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PWC Monthly Meeting

Phoenix Writers Club meets monthly on the 3rd Saturday of the month.

Pre-Payment & RSVP Required

Devonshire Senior Center, 2802 E Devonshire Ave (28th St., north of Indian School Rd.). Saturday, December 21, 10:00 a.m. to 1:00 p.m. The \$10 fee for members and for guests (reduced for guests for December) for our holiday gathering includes light refreshments, our annual Holiday Salon/ party, and camaraderie with fellow writers.

- To RSVP and/or pay your annual dues of \$40, if you haven't done so, mail a check to our treasurer, Navissa Kaiser, payable to Phoenix Writers Club, 5715 E. Alder, Mesa 85206; or use Zelle which goes into our club account.

If you already have a Zelle account and would like to pay this way, add new recipient phoenixwriters1926@gmail.com.

December Celebration

It's time for our annual holiday party and salon!

Join us on **Saturday, December 21st** at Devonshire Senior Center.

Each year, we eat together and then showcase our talents in Salon form. We'd like to invite you to share your talent. Each participant has up to five minutes. You're welcome to share your writing or your favorite piece. It doesn't have to be writing. One year, Jenny guided a meditation to cultivate connection. You can sing, dance, teach us to dance. Whatever!

If you'd like to participate, please **let Cindi know by December 16**. Email her with your name and the talent you'd like to share. We hope you'll join us in the fun.

We send Holiday Cheer to our out-of-state members and look forward to seeing you next year!!

A Note from the PWC President

As the year ends, I am reminded that being a part of the writing community is an essential part of my life. I have been fortunate to converse with new and old writing friends, both in PWC and many other groups that support the arts. These connections give me hope that as writers we make a difference in the world. And as we move forward, I am confident that we will.

Our new meeting place and time have worked out well and the energy at the meetings has been dynamic! We are a vibrant, friendly group and have welcomed new members each month, and we're glad you have joined us.

We will be having our annual Holiday Salon December 21st to share our talents with fellow members. Since we're all writers, of course, you're welcome to share your writing or your favorite piece. It doesn't have to be writing though. You can sing, dance, play an instrument, just showcase your artistic self. Each person will have up to five minutes.

We also welcome you to bring something to share for our refreshments, as long as it doesn't need to be refrigerated.

We have extended our time from 10 to 1, giving us more time to socialize and flexibility before and after our presentation time.

If you would like to sign up to present or bring food or drink, please contact me at writeoncindi@gmail.com.

I wish you all a peaceful holiday season and to find the joys in the ordinary as they are all extraordinary when you open your eyes and mind.

Write on,
Cindi Reiss

Open—PWC Social Media Coordinator

Would you like to get involved with PWC and put your technology savviness to work? Our Social Media Coordinator, Ilsa Manning, is looking to move on from this role as her business is expanding and taking much of her time. We thank her for the years she's devoted to developing the website and facebook pages. and wish her the best of luck.

This is a great opportunity to expand your knowledge and to promote our club. Ilsa says, "I spend about 1-2 hours on this .

So You Think You Know English

Interesting article provided by Deborah Parrington—thank you.

<https://www.themarginalian.org/2024/04/12/dictionary-of-obscure-sorrows/>



November Meeting Minutes

By Bernadette Inclan

President, Cindi Reiss opened the meeting at 10:37 AM after a lively gathering around the coffee and charcuterie breakfast assortment provided by Arizona Author's Association (AAA) member, Penny Orloff. Thank you, Penny, for the awesome medley.

Arizona Author's Association: ArizonaAuthors.org

After welcoming AAA members and introducing the guests and new members, Cindi presented the upcoming PWC events that will kick start 2025 and a year-long plan of activities for our 2026 Centennial Celebration event.

Navissa talked about the Essay/Poetry Contest themed **Formidable Women**. Contestants can begin submitting in January 2025 on Submittable. Details will appear in the newsletter, on Facebook, and the PWC website.

Cindi informed guests and members of December's Meeting which will be a **Holiday Salon**. Everyone can participate in a reading, a skit, a poem, or even a piece of music. Look at the Newsletter for details on how to enter your specialty. She also encouraged members to submit their bios and pictures for a page on our website to our Social Media Coordinator Ilsa Manning
We are also looking for social media assistance and a club secretary.

Today's event was a joint meeting with AAA, who provided breakfast, and the speaker Danielle Hampson Executive Producer - TheAuthorsShow.com. Mark Walker, who is an AAA member, spoke about membership with AAA which has 235 members. He talked about the *Give a Book—Get a Smile* program which allows authors to provide books to groups that don't have access, such as André House and other centers.

Guest Speaker

Mark then introduced Danielle Hampson- the founder and Executive Producer of "The Authors Show®" the forerunner of podcasts (<https://wnbnetworkwest.com>). Her program was the first to interview authors and feature them on her show.

Danielle talked about Authorship as a business. Published authors must market their book if they want to promote it. Consult your CPA for information on forming a small business and a tax advantage. She then gave a summary of how book sales generally go: 50% are sold in bookstores. If you only use Amazon, you're depriving yourself of sales. Bookstores are gathering places for people to enjoy coffee, wine, etc. In the U.S. bookstores sell 35% of books, China 12-15%, Germany 8-10%, and the U.K. 6-8%. The five countries sell between 60-74% of the books distributed worldwide. So, you have to advertise for other markets to pick up your book to sell.

In reality, to sell 200 books, you need to have around 200,000 people who know about it. That's where the Internet comes in. Even if you have a publisher that markets your book, you have to utilize multiple platforms.



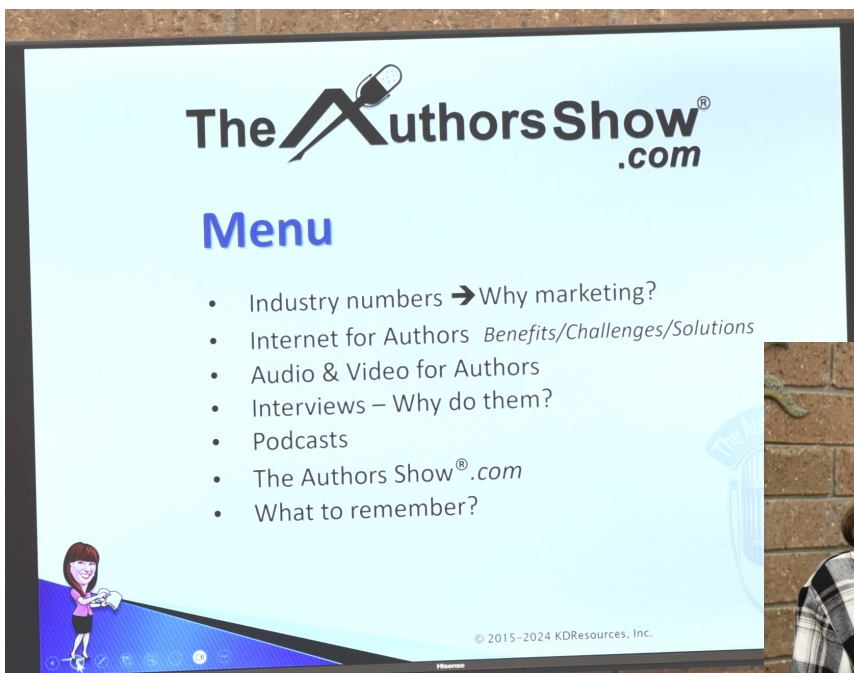
- (1) A website with links to make it easy to get to your book. Use it to share a chapter from the book. Be flexible and reach out.
- (2) Sign up with LinkedIn to insert information and updates about yourself and your book(s).
- (3) Do interviews, audio videos, talk shows. These add to your credibility as an expert. Once you have a video or have been part of a podcast, you can use it over and over again. Post it on your website. The concept of repetition adds exposure. If attending a book signing or event, sell your book at the back of the room.
- (4) Do interviews for exposure to your work which will give you a better chance to get discovered.
- (5) Do homework. Research shows, platforms, and hosts to make sure they do good interviews and that you're not just a filler for another show.
- (6) Book cover essential to marketing.
- (7) Formatting and editing to ensure that your book has no mistakes. The bottom line, focus on what you can do and hire others to do the other jobs, such as designing a book cover and editing.

Danielle encouraged authors to apply to “The Authors Show®” by filling out the application.

Her program has 7000 authors globally, does 35 interviews weekly, hundreds of postings on social media weekly, and no cost involved for being on the show. They produce a 24-hour broadcast on the internet. If you want a copy of your podcast, she offers three tiers: (1) A copy of your podcast that you can post yourself for \$129; (2) They archive your podcast and rebroadcast it within 6 months for \$349; (3) \$599 for the full year.

The questions and answer period could have gone on for another hour. This was an outstanding presentation that authors and potential authors needed to hear and take notes on.

Cindi closed the meeting at 12:06 PM.



Centennial Corner

November 16, 2024, Centennial Meeting

By Bernadette Inclan, Committee Chair

Committee members present were Cindi, Navissa, Patti, Bernadette, and Joseph. Joseph made the food run and the committee met on the Devonshire property for the meeting.

The group decided on the following:

Cindi presented the possibility that we partner with the Blue Guitar Festival in November 2025 and we agreed that this would be a great way to promote our club and centennial and also provide a platform for our members to share their work. We will meet after the first of the year with Elena Thornton to find out more info.

Update the flyer with the Essay/Poetry Contest information, including the prizes. Bernadette will send out a draft within the week.

With so much activity happening and new members coming to meetings, hold off on Meetup.

We'll announce again in December the ***Formidable Women's Contest***. Navissa gave the details on judging. The first tier of judging will consist of Navissa and Cindi receiving the entries and assigning numbers to them for judging. The second tier will be for checking word count, grammar, adhering to guidelines, etc. This will go to third tier for sorting entries on a scale from possible, fair, good. These will be narrowed down to a final ten that go to the final judges. We will determine who will be the judges in all of these tiers.

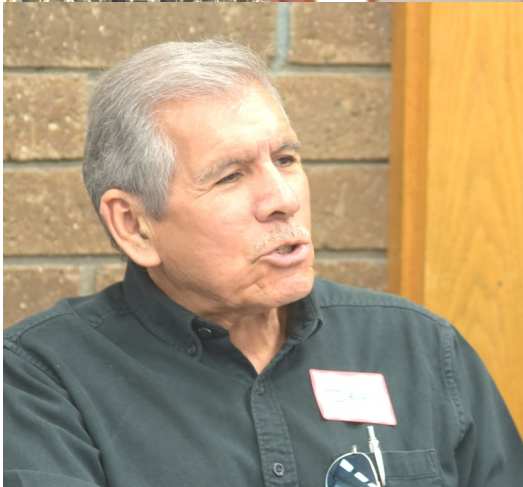
We will start work on the *Roaring 20s* Party and Fundraiser for March 2025. Winners of the contest will be announced. We're also having a Silent Auction that Navissa will be heading. We'll be looking for vintage 1926s items for auction. Remember we have three vintage typewriters we'll be advertising for the auction. Bernadette will make a jpeg calendar of events to post on Facebook.

PWC Centennial 2026

We continue the planning stages of our centennial in 2026! You are welcome to join our committee. We have lots in store as we explore and present our history. If you would like to get involved in our club in any way, please contact Bernadette Inclan, Centennial Committee Chair, at bsbincoin@aol.com, or Cindi Reiss at writeoncindi@gmail.com.



November Monthly PWC Pictures



Writing Event

Scottsdale Society of Women Writers Welcomes Leslie Keller-Rager

Cozy mystery author and author website expert

WHO: All Women Writers

WHY: Do you want to sell your books with an attractive and efficient website?

WHAT: \$20 Paypal pre-payment by December 15 (details below)

WHEN: Wednesday, December 18, 2024, 6:00 pm

WHERE: Panera Bread at Gainey Village, 8777 N. Scottsdale Rd, #302, Scottsdale



SPEAKER/AUTHOR: **LESLIE KELLER-RAGER** continues her experience in the restaurant industry with a humorous take on life and murder to bring her cozy mystery characters to life. With over twenty-five years' experience in software design, development, and training, Leslie helps authors shine by showcasing their personalities and books. Her background as a corporate technical writer equips her with a keen eye for detail, which she brings to her role as an editor.

With her talk, you will discover the essentials of creating an effective website, what content matters most, and how to engage visitors to act. You will then be able to ensure your site reflects your unique personality and genre.

PRICING: **\$20** to cover the food and the room. The menu will consist of sandwich choices, salad choices, chips, cookies or brownies, and a variety of beverages. The food at this venue is fresh and good.

NO PAYMENT is accepted at the door. **Please PAY on PayPal at www.brooksgoldmannpublishing.com. The press release is on the left in the homepage along with the payment portion.** Or use Patricia's business email info@brooksgoldmannpublishing.com if you go directly to www.paypal.com! The \$20 on PayPal is due **by the Sunday before the meeting!** The \$20.00 confirms you will attend. Please use the text 480-250-5556 for any questions. Thank you for your understanding.

GUESTS: If you have a **GUEST**, please text Patricia at 480-250-5556 or have your guest contact her directly. Guests may visit on two occasions, and then we ask them to join us as full-time members.

MEMBERSHIP DUES: **\$50.** For your membership, you will receive a copy of the directory, the monthly newsletter, member support at all Scottsdale Society of Women Writers events, and other happenings with the group. Plus, a plethora of professional speakers will be scheduled during the year. **Contact Patricia L. Brooks** and pay on PayPal using her business email: info@brooksgoldmannpublishing.com. The membership form will be emailed to you. You may scan, mail, or email to return. Thank you.

CHECK-IN: **Please check-in at the restaurant between 5:15 and 5:30 pm.** This allows you time to mingle, go through the buffet line and settle in for the meeting. The meeting starts **promptly** at 6:00 pm AZ Time.

Scottsdale Society of Women Writers (cont)

Goals of the Group

- Value all the professional women writers sharing their ability.
- Honor all genres and all forms of professional writing.
- Attend monthly meetings to move the group and its members forward.
- Learn and share in the experiences of monthly professional speakers.
- Grow the group to a membership of active and contributing women.
- Encourage participation by members as mentors, and volunteers.
- Support and challenge each other to always be writing.
- Help members to stretch as writers and reach lofty personal goals

PWC Piece of History

As we get ready for our centennial in 2026, we look back at some of the influential members that made our club thrive.

When I joined PWC in 2004, Mabel Leo was installed as president and thus began my journey into this lively social writing group that I have been proud to be a part of ever since. Mabel's presidency lasted six years, instead of a usual two-year term as she led the club with her feisty spirit and determination. She was an advocate for the club at fairs, events, etc. and brought us into the world of technology as she secured our first website.

She was the impetus behind our 80th Anniversary celebration as we wrote the children's book, *The Wall*, in 2006, a 'chain story' with each chapter written by another author. Though she wrote in many genres, she is best known for her books about Jack Durant, the infamous restaurateur who had ties to the mob and remained a mystery man until Mabel's skills brought him to life. The books were adapted into an arIZoni Award (Phoenix's Tonys) winning play and a movie.

In 2016, Mabel was honored by the Arizona State Senate and her books placed in their library.

She welcomed members into the PWC fold with her never-ending smile and shared her expertise and encouragement with writers of every level. Her leadership lured me into becoming Speaker Chair, then Vice-President, succeeding her as president as she shared with me her effervescent ways of managing a club filled with diverse talent. Mabel represented the best of Phoenix Writers Club, a social, engaging, learning place for writers and readers of all genres.

Even during the last years of her life on her journey with dementia, she kept her positive spirit, bringing life to the room when she walked in. She continued to tell stories of the characters she had met in her life, another book in the making. Her joyous vitality will be with PWC always.

Cindi Reiss

Press Release

Scottsdale Author Releases of her Fourth Book

WRITE THE MEMOIR YOU'RE AFRAID TO WRITE

Patricia L. Brooks certainly knows a thing or two about writing a memoir.

Scottsdale – November 11, 2024. This memoirist has written three captivating memoirs and has taught writing memoir for about ten years. Brooks facilitates workshops and classes on the subject at various locations in the Phoenix metropolitan area, including the Piper Writing Center at Arizona State University. Today on Amazon.com, Brooks Goldmann Publishing, LLC of Scottsdale, celebrates the continued success of author Patricia L. Brooks with the release of her non-fiction, how-to book, *Write the Memoir You're Afraid to Write*. See www.amazon.com for your copy. Contact Patricia for her upcoming workshop and class schedule, and to RSVP for her Book Launch Party slated for Saturday, December 14 from 9:00 am to 11:00 am at the Panera Bread in Gainey Ranch, Scottsdale. Please text 480-250-5556 or email info@brooksgoldmannpublishing.com

Write the Memoir You're Afraid to Write delves deep into tried-and-true methods to help you, as an aspiring writer, draft your compelling personal stories. Patricia L. Brooks' nonfiction content takes you down the path of analysis and reflection about your own story. She opens the window to a structured well-organized design that can easily be followed. She also reveals excerpts from her own experiences that transformed her life for the better.

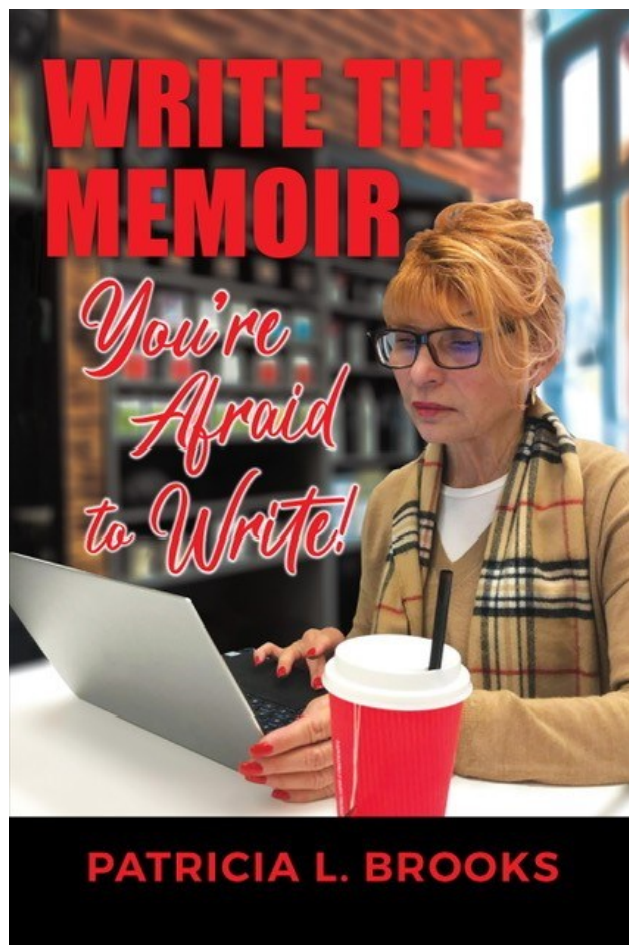
Easy-to-implement activities at the end of each chapter help you capture the essence of the content. She teaches you how to go deeper into your heart and soul, to write with more depth and feeling, and to build connections with readers. This emotional impact paves the road to successful publication and loyal readership.

Patricia's unorthodox way of foraging into memories leads you through instructions, examples, and tips essential to birth an exceptional memoir.

Founded in 2005, Brooks Goldmann Publishing, LLC has also produced three other memoirs for Patricia: *Sick as my Secrets* (2018), *Three Husbands and a Thousand Boyfriends* (2016), and *Gifts of Sisterhood-journey from grief to gratitude* (2020 Revised Edition).

Brooks Goldmann Publishing Company is a registered tradename in the State of Arizona.

All book titles noted here have been copyrighted and bear an ISBN number and a Library of Congress number.



PWC Critique Writing Group

Our critique workshop meets via Zoom every 2nd and 4th Friday of the month, from 6:00-8:00. Enjoy one of the great benefits of being a PWC member. Email Bernadette Inlan at bsbincoin@aol.com for information.

Local Writing Clubs

PWC may be the longest running Arizona writing club; however, there are others in the area you might enjoy.

- Shut up and Write—Shut Up & Write hosts free in-person and online writing events for writers all over the world. Updated calendar may be viewed here: <https://www.meetup.com/shutupandwritephoenixaz/events/calendar/>
- Tempe Science Fiction Writing Meetup—Thursday Evening South Tempe. Come write and talk about writing craft with other local writers. All skill levels welcome
- Scottsdale Society of Women Writers—<https://brooksgoldmannpublishing.com/scottsdale-society-of-women-writers/>
- Phoenix Oasis Press (POP) - <https://www.phoenixoasispress.com/>. **Check out their website this month. They have several fun writing activities planned.**
- Arizona Authors Association— www.arizonaauthors.org.
- Arizona Professional Writers - (formerly Arizona Press Women) <https://arizonaprofessionalwriters.org/>
- Poetry Center—<https://poetry.arizona.edu/> - a volunteer group focused on working with incarcerated writers throughout the country.

They are actively looking for additional mentors. If anyone is interested, fill out the form on the Poetry Center's website: <https://poetry.arizona.edu/opportunities/get-involved/free-time-writers-inside-and-out> The page also has the group's core values including their preference that anyone who joins will commit to participate for at least one year.

- SouthWest Writers (SWW)—<https://www.southwestwriters.com/>
- The Studio—Story Slams—<https://www.thestudiophx.org/sos>
- Medium—<https://medium.com/> - a website with tools and advice for writers. 20% off membership fee for a limited time—\$40 a year. Heard about this from another writer who raves about the value of the site.

PWC Website

phoenixwritersclub.com

Be sure to send Ilsa Manning your photo and update your bio—this is free publicity for you, another benefit of being a PWC member.



Bernadette Inlan, X2

Member News

- **Beth Liechti Johnson:** *The Blue Guitar* chose one of her poems, *side by side on the trail*. Check it out at https://www.theblueguitarmagazine.org/resources/Blue+Guitar+Fall+2024_ENJOY.pdf
- **Brad Graber:** Blog—<https://www.bradgraber.com/there-i-said-it/>
- **Mark D Walker:** Blog—<https://millionmilewalker.com/blog/>. His interview with Voyage Phoenix Magazine recently came out [Life & Work with Mark Walker of Scottsdale - VoyagePhoenix - Phoenix](#)
- **Bert Haagenstad:** His books are available at https://www.amazon.com/First-Easter-Egg-Bert-Haagenstad-ebook/dp/BOCTFTDY6R/ref=sr_1_4?keywords=THE+FIRST+EASTER+EGG&qid=1707505430&sr=8-4
- **Bernadette Inclin:** Her book, *The Perils of Beginnings*: <https://bernadetteinclin.com/> was just picked up by the publisher AR Press. Congratulations, Bernadette!!
- **Donna Rebadow:** Would like advice on how to create an audio book for *Wednesdays With Sadie, The Miracle Dog*. If any of you can help, please contact D’Anne Pientka for her contact information.
- **Kixx Goldman:** Blog—<https://www.drkixxgoldman.com/blog/>
- **Louise J Privette:** website—<https://louiseprivette.com/>
- **Cindi Reiss:** Was recently published in *The Blue Guitar Jr.* magazine. https://www.theblueguitarmagazine.org/resources/Blue+Guitar+Jr.+2024_ENJOY.pdf

If you have a blog or website you’d like included in the newsletter, please send the editor the link.

Editing and Formatting Tools

Compiled by Arizona State Poetry Society (ASPS).

- **Grammarly:** A free online grammar and spell-checking tool that can help you catch errors in your writing.
- **Hemingway Editor:** A writing app that analyzes your text and highlights areas that are difficult to read, sentences that are too long, and words that can be simplified.
- **Reedsy:** A marketplace for authors that connects you with professional editors, designers, and formatters who can help you prepare your book for self-publishing.
- **Scrivener:** A writing software that allows you to organize and structure your writing, making it easier to format and prepare your book for self-publishing.
- **Kindle Create:** A free formatting tool offered by Amazon that allows you to format your manuscript for Kindle e-readers and tablets.
- **Vellum:** A premium formatting software that allows you to create professional-looking eBooks and print books with ease.
- **Canva:** A free design tool that allows you to create book covers, promotional graphics, and other design elements for your self-published book.



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Phoenix Writers Club Facebook	https://www.facebook.com/phxwritersclub/	
Phoenix Writers Club website	phoenixwritersclub.com	

Local Writing Activities

Central Phoenix Writing Workshop— check their website—they have several workshops scheduled
https://www.meetup.com/CentralPhoenixWritingWorkshop/?_cookie-check=mzzcOalgDI-tuB9n

Write Here, Write Now, Virtual pop-up workshops each month, hosted online, co-presented by Phoenix College and ASU's Piper Center for Creative Writing . Go to Changing Hands to register. 6:30-8:00. <https://www.changinghands.com/upcoming-events>

Writing Workshops, <https://writingworkshops.com/>, lists all sorts of upcoming workshops for writers.

Eventbrite: Use the link below and add the filter “writing”. The upcoming events appear. They have a few workshops scheduled for December.
<https://www.eventbrite.com/d/az--phoenix/writing/>

Phoenix Writers Network: phoenixwritersnetwork.com

The **Tucson Arts Poetry Series (TAPS)** 4th Saturday of the month, at 3:30 pm, two Arizona poets are highlighted reading published work. **Poets & Writers**, made possible by **Tucson Poetry Society (TPS)**

LOCATION: Tucson Desert Art [Museum](#), 7000 E. Tanque Verde Rd and Sabino Canyon

Writers Inspiration Group (WIG) meets on Zoom on the first and third Tuesday of the Month from 3-4:40 PM. The sessions include prompts that we write about and share with the group. Contact Bernadette if interested.