

Pen, Publish, Promote Conference Big Hit



WOMEN® Writing the West

www.womenwritingthewest.org
Newsletter Volume XV Issue 3
Winter 2007/2008

▲ Green Dots



◀ Jann
Arrington
Wolcott



▲ Sheila Wood Foard &
Bob "Kit Carson" Foard

Doris Baker, (Filter Press), Sue
Hamilton (Dialogue Publishing)
and Susan Stoltz (She's Out West) ▶



▲ Friday Tour- McAllister House Museum



▶ Vicki Werkley and Carolyn
Wing Greenlee

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WWW Business

Kathleen Ernst, (608) 836-9218; e-mail: k.ernst@distaff.net

WILLA Literary Awards

Jacque Boyd, (505) 377-3166; e-mail: jacqueboyd@yahoo.com

Newsletter Committee

Editor — Alice D. Trego, (801) 573-5309; e-mail: alicetrego@utahbroadband.com
 Assistant Editor — Mary Trimble, (360) 387-0757; e-mail: trimble@camano.net
 Graphic Design — Jenny Hancey (303) 816-0396; e-mail: jenny@hanceydesign.com

Marketing Committee

Director - Sherry Monahan, (919) 577-6399; e-mail: sherry@wildwestinfo.com
 Tradeshow Coordinator – Alice D. Trego, (801) 573-5309;
 e-mail: alicetrego@utahbroadband.com

Catalog Committee

Editor — Heidi Thomas, (360) 336-5803; e-mail: suncat@ispwest.com
 Assistant Editor — Penny Sidoli, e-mail: psidoli@yahoo.com

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Joyce Lohse — (303) 773-8349; e-mail: www1@lohseworks.com
 Membership — Gwyn Ramsey; e-mail: gwynramsey@yahoo.com

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New Events Welcomed at 2007 Conference

By Alice D. Trego
2007/2008 Newsletter Editor

The 2007 W/W Conference, *Peak Goals: Pen, Publish, Promote*, took place with all the camaraderie and excitement of past conferences. But there was more that greeted attendees in Colorado Springs this year.

Thanks to VP Conference, Cynthia Becker, and her committee, attendees were introduced to an assortment of new events. Member/tour guide Doris McCraw's companion during the Friday tour was none other than Mary Lincoln Mellon Palmer, also known as Queen Palmer, wife of William Jackson Palmer, one of Colorado Springs's founders. Local denizen Dianne Hartshorn portrayed Queen Palmer, and she was helpful in answering questions regarding her costume and the time in which she lived.

Friday afternoon was the first welcome and orientation of the "Green Dots," the term coined by immediate Past President Jacquie Boyd because of the green dot placed on first-time attendees' name badges. Green Dots numbered 29 at the session where they discussed the many entities of Women Writing the West.

Doris McCraw once again delighted her audience Friday evening by walking in after dinner in the guise of writer Helen Hunt Jackson.

"As Helen I was speaking of her life as a writer and her decision to make a living as a writer," Doris said. "In her life she encouraged other writers she thought worthy and I wanted to impart her life as an example of making a decision, regardless of age, and following through."

Also new were the longer workshop formats. In hour-and-a-half increments, the workshops dedicated to pen, publish or promote received rave reviews.

Assorted readings from WILLA Winners and Finalists astonished conference-goers. One by one the authors strode to the microphone, book in hand, to speak of the love they had for their subject before setting pen to paper, which produced their award-winning work. We were entertained by the readings of William Haywood Henderson, Caroline Patterson, Sheila Wood Foard, Thom Tamaro, and Laurie Wagner Buyer, to name a few.

"...the WILLA Winners and Finalists readings were the highlight," says Laurie, a W/W member. "Please, please, please continue to make time at every conference for readings—it brings everything that W/W stands for to life."



The 2007 WILLA Literary Awards Finalists include, left to right, Debra B. Faulkner, Susan Cummins Miller, William Haywood Henderson, Jane Kirkpatrick, Laurie Wagner Buyer and Ann Howard Creel.

Our luncheon guest speaker, Sally Stich, captured our attention with humorous snippets of her recent trip to Red Cloud, NE, home to the WILLA Award namesake Willa Cather, and home to some of

the greatest cooks ever to put on a true Midwest banquet. Likewise, W/W founding member Jann Arrington Wolcott enlightened us Saturday evening about "Writing Real: The Author's Obligation," advising how to forestall all those writing obstacles that seem to get in the way of what writers really want to do.

We were also introduced to new member Susan Stoltz, co-editor and staff writer/photographer of *The Open Range* and *She's Out West* magazines. (www.openrange.com and www.shesoutwest.com) Susan asked the group to move outside to one of the hotel patios following Saturday's lunch so she could get a group photo for inclusion in an upcoming issue of *She's Out West*. Although the wind blew around us in an unusually warm October wind, Susan's precarious perch atop a very



The 2007 WILLA Literary Awards Winners include, back row, K.L. Cook and Lori G. Armstrong; front row, Caroline Patterson, Elizabeth Crook, Thom Tamaro and Sheila Wood Foard.

large terra cotta planter worked to her advantage as she snapped a couple photos.

The final workshop on a snowy Sunday featured Leah Davis

Continued on page 14

Marketing for Writers: Exposing Yourself and Getting Noticed

By Karen Casey Fitzjerrell

Okay. So you've slaved over your manuscript for months, even years. And now you've found a publisher who wants to turn your work into a literary phenomenon. The euphoria makes you giddy. Fame and fortune at last. You're thinking about inviting all your friends and family to gather for a celebration.

Not so fast, O' Colleagues of the Keyboard. Those who attended Sherry Monahan's workshop, "Marketing for Writers: How to Expose Yourself and Get Noticed!" at the 2007 WWW Conference in Colorado Springs learned that what comes next requires even more of your creative genius. "Don't wait for someone to look upon you as famous," Sherry warned. "You have to create your own celebrity. You're doomed if you wait for your publisher to do all the work."

Sherry, who is WWW's Vice President of Marketing, knows what she's talking about. She is the author of five successful books and her articles have appeared in *True West Magazine*, *Arizona Highways*, and *Tombstone Times*, to name a few. She's judged writing competitions and most recently appeared on television as an investigator for the History Channel program *Lost World: Sin City of the West* which aired September 2007.

Sherry began her conference presentation with a hand-out brochure listing ten tips to help writers successfully market themselves. Tip number one: "Build a resume, develop an I-can-do attitude and find ways to get your writing into print." She adds that writers should find something or someone in their book that's of interest to groups and then start making phone calls. She admitted up front

that promoting herself was very difficult. "I was always the writer to sit in the back of the room, listening and taking my notes without ever speaking up or asking questions."

She went on to describe how she got around her shyness by mentally transforming herself into her own "Promotions Director," who she named Ann Teeter – Ann, for her middle name and Teeter, for her maiden name. Then she called the local newspaper and introduced herself as Ann Teeter, "Promotions Director" for Sherry Monahan and offered to send an informative article that would be of great interest to his readership.

When the audience's howls of laughter died down, Sherry added, "He accepted Ann's offer and I ended up with a regular column."

As an example, she passed around poker chips with her name, website and book titles printed on them. Poker chips are used to play faro, a gambling game Sherry learned to play while researching her books, *The Wicked West* and *Tombstone's Treasure*.

When asked what she now knows that she wished she'd known from the get-go, Sherry thought for a beat before replying. "I wish I'd known to give full rein to my enthusiasm about my own work. Get yourself out of pity mode if your writing isn't moving as fast as you'd like and think of ways to make things happen."

Indeed, Sherry Monahan's animated, theatric renditions of her experiences have won this shy writer over.



Karen Casey Fitzjerrell, Cindy Massey and Ned Bailey enjoy each other's company at Saturday's luncheon

An additional tip: Volunteer to represent writing organizations at trade shows. It is a good hands-on way to meet people who are in a position to help your career and you never know when a contact will pop up at the right moment. Tip number ten on Sherry's list: Think of a give-a-way, something unique associated with your book.

– Karen Casey Fitzjerrell has written for regional newspapers and magazines across Texas for over 10 years. Her favorite pastime: Dreaming of fame and fortune while tooling down lost Texas highways looking for history mysteries.

Creative Moves

By *Natasha Gardner*

I should have been ecstatic. I was a 25-year-old from North Dakota, buying and selling rights for a book publisher in the Big Apple. Instead, I was exhausted. For three days, I lugged books and binders back and forth across the convention center floor at the 2005 Book Expo America in New York City, all while wearing too-high heels. As blisters formed on my feet, the endless rows of booths and overcrowded aisles left me daydreaming about the open prairie.

And then I stumbled across the Women Writing the West booth. It was an oasis— a little reminder of home— in the midst of one of the book industry's biggest events. I chatted with the women at the booth, confessing that I wanted to move back to the West and take up writing. They treated me like a long-lost friend and filled my hands with WWW materials. "Come to our conference," they said. And so I did.

Two years later, I sat (with a green dot on my nametag) in Susan J. Tweit's "Creative Nonfiction: The Truth Can Set You— Or At Least Your Muse— Free" workshop at the 2007 WWW Conference. The Salida, CO-based writer has published ten books, including *Colorado Less Traveled* and *The San Luis Valley*, and is a frequent contributor to magazines like *Audubon*. She spent the next 90 minutes explaining what creative nonfiction is, sharing examples of this writing style, and helping us craft our own work.

Susan began by dispelling some of the myths about this type of writing, emphasizing that creative nonfiction *must* rely on facts. The creative aspect is the method in which that information is delivered to the reader. She read examples, explaining that "your spin is part of the story" and how to introduce story elements

(places, animals, and more) as characters to "paint the picture." On the tricky business of remembering, she suggested that as a writer, you've entered a compact with the reader and you must keep their trust by telling the truth as best you know— or remember— it.

But Susan wasn't satisfied with just telling us about writing creative nonfiction; she asked us to list a few places that we passed on way to the conference and choose a location to write about. For ten minutes, the room was silent except for the sound of pens and pencils scratching across paper. I buckled down, trying to capture the feel of Colfax Avenue in Denver, my new home. Afterward, participants read their work and each brought some part of the West alive, from Castle Rock to mountain passes and Texas hill country. As I listened, I couldn't stop thinking about how glad I was to stumble across that WWW booth in New York.

— *Originally from North Dakota, Natasha Gardner is a freelance writer and editor living in Denver. She will earn a master's in journalism from the University of Colorado in May, 2008.*



The Easement Deal is Almost Done

By *Peggy Godfrey*

(Note: This is a sampling of the writing exercise in Susan J. Tweit's workshop)

"You can't padlock this gate; it's my legal easement," I say to the little fella who stands smugly pounding the last nail into a criminal trespass sign.

He scowls and growls, "I'm tired of your lying and willy ways..." and I think he must have meant wiley but he said "willy" and I know I'll get some mileage out of his slip. "I hope to catch you trespassing 'cause I'd love to see you in jail."

I turn my bicycle into the tracks north of the gate, chuckle over my shoulder and call back, "I'll bet you would," as I ride parallel to my easement to pen the sheep for the evening. A teeny voice in my head says, "that would make a great title for your next book, POEMS FROM JAIL!!!" I am aghast to find myself chuckling over the idea when this moment really is serious!

The good news, my Thanksgiving news, is that the easement deal is almost done and I'm debating on whether to call my free-and-clear easement "Lion Lane," a play off "lying," or "Willy Way," which I will later alter to "Wooly Way."

Kathleen Ernst Reigns as 2008 WWW President

By Alice Trego



Kathleen Ernst

At the annual conference business meeting last month in Colorado Springs, CO, Women Writing the West welcomed its 2008 President, Kathleen Ernst. A writer, social historian and educator, Kathleen has written twelve novels for young readers, an adult nonfiction book, magazine articles and essays, poetry, and instructional video programs for public television. She has been honored with several awards, including Edgar and Agatha award nominations, a WILLA Finalist award, and Emmy, Flora MacDonald, and Arthur Tofte Awards.

She considers serving as WWW President “an honor and a privilege.”

AT: Welcome as our 2008 WWW President, Kathleen! Our members are interested in knowing a little bit about you, so we have prepared some questions for you. Our first question is what would you like to see accomplished during your term as WWW President?

KE: In broad terms, I have two goals: to help our authors market published work, and to help our authors with unpublished work improve their craft and connect with publishers. I see my role largely as a facilitator; we have lots of talented members with good ideas and the energy to get things done. But I

have a few ideas to implement as well. More on that later!

AT: Tell us a little about your experience as a WILLA Finalist.

KE: I was thrilled to learn that *Whistler in the Dark* had been named a Finalist! That was my introduction to WWW. The funny part is that I made plans to attend the conference that year only so I could participate in the luncheon honoring the Finalists. I figured that would be that. But I had such a great time at the conference that I became an active member of WWW...and here I am today.

AT: What is the best part of writing for you? The worst part?

KE: The best part comes from creating an entire world, peopled with characters I care about. I love setting books in new places, which then means I have the fun of traveling somewhere interesting and digging into the region’s history and culture and landscape. The worst part is probably the business end of earning my living from the publishing industry. It’s a tough and often unpredictable business.

AT: What genre do you mostly write?

KE: Most of my work is historical fiction, and most of my published books are aimed at young readers (about second grade through teens). And of those, eight of my books are mysteries. I do write for adults as well, though, including magazine articles and one nonfiction book. Thanks to encouragement received from several WWW members, I’ve also started writing poetry.

AT: What are you working on now?

KE: I just started marketing a middle grade ghost story set in 1913.

I’m almost finished (with) the first draft of an adult mystery. I’m making notes for a novel set in Kansas or Nebraska—I’ve been thinking about that one for several years, just waiting for a block of time to really get started. And I’m under contract for a new children’s mystery, which needs to be finished by spring of 08.

AT: What is your writing routine like?

KE: Like many people, I struggle to preserve enough time for simply writing! My plan this year is to set one day aside for business stuff, such as working on my website, correspondence, etc. Three days a week will go to work I’m already under contract for. And one day a week is reserved for my own from-the-heart projects—the kind of story I want to tell, not knowing if I’ll find a publisher for it or not.

AT: What does your writing space look like?

KE: I have a room of my own (thankfully!) that looks out over a bit of our prairie gardens and the woods behind. It’s painted a warm golden color. I’m surrounded by books, and photographs of family. And this year I really splurged: after decades of writing on a battered old kitchen table, I bought a desk. I finally have drawers!

AT: What words of wisdom do you have for WWW members about the writing business?

KE: I’m going to quote one of my mentors: *Tell your story*. Be open to suggestion, but don’t lose sight of your own vision. When you’re working on a book or article or essay, concentrate first on simply writing the best piece you can. All the business and marketing stuff comes later.

2009 WWW Catalog

Affiliate Member Focus

The Affiliate Member Focus is a listing of contact and applicable information. It is available to members who write for periodical/media genre **or** members who have out-of-print books **or** writer-members who are not currently published (especially recommended for members who speak publicly). If you'd like to get your name "out there" and wish to include a listing with a few words about your Work in Progress, that's also permissible.

- WWW Members only
- Affiliate members are featured on special page
- Personal listing cannot exceed **140 characters including spaces**. Should include, name, your choice and type of genre or speaking specialty and contact information.
- (example: count is 117 characters)
Your X. Name, western cookbooks, Imagine Press, 7 My St., Our City, State 00000,
555/555-5555, yourxname@yourxname.com (see WWW Affiliate Member Focus in last year's catalog at www.womenwritingthewest.org)

***Affiliate Listing Form must be received by June 1, 2008**

Return completed form and fees to:

Women Writing the West
c/o Heidi Thomas, Catalog Editor
1314 Harrison St.
Mount Vernon, WA 98273

Inquiries: 360-336-5803

* Affiliate Member Focus Listings may be submitted by E-mail: suncat@acweb.com

AFFILIATE LISTING – \$25

Are you a current WWW member? _____ YES, I am a current WWW member

Fee for this listing is \$25 and is included in my check # _____

E-mail Address _____ Website _____

Keep a copy of this information for your records

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Women Writing the West
c/o Heidi Thomas, Catalog Editor
1314 Harrison St.
Mount Vernon, WA 98273

Inquiries: 360-336-5803
E-mail: suncat@aceweb.com

POLICY – Advertisements must be submitted as follows: Author or Publisher must be current member of WWW. If publishing company is the member they may submit any book by one or more of their authors.

- Advertisements must be submitted by mail.
- Submit advertising copy as an electronic file in **GREYSCALE ONLY: NO RGB OR PMS COLORS**. Book covers, photographs, etc. may be included in the camera-ready ads if the entire file is submitted properly.
- Use a CD-R/CD-RW. **NO FLOPPIES**. Ad must be in high-resolution electronic format (300 dpi). Fonts must be Mac compatible; use Mac POSTSCRIPT fonts only. Do not use TRUE TYPE fonts, they can cause printing problems. NO PC fonts - the catalog is built on a Mac and those fonts do not transfer. Embed ALL fonts. If not, then default substitution may occur. NO faux bold or italic fonts. **If a PC file is sent, the file must be a .tif, or .eps AND the fonts MUST be converted to paths or imbedded in the file for the Mac to read it.**
- Do not use gifs. If a jpg or pdf file is used, make SURE it is high resolution (300 dpi). Web site jpg files ARE NOT high resolution and are not suitable for print. The designer will be using Quark 7 to design the catalog.
- Must also submit a Black & White paper printed version (proof) of the ad (for comparison).
- It is the sole responsibility of the sender to check ad copy for correctness of information. WWW reserves the right to refuse any ad. *Ads must be in good taste and in keeping with the mission of the organization, which is to promote the writing of the Women's West.
- Include a self-addressed, stamped CD mailer if you wish your disk to be returned.

Note: No magazine or newspaper clips. Ads will be placed in the catalog as space allows. We will try to place ads in the requested category section in the catalog. However this is dependent upon the number of ads received and layout requirements.

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Author's Name _____

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Phone & E-mail _____

Fee for this ad \$_____ is included in my check #_____ which totals \$_____.

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Guidelines for 2008 WILLA Literary Awards

Honoring Books First Published in 2007 • Entry Deadline FEBRUARY 1, 2008

The WILLA Literary Award honors the best in literature featuring women's stories set in the West published each year. Women Writing the West (WWW), a non-profit association of writers and other professionals writing and promoting the Women's West, underwrites and presents the nationally recognized award annually.

The award is named in honor of Pulitzer Prize winner Willa Cather, one of the country's foremost novelists. The awards are presented at the WWW Fall Conference.

- Entries for the WILLA Literary Awards are open to all persons worldwide and are not limited to WWW members or women specifically.
- All authors or publishers of books featuring women's stories set in the West in any time period may enter.
- Professional librarians not affiliated with WWW select winners and finalists.
- Books initially published in 2007 (in any form) are eligible for the WILLA Literary Awards. ONLY books FIRST published in 2007 are eligible – no exceptions.

EXAMPLE: A book originally published as a hardcover and released later as a trade or mass-market paperback is eligible only if the original copyright date is 2007. The book may not be entered in the Original Softcover category if it was originally published as a hardcover. Books previously released/published in ANY format (hardcover, softcover, e-books, CD, Internet downloads, POD, etc.) prior to 2007 are not eligible.

- E-books should be submitted in the appropriate category. Provide a copy of the actual product and THREE bound, printed forms of the book. Spiral or trade paperback bindings are acceptable. Loose manuscript pages or three-ring binders are NOT acceptable and will neither be acknowledged nor returned.
- A title may only be entered in **one** category.

EXAMPLE: *A contemporary mass-market mystery may be entered in either Contemporary Fiction or Original Softcover, but not both. We strongly suggest that authors of softcover originals (mass market and trade) consider entering the Original Softcover category.*

- WWW reserves the right to add or delete categories according to the entries received and to move books to another category as appropriate.
- WWW reserves the right not to name a winner or finalist in a category should the librarian judges feel that no book entered in that category merits a WILLA award.
- Entries received with incomplete submission packages will not be acknowledged nor will the package be returned.

Categories for the 2008 WILLA Literary Awards

Please review previous winners and finalists in each category to get a feel for the types of books that have been honored in past years. A list of previous winners can be found at www.womenwritingthewest.org.

Contemporary Fiction: Books featuring women's stories set in the West in contemporary times. Softcover originals may be entered

in this category but the majority of entries are hardbound.

Historical Fiction: Books featuring women's stories set in the West before contemporary times. Softcover originals may be entered in this category but the majority of entries are hardbound.

Creative Nonfiction: Includes autobiographical works.

Scholarly Nonfiction: Entries in the category are typically academic or educational in nature. Scholarship, research, organization and presentation are some of the judging criteria. Includes edited diaries, also anthologies.

Poetry: Self-explanatory.

Original Softcover Fiction: This category is specifically for fiction novels originally published in a softcover format, trade or mass market. Books previously published in any other format are not eligible for this category. This category draws a variety of genre books, primarily romance and mystery, as well as more mainstream historical and fiction novels.

Children's and Young Adult Fiction and Nonfiction: The divisions in these categories are somewhat blurred and open to interpretation, so this year we are considering this as a single category. Depending upon entries received, the addition of a separate category may be warranted as determined by our panel of preliminary judges. Categories may also be combined as determined by the judges.

If you have questions, please contact **Jacque Boyd** at jacquebboyd@yahoo.com or by telephone at 505-377-3166.

2008 WILLA Literary Awards

Capturing the Diversity of the Women's West

Entry deadline is February 1, 2008. The application fee is \$50 per entry.

The **WILLA Literary Award** is a nationally recognized award given to writers annually for books featuring stories about a woman/girl or women set in the American West. Women Writing the West, a non-profit association of writers and other professionals writing and promoting the Women's West, underwrites and presents the award. Only books **initially** published in 2007 (in any form, hardcover, softcover, e-books, CD, Internet downloads, POD, etc.) are eligible for the WILLA Literary Awards. Books previously released/published in ANY format prior to 2007 are not eligible. All submissions must be made in **bound hard copy** form. Professional librarians select Winners and Finalists. Awards will be presented at the WWW annual conference in October 2008.

Please obtain guidelines before entering. Complete award information and guidelines (including information for books published in electronic formats) are posted for downloading on the WWW Web site: www.womenwritingthewest.org, or may be obtained by writing **Women Writing the West, 8547 E. Arapahoe Rd., #J-541, Greenwood Village, CO 80112-1436.** Contact WILLA chair: Jackie Boyd at jacqueb-boyd@yahoo.com or by telephone at 505-377-3166.

Application for the 2008 WILLA Literary Awards *Honoring Books Published in 2007*

Book Title: _____

ISBN: _____

Author: _____

Address: _____

Phone: _____ Fax _____ E-mail: _____

Publishing Company: _____

Publisher's Address: _____

Phone: _____ Fax: _____

Editor: _____ E-mail: _____

Necessary Publicity Information (information must be given for at least one)

Name of local newspaper: _____

Book Page Editor: _____

Newspaper Address: _____

Email: _____ Phone: _____

Please provide as much contact information as possible so that we may make appropriate notifications and/or request further information for promoting our award winners.

Category (Please choose one):

- | | | |
|---|---|--|
| <input type="checkbox"/> Contemporary Fiction | <input type="checkbox"/> Historical Fiction | <input type="checkbox"/> Original Softcover Fiction (trade or mass market) |
| <input type="checkbox"/> Creative Nonfiction | <input type="checkbox"/> Poetry | <input type="checkbox"/> Children's/Young Adult Fiction |
| <input type="checkbox"/> Scholarly Nonfiction | | & Nonfiction |

* WWW reserves the right to add or delete categories or to move entries to other categories.

Please include the following entry form for a submission to be judged:

- A check payable to Women Writing the West of \$50 per entry, sent **directly** to category coordinator.
- THREE** non-returnable copies of each book entry, postmarked **no later than Feb. 1, 2008**, to:
 - Contemporary Fiction: Nancy Curtis, High Plains Press, P.O. Box 123, Glendo, WY 82213
 - Historical Fiction: Jann Arrington Wolcott, 832 Bishop's Lodge Rd., Santa Fe, NM 87501
 - Original Softcover Fiction (trade or mass market): Irene Bennett Brown, PO Box 75, Jefferson, OR 97352
 - Creative Nonfiction: Penny Sidoli, 3340 Cliff Drive, Santa Barbara, CA 93109
 - Scholarly Nonfiction: Harriet Rochlin, Roots West Press, 10750 Wilshire Blvd., #1203, Los Angeles, CA 90024
 - Poetry: Ann Parker, PO Box 1164, Livermore, CA 94551
 - Children's/Young Adult Fiction & Nonfiction: Mary E. Trimble, 155 Woodgrove Lane, Camano Island, WA 98282

Each book may be entered in only one category.

Please complete one entry form per book entered. **THIS APPLICATION MAY BE PHOTOCOPIED.**

From the President: Why Women Writing the West?

By Kathleen Ernst
2008 WWW President
2009 WILLA Chair

When someone says “the West,” the first image that comes to my mind is one of open space and forever sky. Is that a cliché? Sure, but it still suits. Born and raised on the east coast, my first experience west of the Mississippi came in 1981, when I drove my rusty Ford Pinto from Baltimore to a seasonal job in Glacier National Park. I took the time to detour through the Badlands and Yellowstone. Wow!

Little could I have imagined that twenty-six years later I'd be starting my term as President of Women Writing the West. After all, only three of my books (so far!) have western settings. I live in Wisconsin. I'm active in the children's writers' and mystery writers' communities, and although I've volunteered my time for various activities, I've never before consented to serving as an officer for any organization. So... why WWW?

It's been fun to consider that. First and foremost, I enjoy the fellowship of the women (and a few men!) I've come to know. WWW members are creative and strong-minded and passionate about their work. Many of the writers I've met have amazing stories to tell. Sure, we might sometimes inadvertently step on someone else's toes. But things always sort out. There's room for everyone under that big western sky.

I love the diversity within our membership. Our members write historical fiction and science-based essays, romances and poetry, gritty urban thrillers and cookbooks. Attending a WWW conference, or hanging out on the listserv, is like feasting at a *smorgasbord*. It's fascinating! It's also stretched me cre-

atively. I returned to writing poetry after sitting in on a conference workshop, and last year celebrated my first “sale” (three author copies!) to a literary journal. After helping with the WILLA nonfiction category one year, I was inspired to try writing essays. And chairing the committee that developed the rubrics now used to evaluate the WILLA entries helped me refine my own work.

WWW members are also a generous and hospitable bunch. Beginner or veteran, young or not, writer or publisher— all are welcome. Have a question about barn fires, xeriscaping, marketing memoirs, or blogging? WWW members have answers, and are happy to share.

mote WWW and members' books. And the San Antonio conference is already shaping up as a do-not-miss event. We need your help! We know you're busy...but even small donations of time are cheerfully welcomed.

Thank you for allowing me to serve as President of WWW. It's going to be a great year.

— Kathleen Ernst is an award-winning author of twelve novels for young readers, an adult nonfiction book, magazine articles and essays, poetry, and instructional video programs for public television.



So, the relevant question is, I think, not “Why WWW?” but instead, “How can each of us help this special organization grow and thrive?” I welcome your contributions and suggestions. The Board members and I are working on some exciting projects. Sherry Monahan, VP Marketing, is taking our efforts in some new directions this year by looking at book fairs and literacy events as possible forums to pro-

Greetings From Wyoming: WWW Participates in First Book Festival

By Joyce B. Lohse

I arrived at the grounds of the Wyoming State Museum in Cheyenne for the Wyoming Book Festival just before 7 a.m. on Saturday, September 15, 2007. My early arrival paid off when I acquired a choice parking place. Set-up time was 7 to 9 a.m. and it took me about an hour to set up the Women Writing the West booth.

Our new folding table worked well as did two folding chairs I brought. The book display on the table was tidy and inviting. Catalogs and brochures were displayed on the trunk at the end of the table, although a cloth over the trunk would have dressed it up a bit. As the only person in the booth, I had assistance from a friend who came with me, and from a new friend named John from the neighboring Wyoming Writers' Association booth. They covered me for a couple of comfort breaks during the event, which ran 9-4.

Unfortunately, the new catalog arrived the Monday after the Wyoming weekend. I handed out about thirty 2007 catalogs, and should have taken more with me. To compensate, I started a mailing list, and sent out about 20 new catalogs the following week to people who signed up. I handed out bookmarks to children and brochures and newsletters to a few people who were interested in membership.

Early on, Echo Klaproth came by and renewed her WWW membership, and I asked her for display books, which she provided. Echo, a poet from Shoshoni, is very popular in Wyoming, and people noticed her books right away in our display.

For my "Author Is In" display, I brought copies of my book, *A*

Yellowstone Savage, for possible sale, as I anticipated people looking for Wyoming topics. Turns out my one copy of *Unsinkable: The Molly Brown Story* received more attention.

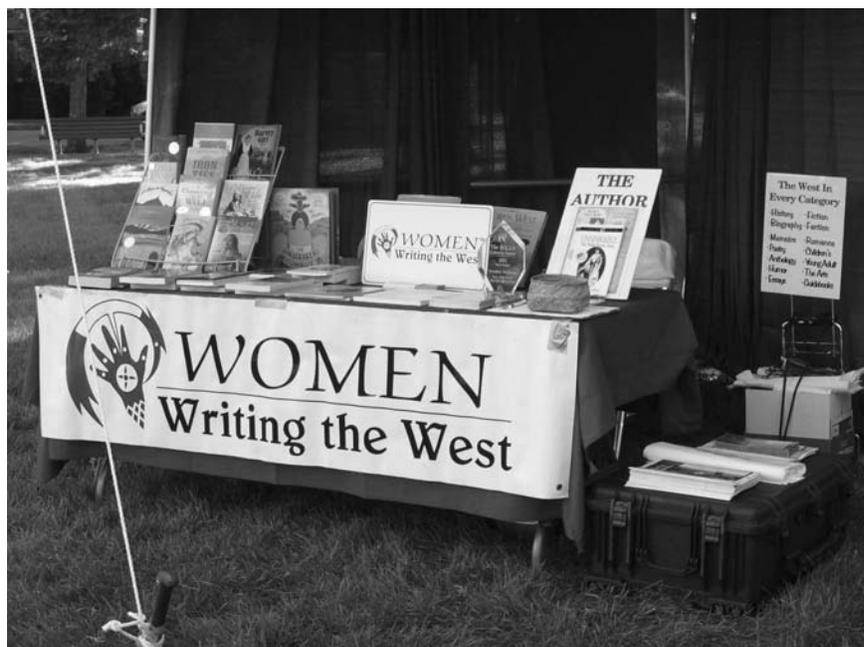
Since this was a book festival rather than a trade fair, people were looking for samples, bargains, and books to buy. When asked about their interests, most visitors were readers, some were teachers and librarians, and a few were writers or interested in writing. I paid particular interest to librarians and gave them catalogs or put them on the mailing list. More opportunities to sell books would have been welcome. The bookstore set up in the museum sold books for those who participated in panels and presentations.

A light, steady stream of people came by the booth during the day. We were well situated in a comfortable treed location on a primary walking path. As is typical for Wyoming, the wind came up in the afternoon, but not badly enough to spoil the display. Event workers

were friendly and helpful, as were the visitors. Our position next to the Wyoming Writers was a good one, and I enjoyed close proximity to the High Plains Press display run by friend and WWW member, Nancy Curtis.

My day was pleasant and worthwhile. The biggest benefit for WWW was a visible presence at what is sure to become a Wyoming book tradition. The next festival is planned for 2009.

— Joyce B. Lohse is the WWW administrator.



New Events cont.

Continued from page 3

Witherow, Archivist at the Colorado Springs Pioneers Museum, that included a slide-show presentation of some of the area's history. Several attendees commented that Leah's session sparked many writing

ideas, and where to locate that elusive piece of research they'd been seeking.

Incoming 2008 President Kathleen Ernst summed up the 2007 conference by saying, "One of the things that makes our confer-

ence special is the sense of supportive community that emerges when we're together."

See you next year in San Antone – Texas, that is.



Sarah Rickman and Kathleen Ernst braved the Sunday snow following the conference to return to visit the Garden of the Gods.



Susan Cummins Miller gives her acceptance speech after receiving the 2007 WILLA Finalist Literary Award for her work, *Quarry*, in the contemporary fiction category.



This boot was one of many displayed during the Wyoming Book Festival.



At the Mountains & Plains Fall Book Camp in Denver, WWW members Doris McCraw and Nancy Jurka volunteered their time to help showcase authors' books.

Author's Checklist For Publishing Agreements

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Attorney at Law
Schuchat, Herzog & Brenman, LLC

(Editor's Note: the following information was presented at the October WWW Conference in the form of handouts and is used here with permission of the author.)

1. Grant of Rights

- Form of Publication (Primary Rights)
- Subsidiary Rights
- Translation Rights
- Commercial rights
- Territory (Foreign Rights)
- Term

2. Reservation of Rights: "All rights in the Work, whether now existing or which may hereafter come into existence, that are not explicitly granted by Author to Publisher under this Agreement, are reserved to and by Author."

3. Registration of the Copyright by Publisher

4. Financial Matters

- Advances
- Royalties (Net Receipts or Gross Receipts) specific to each type of sale/market
- Recoupment of Advances
- Reserves for Returns
- Allocation of Licensing Income
- Accounting Procedures
- Charges Against Royalties
- Bonuses/Escalations/Reductions
- Remainders (only permitted after X years)

5. Delivery of the Manuscript

- Deadline(s) – Is time of the essence?
- Non-Delivery/Grace Period
- Format
- Illustrations
- Third Party Permissions

- Third Party License and Other Fees

6. Manuscript Acceptance

- Criteria – As clearly defined as possible rather than discretionary to Publisher
- Opportunity to Cure and Revise if unacceptable to Publisher
- Ownership of Rejected Manuscript

7. Author's Representations and Warranties

- Non-Infringement/Author Sole Creator/First Publication
- Against Slander/libel/Invasion of Privacy or Publicity
- Due Care; No Errors or Omissions; Non-Injurious
- **Indemnification for Breach of Representation or Warranty?**

8. Production and Promotion

- Who Determines the Title of the Work?
- Publisher's right to edit and alter the Work to conform to Publisher's Style etc.
- Author's right/obligation to review typeset proofs
- Author's rights to review/approve Cover, Jacket Art, Illustrations and Designs
- Author and Publisher's Obligations regarding Advertising and Promotion
- Suggested Retail Price & Number of Copies Printed
- Publisher's Duty to Publish within a specific period of time
- Specific Imprint if Publisher has more than one?
- Advertisements within the Work? Upon consent of the Author

9. Revisions/New Editions

- Treated as new Work for calculation of Royalties?
- Reduction of Royalties if prepared by third party.

10. Future Works

- Limited to the Same Genre?
- Time Period for Option Grant to Publisher
- Type of Option – First Look, Matching, or Topping.

11. Prohibition on Competing Works

- "Competing Work" should be clearly defined
- Limited Time Period for the Prohibition

12. Reversion of Rights

- Failure to exercise a specific right within a specified time period
- Out –of –Print (see below)
- Survival of Representations and Warranties

13. Out-of-Print

- Define "In-Print" (for sale under Publisher's imprint etc.)
- Define time period during which the Work will remain In- print (example two years from date of original publication)
- If after specified time period the Work is not "In-Print," Author has option to make written demand on Publisher to reprint the Work or to arrange for its reprint within a reasonable time period.
- If Publisher fails to reissue the Work, it is considered "Out-of-Print."
- Define right of Author to repurchase Plates, remaining inventory (generally at cost)

Continued on page 16

Working with Words

By Linda Johnston

“Working with Words: Polishing Your Manuscript to Meet Agents’ and Editors’ Expectations” proved to be the perfect title for this invaluable conference workshop with Laurie Wagner Buyer, award-winning poet. Through her own experiences and also those of other writers, she illustrated the importance of editing and polishing.

To begin with, a writer must be willing to put the time in before he or she presents a manuscript to an agent or publisher. As Laurie put it, “Be your own best editor by crafting every word and sentence. This is a huge investment in time, but if your work reads smooth and seamless, your chances of a “yes” are much greater.” In describing the difficulty some authors have in paring down text she explained that “one key as a writer is to have enough objectivity to see your mistakes.”

Laurie described “stumbling blocks” to watch out for early in the editing process. The first one she discussed was repetition, which can be deadly, unless it is used to create a particular message. “Otherwise, it can show that you are a beginning writer.” Then there are clichés. On those she commented, “If you’ve heard it before, it’s a cliché. Go back, highlight these and change them.” Another problem area is the use of the word “it.” She suggested looking back through your writing and taking “it” out. Most writers don’t realize how often this little word is used.

“Omit needless words,” Mark Twain advised and Laurie reiterated. “Take out what is not necessary. A writer who has the attitude ‘Nobody touches my words’ will never get published.” After one of her manuscripts came back having been cut

by 40,000 words, Laurie said it was twice as good. “Words are precious, but not too precious.”

“Making these practices part of the self editing process will help make your voice clear and unique,” Laurie emphasized. She often does workshop presentations on finding your own voice. “Use original thoughts and fresh, descriptive language. It is not enough just to tell the story. It must be told well. It must be compelling enough to grab you and not let go.”

As your work moves farther ahead, Laurie advised giving it to those who know what will make a good manuscript. When it comes to criticism, have your creative antenna up and ask yourself, “Will this person’s criticism make me a better writer?” Consider the suggestions and then decide. “If you hear it two or three times, listen. Maybe they are right.”



Laurie Wagner Buyer and Mara Purl pause before Saturday’s lunch at the 2007 WWW Conference. (Photo courtesy Mara Purl)

At the close of this extremely helpful session, Laurie offered words of encouragement to the group. “Whatever happens, don’t give up! Trust, believe, and keep going! Enjoy your passion and have fun with your love of language.”

Author’s Checklist

Continued from page 15

- Specify whether other licenses/rights granted under the Agreement terminate or remain in effect subject to payment of Royalties/License Fees.

14. Assignment Clause

- Generally not assignable by Author.
- Publisher wants the ability to assign without consent to an affiliate or subsidiary or in the event of a merger, acquisition or sale of substantially all of its assets.

— Linda Johnston works as an education specialist for a local Soil and Water Conservation District. She writes a monthly environmental education newsletter for teachers and is currently working on a book about the Kansas Territorial period.

Screening Potential Publicists Takes Know-How

By Cindy Bellinger

With publishers cutting expenses for just about everything these days, more and more it's becoming your job to promote your book. Sure, you can do all that's needed to be done but it may be easier hiring a publicist. Finding a good one, though, is a job in itself.

For recommendations about publicists ask your publisher, other writers, go online. It's a good idea to start your search at least six months before your book is due. Following is my checklist for screening potential publicists, garnered from my experience:

Ask to see **samples of press releases**. You need someone who can write them without you needing to proof everything, although it's still a good idea.

Ask to see **samples of letterheads** for those snail-mail packages. Their letters should have a professional quality to make you look professional.

Ask to see **samples of invoices and billing**. One publicist sent me a bill that looked something like this – press release/meeting/phone/ideas = 10 hrs = \$500. Huh?

Ask to see **resumes**. By reading a publicist's resume, you can readily see if there is a media background, which will be needed for your book's promotion.

Ask for **references** and talk to other writers who have hired the publicist.

Ask to **read contracts**, paying particular attention to the termination clause. Some have very clever

wording. You need to trust the person who is representing you.

And don't believe what you hear about **the going fee**. It varies throughout the industry. With so many people eager for their 15 minutes of fame today, publicists are everywhere and charge from \$20,000 up front to \$30 an hour, with or without a retainer.

Present a budget. Let the publicist know how many hours a month you're willing to commit payment for.

Keep close tabs on how he or she spends "your" time. Staying in contact will ensure that the publicist is working for you.

I have 30 years of journalism behind me and I know authors always look

more credible when someone else represents them. This is what a publicist is – your front person. Yes, I could do what needs to be done, but I want to spend my time writing another book, not press releases.

Above all this is what I've learned:

When it comes to finding a publicist, well, it may be easier writing the book, but it also takes some know-how selecting the right person.

– *Cindy Bellinger is the award-winning author of *Journaling for Women: Write, Doodle, Scribble!* and *Meet Yourself Up Close*. She lives in the mountains of Northern New Mexico, and so far is happy with her current publicist.*

WWW New Members

Mid-August 2007 thru November 2007

* = joined at the Sustaining Level

Susan M. Ballard – Pearce, AZ – susan@smballard.com
Louise A. Jackson – Springfield, MO – ljackson@att.net
Sherri Knight – Stephenville, TX – arlitexas@emburgmail.com
Norma Jane Boone – Tulsa, OK – normaboone@hotmail.com
Nadean Meyer – Spokane, WA – nmeyer@mail.ewu.edu
Carol Devlin – Evergreen, CO – mtnmeadow2@msn.com
Evelyn Doussard – Cottonwood Heights, UT – thefeats8@comcast.net
*Spring Warren – Davis, CA – spring.spring@sbcglobal.net
Gail Zanett Saunders – Montrose, CO – saundersgail@hotmail.com
Julie Pollitt – Clearwater, FL – juliepollitt@yahoo.com
Tina Ann Forkner – Cheyenne, WY – atforkner@yahoo.com
Susan Mervis – Westmont, IL – sgmervis@comcast.net
Janice Law – Houston, TX – ejlaw@houston.rr.com
Martha Egan – Corrales, NM – pachaona@flash.net
Ellen Gray Massey – Lebanon, MO – no e-mail
Barbara L. Gartman – Scurry, TX - lilthicket@peoplepc.com
Darlene Hayman – Montrose, CO – haydarlene@montrose.net
Julianne Couch – Laramie, WY – wyojay@gmail.com
Sheila Simonson – Vancouver, WA – simonsonsheila@yahoo.com
Eryn Gable – Woodland Park, CO - eryl@eryngable.com

MEMBER NEWS:

Accolades & Accomplishments

Congratulations!

WWW Salutes Members as Winners & Finalists, 2007 New Mexico Book Awards

Best Young Adult Book

Finalist: Sheila Wood Foard, *Harvey Girl*, Texas Tech University Press

Best Gardening Book

Winner: Cindy Bellinger, *Waterwise Garden Care: Your Practical Guide*, High Country Gardens Publications

Best Self-Help Book

Winner: Cindy Bellinger, *Journaling for Women*, Sunstone Press

Best Novel – Historical Fiction

Finalists: W. Michael Farmer, *Hombrecito's War*, Llumina Press

Florence Byham Weinberg, *Apache Lance*, Franciscan Cross, Twilight Times Books

Best Novel – Mystery

Winner: Susan Cummins Miller, *Quarry*, Texas Tech University Press

Best Book – Other Fiction

Finalist: Paula Paul, *Crazy Quilt*, UNM Press

Best Book on Southwest

Finalist: Florence Byham Weinberg, *Apache Lance*, Franciscan Cross, Twilight Times Books

The Colorado Center for the Book awarded **Ann Parker** the Colorado Book Award for Popular Fiction for her *Iron Ties*, the second in her Silver Rush mystery series, set in Victorian era Leadville, Colorado. **Donna Druchunas** was also named a finalist for her *Arctic Lace: Knitting Projects and Stories Inspired by Alaska's Native Knitters*, which is also being featured at the Anchorage Museum of Art & History.

Award-winning author **Mara Purl** is excited to share news that her second novel, *Closer Than You Think*, has won the USA Book News Best Book Awards Finalist Award for Fiction. The audiobook of the same novel, read by Mara, won the Gold in the Audio Fiction: Romance category. She says, "The book couldn't be winning awards were it not for my spectacular editor, also a WWW member, **Vicki Hessel Werkley**."

Janet Grace Riehl announces that her work, *Sightlines: A Poet's Diary*, has received an Honorable Mention nod in the Poetry category at the 2007 DIY (Do It Yourself In Films, Music & Books) Book Festival held in Los Angeles.



(Photo courtesy Cindy Bellinger)

Cindy Bellinger was on hand at the recent 2007 New Mexico Book Awards where she was named Winner in both of the Best Gardening Book and Best Self-Help Book categories.

Joyce B. Lohse, **Sarah Rickman** and **Alice Trego** were seen recently at The Denver Woman's Press Club, a historic house in downtown Denver, for a luncheon that featured Pulitzer prize-winning writer Jim Sheeler as the guest speaker. He gave tips for breathing life into the characters who people your stories—whether fiction or non-fiction. The gals also introduced themselves to DWPC president Sally Stich, who was a guest speaker at the Pen, Publish, Promote Conference in Colorado Springs.

MEMBER NEWS:

Accolades & Accomplishments

Continued from page 18

Danalee Buhler would like to spread the news that her September 2007 release, **Running From Coyote: A White Family Among the Navajo**, is now available through www.amazon.com, www.barnesandnoble.com, www.powells.com, www.1bookstreet.com, www.a1book.com and the publisher www.iuniverse.com. She is also proud of receiving an advance quote from Tony Hillerman, who writes,

"Running From Coyote" is a remarkable book, a brilliant example of how a writer can use memories of her own childhood to introduce the world to another culture. Not only does Ms. Buhler provide a clear view of the Navajo people, my own favorite Native American culture, she also tells a wonderful story of a white girl growing up between the Sacred Mountains. If I were still teaching my University of New Mexico classes, it would have it on my required reading list." Visit Danalee at www.danaleebuhlerwriter.com.

Award-winning author, **Dorothy Allred Solomon**, was seen in October at The King's English bookstore in Salt Lake City, UT, to read and sign her latest book, **The Sisterhood: Inside the Lives of Mormon Women**. The press release from publisher Palgrave Macmillan notes, "'The Sisterhood' sheds light on one of the most complex and misunderstood religions with Allred Solomon's unparalleled authority, and fascinating personal stories that will enlighten readers like no other account of Mormon life has before."

Velda Brotherton says she just heard from the Authors Guild, which has approved her application to re-issue her out-of-print western romance, **Images in Scarlet**. Velda is also experiencing some celebrity with her latest work, **Velda Brotherton: Living Among the Shadows of Time**, by videographer Jim Lukens. A new medium for her, the video is a biographical sketch of a folk story collector. Watch it at: <http://vimeo.com/354804>.

Donis Casey is elated that her first novel, **The Old Buzzard Had It Coming**, has won the Arizona Book Award for Best Mystery/Thriller of 2005-2006. This award is given every two years, and she said the news came just before she launched her third mystery, **The**

Drop Edge of Yonder, at the Bouchercon World Mystery Convention in Anchorage, Alaska. These works and her second novel, **Hornswoggled**, now in trade paperback, are part of a Poisoned Pen Press mystery series set in 1910s Muskogee County, OK, that feature a farm wife named Alafair, the mother of ten children. In late October, Donis was busy speaking at the Barnes & Noble in Colorado Springs and at the Tattered Cover Bookstore in Denver with fellow WWW member **Mara Purl**.

Membership Renewals

Please remember that renewal month for WWW memberships is January. Renewal forms will be sent to all current members around January 1, with renewals due on January 31.

For those of you who itemize your tax deductions, consider sending in your renewal check EARLY so you can deduct your 2008 membership on your 2007 tax return. Simply send in your check with the application form from the web site or copied from the back of the newsletter or catalog. Fill in the information as you wish it to appear in the member directory. Mark the form as a RENEWAL form.

Thank you,
Joyce B. Lohse, WWW Administrator



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