members, Margie Yee Webb, Steven Thompson



CWC North State Writers President Steven Thompson attended the picnic where Linda Brown (Berkeley branch) presented him with Noguchi's California. The book cover features the fountain at Joaquin Miller Park.

EVENTS, CONTESTS & CONFERENCES

BOOK PROMOTION OPPORTUNITIES

[Thursday Night Market](#) – Downtown Chico through September 29th, 6 - 9 p.m.

[Chicocon](#) - August 27, 2016 at the Chico Elks Lodge

[Durham Harvest Festival](#) – September 18, 2016 at Durham Park

[Shasta County Mini Maker Faire](#) – November 12, 2016

LITERARY EVENTS

2016 Sacramento Writing Workshop

September 9, 2016

Sacramento CA

<https://sacramentowritingworkshop.com/>

A full-day “How to Get Published” writers conference—“a wonderful opportunity to get intense instruction over the course of one day, pitch a literary agent or editor (optional), get your questions answered, and more.”

San Francisco Writing For Change

September 10, 2016

San Francisco CA

<http://sfwritingforchange.org/>

“Writing to Make a Difference—For Fiction, Nonfiction and Children’s Book Writers” –SFWC

Litquake

October 7-15, 2016

San Francisco CA

<http://www.litquake.org/>

“Litquake is to the literary world what South by Southwest is to the music industry or Sundance is to independent film.”

–San Francisco Examiner

Magic of Memoir 2016

October 15-16, 2016

Oakland CA

<http://magicofmemoir.com/>

“A Weekend of Craft, Process, and Publishing”

WordWave

October 21-23, 2016

South Lake Tahoe CA

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

“A Festival of Story at Lake Tahoe”

CONTESTS

NEWBBAY SCI-FI CONTEST

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

NO ENTRY FEE.

NewBBay’s Science Fiction Contest is open to all eligible writers submitting original works of 1,000 words or greater. We suggest a range of 1,000 to 30,000 words per piece, total. Each writer may submit up to two pieces. International entries are welcome, though submitted pieces must be in English. Writers must sign up

at NewBBay.com, submit a "Writer Petition," and post their work through our publication platform. Writers must include the word count and appropriate contest tag (#SciFiContest) in the description. **Deadline August 15, 2016.**

KNIGHTVILLE POETRY CONTEST

<http://www.newguardreview.com/tng-contests/>

\$20 ENTRY FEE.

\$1,500 and publication for an exceptional poem in any form. Up to three poems per entry. Up to 150 lines per poem. Please submit all three poems in a single document. Finalists and semi-finalists receive one free copy of The New Guard; winners receive two copies. Winners and selected finalists and semi-finalists will be published in our print publication. **Deadline August 15, 2016.**

MACHIGONNE FICTION CONTEST

<http://www.newguardreview.com/tng-contests/>

\$20 ENTRY FEE.

\$1,500 and publication for an exceptional work of fiction in any genre. Submit up to 5,000 words: anything from flash to the long story. Novel excerpts are welcome if the excerpt functions as a stand-alone story. Finalists and semi-finalists receive one free copy of The New Guard; winners receive two copies. Winners and selected finalists and semi-finalists will be published in our print publication. **Deadline August 15, 2016.**

FIRST EDITION CHILDREN'S BOOK WRITING CONTEST

<http://www.firsteditionproject.com>

\$50 ENTRY FEE.

Southwest Human Development is seeking children's book manuscripts in the First Edition Children's Book Writing Contest. The manuscript should be 600 words or less and suitable for children birth to five years old. The winning author will receive a \$1,000 advance, an 8 percent royalty, and have their book professionally edited, illustrated and promoted. The book will be sold using a buy-one-give-one model similar to Tom's Shoes. **Deadline August 15.**

THE REMEMBER IN NOVEMBER CONTEST FOR CREATIVE NONFICTION

<http://www.hippocampusmagazine.com/2016/05/2016-contest-open-the-remember-in-november-contest-for-creative-nonfiction-has-a-1000-grand-prize/>

\$12 ENTRY FEE.

\$1,000 grand prize plus complimentary registration to HippoCamp 2017. \$150 runner-up (1). \$25 honorable mentions (3). **Deadline September 23, 2016.** Previously unpublished memoir excerpts and personal essays of up to 4,000 words are eligible.

WRITING MAPS

<http://www.writingmaps.com/pages/contest>

\$5 ENTRY FEE (approx £3).

We hold a monthly Writing Maps Writing Contest to coincide with the launch each month of a new Writing Map product. We challenge you to write and share a 150-word piece in response to our Prompt of the Month. Each month's two winning entries will be published in The A3 Review, the new Writing Maps Journal, a fold-out literary magazine to be published every six months. The contest closes at midnight (GMT)

on the **fourth Saturday of the month**. There is no restriction on theme or style. We encourage prose, poems, prose poems, graphic stories and hybrid forms. First prize £150, second prize £75, third prize £50.

NEWSLETTER SUBMISSION GUIDELINES

The deadline for newsletter content is the 25th of each month. Content submitted after this date may be saved for a subsequent issue. The Editorial Committee will review submitted material before selecting items to be included in each issue. The editor or NSW board may edit the material for length and content. Please email submissions to the Newsletter Editor, Linda Sue Forrister at lindasueforrister*att.net

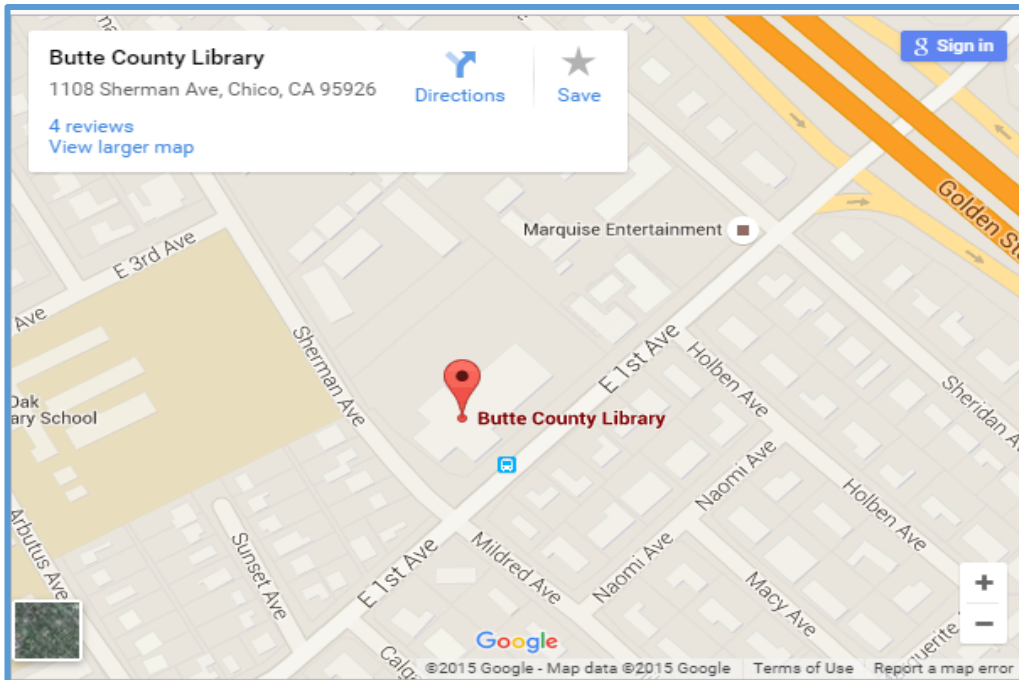
SPONSORS



Mira Digital Publishing, a Division of the Graphic Connections Group, is a St. Louis based company serving self-published authors nationwide since 1977. Their experience in Printing, Publishing, and Direct Marketing makes Mira a reliable resource to help you in every phase of the Self-Publishing process.

They help you design, edit, print, market and distribute your book on time and within budget. Their basic publishing approach makes the process simple, and they work closely with you every step of the way to make your publishing experience truly memorable.





Our meetings are the 3rd Monday of each month. 6:00 pm Social time, meeting starts promptly at 6:30 pm and ends at 8:00 pm, Butte County Library, Chico Branch, Community Room, 1108 Sherman Avenue, Chico, CA

OFFICERS & BOARD MEMBERS

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daughtersdaring*comcast.net

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lynnte*live.com

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Mdowdnatory*gmail.com

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Branch Consultant: Tom Watson
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Newsletter Editors: Suzanne Markuson Roberts
and Margie Yee Webb

Note: Asterisks are in place of @ symbol to block SPAM

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