



FEBRUARY 2021

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Southern California Writer's Association

February 2021

- President's Message
- February's Featured Monthly Speaker: Caitlyn O'Leary
<https://www.southernwriters.org/meetings>
- Pub Shop
- Lit Up
- Hump Day
- Such Good News!
- Highlights: Tanya Hutchison
- SCWA Cookbook



Have you subscribed?

Check out our new YouTube channel at
<https://www.youtube.com/channel/UCLrqSfwTMaCi139ISRv50KQ>

Through this year of challenges SCWA has risen to new heights with a wide range of talented presenters who will inspire, educate, and motivate writers and readers alike through our online programs.

Our best and brightest authors and guest speakers' presentations have now been uploaded to our own YouTube channel. Our content includes the Hump Day Book Tours, Pub Shops with insights into book publishing and marketing, and our monthly author spotlights and workshops.

President's Message for February 2021 from Larry Porricelli

SCWA CELEBRATES BLACK HISTORY MONTH

The Harlem Renaissance in the 1920s was a glorious display of African American writers, poets, artists, dancers, musicians, sports figures, and culture that exploded in Harlem. Its seeds traveled across the country and the world, planting inspiration throughout the planet.

Alain Locke was a Harvard-educated writer, critic, and teacher who became known as the "dean" of the Harlem Renaissance, and described the Renaissance as a "spiritual coming of age," and said black Americans transformed "social disillusionment to race pride."

Spiritually birthed from the genius of Langston Hughes, W.E.B. DuBois, Zora Neale Hurston and so many writers and artists of the Renaissance with voice, came literature and poetry, music, art, dance, sculpture, swing, opera, and jazz even a basketball team, the Harlem Rens, that played in a hotel ballroom and beat the white professionals to become national champions.

A phenomenal book, *On the Shoulders of Giants*, by Kareem Abdul Jabbar and Raymond Obstfeld, magnificently brings the Harlem

"Imagination does
a better job at
getting at the
truth."

Doris Lessing

Renaissance diversity to life in all aspects through the common love for the Rens.

But these diverse voices of the Renaissance spoke with one voice—revealing what it meant to be Black in America. Langston Hughes said the Renaissance was “an expression of our dark-skinned selves.”

Perhaps most importantly, the Harlem Renaissance instilled in African Americans across America a new spirit of self-resolve and pride, a new realization, and a new vow to political social action, all of which would provide a foundation for the Civil Rights Movement, and validated beliefs of Renaissance leaders like Langston Hughes and Alain Locke that lives of African Americans could be improved through art.

Today, authors as varied in style as Marlon James, Kiley Reid, Colson Whitehead, Nobel winner Toni Morrison, Octavia Barr, Kareem Abdul Jabbar, the Obamas, Jessmyn Ward, and so many more take you across the spectrum of literature and are published and read by people across the world that had been deprived of a point of view for too long. But that view came out of the forced shadows in the Harlem Renaissance and leads the literary world in appreciation and distinction because of its brilliance.

Unfortunately, there was a cost for us to have the privilege to read these works. So many Black writers suffered persecution and hate, and yet from the page to the stage to song to an aria, pain was a midwife to the artist who wrote and sang and laughed and touched lives of not only Black culture, but cultures diverse and different. It is food for our soul.

This month, as writers, immerse yourself in your favorite style or genre reading a Black author's work. Share the rich culture and let the POV share with you the pain and sorrow and anger as well as the joy and love for life these writers give to us.

I recommend reading a book by a Black author because at the least, it will deepen your already profound depth of compassion and further your awareness we are all one.

There are truly so many books, and here is a link to a Black authors page on Goodreads, though there are many places to search. [Black Authors and their Books](#)

I share some books that have meant much to my life, and do recommend them, but I also suggest you find your own list; each book is a jewel in a treasure that holds a mirror to our own life and where we stand as human beings, brothers and sisters in the journey:

The Autobiography of Malcolm X, by Malcolm X

Deacon King Kong, by James McBride

Things Fall Apart, by Chinua Achebe

Native Son, by Richard Wright

Go Tell It on the Mountain, by James Baldwin

The Color Purple, by Alice Walker

Beloved, by Toni Morrison

The Underground Railroad, by Colson Whitehead

I Know Why the Caged Bird Sings, by Maya Angelou

Soul On Ice, by Eldridge Cleaver

Thank you,

Larry Porricelli
President, SCWA

SCWA events THIS MONTH: February 2021

- **SCWA Featured Monthly Speaker: February 20, 10 a.m. PST.** This month, Caitlyn O'Leary joins us to talk about "How to Hook Your Reader." Sign up on our website and we'll email you a link and password. <https://www.southernwriters.org/>
- **SCWA VIRTUAL HAPPY HOUR: Every Friday at 4:30 p.m.** Join us with your funny hats and Holiday Coronatinis for good news and good cheer. Sign up on our website and we'll email you a link and password. <https://www.southernwriters.org/>
- **SCWA HUMP DAY BOOK TOUR:** You can access previous interviews on SCWA's YouTube channel or see it LIVE streaming on SCWA's Facebook group page at 10:00 a.m. PST every Wednesday in February.

- **SCWA Pub Shop, February 24, 4 p.m.** Karen Sue Walker and Diana Pardee discuss strategies for creating your author mailing list and newsletter. Details on page 7.

Have you missed an SCWA event? Find the replay on SCWA's YouTube channel at:

<https://www.youtube.com/channel/UCLrqSfwTMaCi139ISRV50KQ>

where we will upload replays as they are edited and ready.

If you're interested in these and all SCWA events, please check out our website for membership details at:

<https://www.southernwriters.org/>

Featured Monthly Speaker: February 20, 2021
Caitlyn O'Leary
How to Hook Your Reader to Keep Them Thirsting and Lusting for More



When: Saturday, February 20, 2021

Time: 10:00 a.m. PST

Where: Zoom, RSVP for your link at:

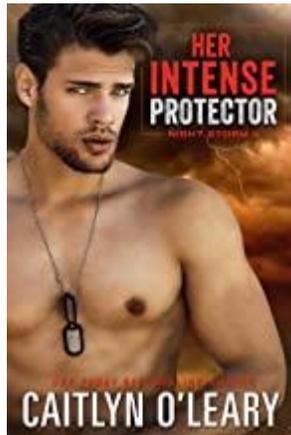
<https://www.southernwriters.org/meetings>

Cost: Members \$10.00

Nonmembers \$15.00

“How to Hook Your First Reader and Keep Them Thirsting & Lusting for More” with *USA Today* Bestselling author Caitlyn O'Leary.

Learn how to write characters and series that keep readers coming back for more, and how Caitlyn built her own independent publishing business.



HER INTENSE PROTECTOR: A NAVY SEAL ROMANCE (NIGHT STORM BOOK 4)



HER UNBROKEN SEAL: A NAVY SEAL ROMANCE

Caitlyn O'Leary is a *USA Today* Bestselling Author, and a #1 Amazon Bestselling Author of six series. Hampered with a mild form of dyslexia she began memorizing books at an early age until her grandmother, the English teacher, took the time to teach her to read. Then she never stopped. She began rewriting alternate endings for her Trixie Belden books into happily-ever-afters with Trixie's platonic friend Jim. When she was home with pneumonia at twelve, she read the entire set of World Book Encyclopedias and discovered it was a little more challenging to end those happily.

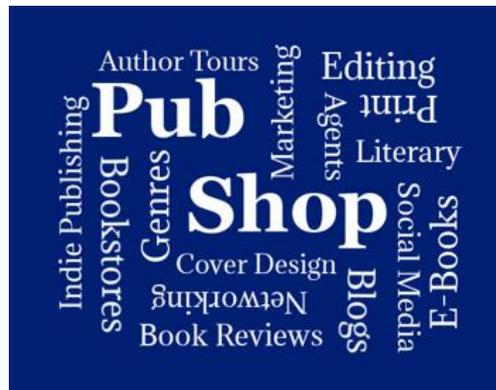
Caitlyn loves writing about Alpha males with strong heroines who keep their men on their toes. There is plenty of action, suspense and humor in her books. She is never shy about tackling some of today's tough and relevant issues.

In addition to being an award-winning author of romantic suspense novels, she is a devoted aunt, an avid reader, a former corporate executive for a fortune 100 company, and totally in love with her husband of soon-to-be twenty years. She recently moved back home to the Pacific Northwest from Southern California. She is so happy to see the seasons again; rain, rain and more rain. She has a large fan group on Facebook and through her e-mail list. Caitlyn is known for telling her "Caitlyn Factors," where she relates her little and big life's screw-ups. The list is long. She loves hearing and connecting with her fans on a daily basis.

For more, please see Caitlynoleary.com



Janis Thomas' **Storyteller's Toolbox** is now available as a replay in the SCWA Members Only Facebook group page. It is free to members to give you a chance to revisit this excellent Craft Shop event.



February 24, 2021, 4 to 5:30 p.m. PST
Register at www.southerncalwriters.org
SCWA Members: \$10.00
Nonmembers: \$15.00

Thinking of self-publishing your masterpiece? Getting ready to launch your book? Dreaming of giving your published books a marketing boost?

If so, join us as we break down the steps to create an action plan to help you sell more books and have fun with marketing. In our first Pub Shop of 2021 we will focus on creating your author mailing list and newsletter!

Diana Pardee and Karen Walker are teaming up to share decades of marketing experience to help you get your books out to the world, while you learn to love marketing and increase your profits. We will provide simple, affordable, and effective strategies to get the most out of your efforts, in a fun workshop style presentation and conversation.

Top selling author and independent publisher [Karen S Walker](#) will present how to build your email list, what you need, resources and tools, and what works and what doesn't. When we're done, you'll have action steps and resources to get you

started. Get ready, because Karen and Diana are going to spill the tea on how to market your book.

Karen Sue Walker is a lover of cozy mysteries from Agatha Christie to Joanne Fluke. When not working or writing, she spends time with her very talented daughter and ever so fun granddaughter.

Diana Pardee has been an entrepreneur for forty years with decades of experience writing newsletters, web, and business content. She is currently Director of Media and Marketing for SCWA and plans to publish her first novel in 2021.



Enjoy an evening of fun, romance, and smart book chat with bestselling authors.

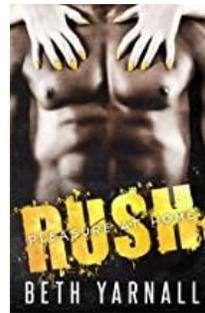
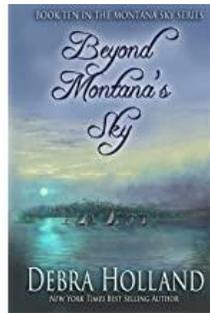
When: Tuesday, February 23, 2021

Time: 6:30 p.m.

Where: Go to <https://www.facebook.com/events/244648510460472> and drop a note in the comments to receive a Zoom link for this very special event!

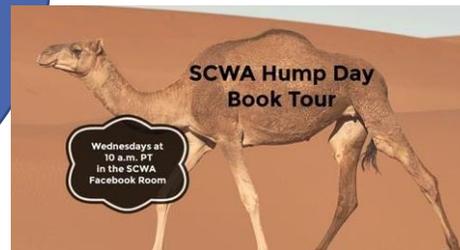
Debra Holland, Beth Yarnall, Alina K. Field, and a special guest, Chris Lentz

This month's LitUp OC authors chat about their books:



Hump Day
Book Tour

LIVESTREAMED
Every
Wednesday
10:00 a.m.



If you can't join us look for replays on the SCWA Facebook group page and on SCWA's YouTube channel.

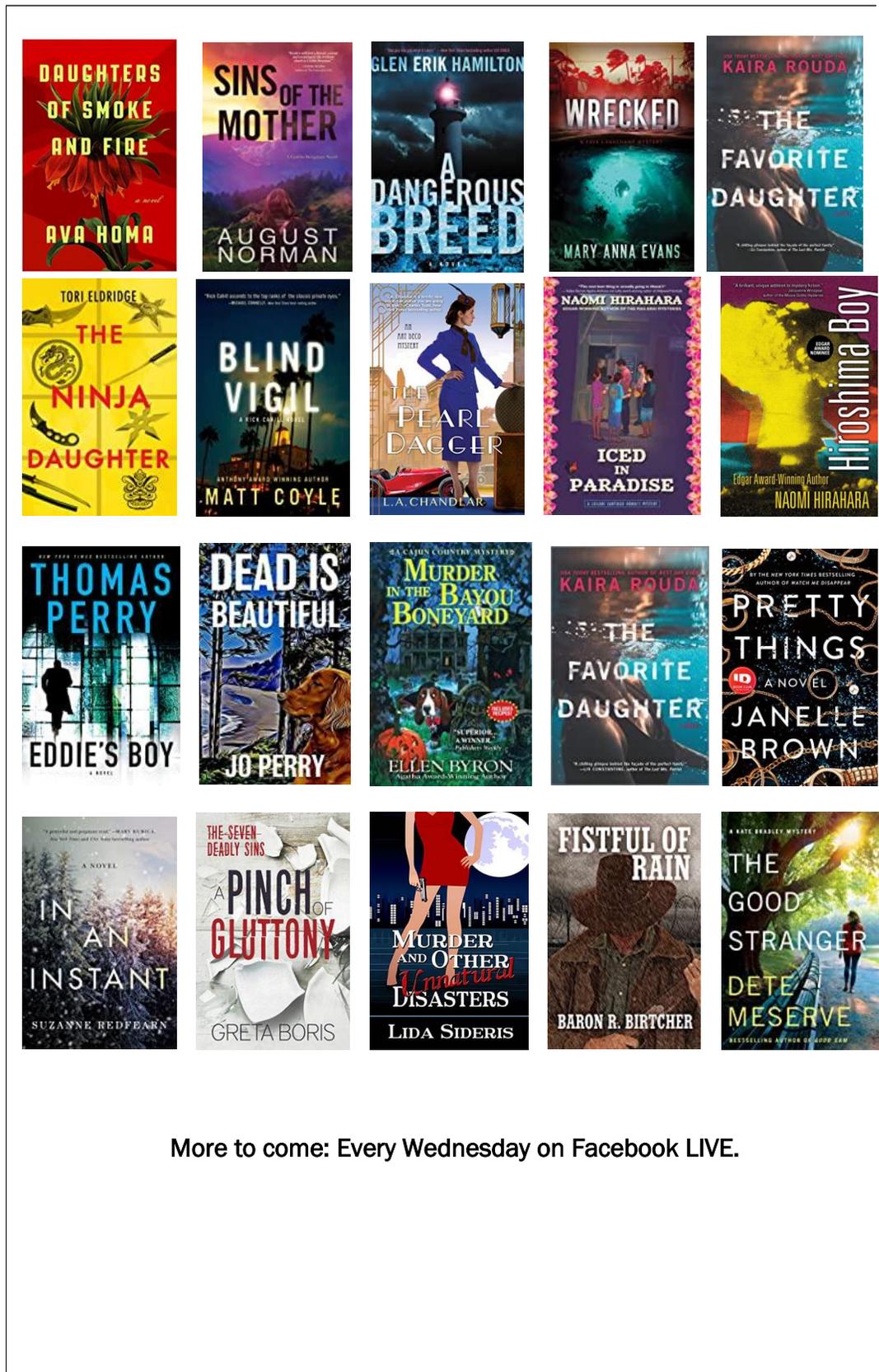
Subscribe anytime at <https://bit.ly/2I890Db>

Recent Guests include:

Janelle Brown Mary Anna Evans Kaira Rouda Laurie Stevens Matt Coyle
Glen Erik Hamilton August Norman Tori Eldridge Ava Homa Dana Swift
Naomi Hirahara LA Chandlar Greta Boris Joe Perry Thomas Perry
Suzanne Redfearn Chris Reich Baron Birtcher Dete Meserve

Anne Cleeland

Here are many of the Hump Day featured authors' books:



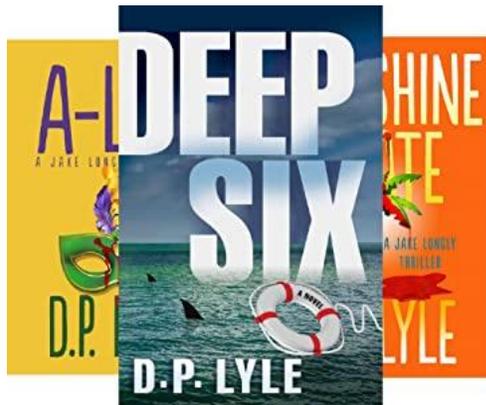
More to come: Every Wednesday on Facebook LIVE.

CELEBRATE ALL THE GOOD NEWS!

Barnes & Noble Press offers 70 percent flat rate royalty for all ebook sales.

(from Jane Friedman, *The Hot Sheet*)

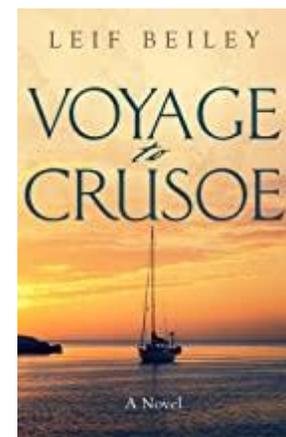
For authors who self-publish through Barnes & Noble Press, the retailer updated its terms to be more attractive than what Amazon offers. Why the move took so long is a mystery. The ebook royalty has moved from 65 to 70 percent, effective for all price points. Note that Apple has offered a 70 percent flat rate to authors from the start. Meanwhile, Amazon pays authors a 35 percent rate instead of 70 percent for ebooks priced below \$2.99 or above \$9.99.



D.P. Lyle's Four Jake Longly Comedic Thrillers are Kindle Monthly Deals for February and on all eBook outlets for \$1.99 each.

Leif Beiley's book, *Voyage to Crusoe* released on January 31, 2021, and is available on Amazon as a paperback and eBook. His novel is inspired by some of the wild situations and characters he encountered on his travels by sailboat, logging in thousands of miles at sea.

Follow him on his website at www.LeifBeiley.com and on his blog: www.cruisingboatdesigns.blogspot.com



SCWA Writers' Cookbook Call for Submissions

*****CALL FOR SUBMISSIONS*****

Open to all SCWA Members

We Want Your Recipes. AND YOUR WORDS!

Please submit your recipes and related short fiction for our upcoming Southern California Writers Association story inspired cookbook. Submissions will be selected based on story quality, recipe quality, and the story's relation to the recipe.

Working titles include

Blame It on the Osso Bucco

Eat Your Words

You Have the Write to Eat

Needless to say, all title suggestions are welcome.

We're looking forward to producing a flavorful collection, with a healthy dash of your writing dexterity. What self-respecting writers' organization would build a cookbook without an assortment of clever stories included?

Each entry must contain both the recipe and a story, which can be in these categories: mystery, horror, sci-fi, cozy, humor, poetry, crime, mythology, or fable. Remember, this is a writers' cookbook so think of your recipe as your muse. We encourage your story to have a sense of connection with the recipe.

Due to limited space the **story/poem should be 250 words or less.**

The cookbook will be professionally published by SCWA and promoted with all the marketing might at our disposal. Proceeds will further help fund our events, speakers, scholarships, and publication of books, including this one.

We encourage all who want to join in to submit up to two recipes in a Word file along with their stories to Nancy Klann at klannancy@aol.com.

(Please put Recipe in the subject line.)

Members' Showcase: OPEN for your Submissions

Did you know SCWA will publish excerpts of your work in our MEMBERS' SHOWCASE on the SCWA website? Yes, we will.

We want to show your works-in-progress, excerpts from your published book, first lines, favorite paragraphs, and anything you would like to share in any genre, even a page of rants from your journal.

The range of creativity among our members is impressive. Take a look at some of the fine work our members have already shared and then share some of your own.

<https://www.southernwriters.org/members-showcase-2/>

Here are the details:

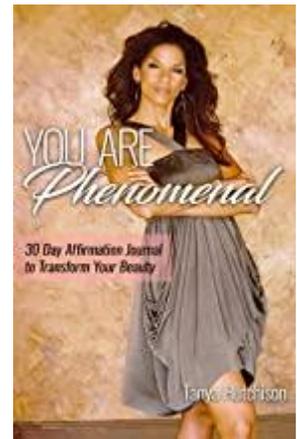
- Send the work you'd like to showcase, for instance, first lines, an excerpt, an essay or a poem or something else (up to 1500 words). Include your byline (your name, the name of the book it is from, if applicable, and your website).
- All current SCWA members are eligible.
- You retain your copyright.
- Submit for free!
- Send to scwashowcase@gmail.com

Take a look at the Showcase entries by many of our members. It's a terrific way to get acquainted!

HIGHLIGHTS: January 16, 2021 Tanya Hutchison Write a Memoir Readers Won't Put Down

How to Write a Memoir Readers Won't Put Down

Tanya Hutchison has been a Los Angeles Raiders' cheerleader; a model for thirty years; winner of *She's Got the Look* reality TV series; The Founder of Phenomenal Women, Incorporated, a non-profit organization for the Empowerment of women; Mrs. California International; and more. But the chaos of her childhood and youth never predicted these successes. Ms. Hutchison said she relates to the story *The Wizard of Oz* because her life has been about "going home to the one [home] I would have loved." At this time, she's been a wife for thirty years, the mother to five adult children, sister, friend, and role model to many. Her memoir, *Phenomenal Beauty: It's a Journey Not a Destination*, covers the internal and external stories of her Oz journey.



Autobiographies and memoirs are both written in first person. Autobiographies are chronological, but memoirs may shift here and there in time while being far more intimate in portraying the authors' personal feelings and reactions to life's ups and downs.

Why are you writing this memoir? For your comfort or for inspiration to others? It can be a collect of memoirs or a focus on one aspect, like addiction. Ms. Hutchison wanted readers to know her inner beauty as opposed to physical beauty. "People kept telling me I should write a book."

Hutchison suggests starting with humor, information, or a shocking event. "Make the readers wonder, worry; make them wish they were there or not there." Her memoir starts on her plane ride home from a Mrs. California International contest. She was forty-five, and this was the first time she hadn't made the cut to be in the top fifteen who would continue. "A plethora of emotions" struck her; she was "shocked" but all right that she hadn't

made the cut. She also had no guilt about perhaps missing some element of preparation she might have needed.

Besides her modeling, her thoughts focused on how she had gotten to that point. Through the years she had groomed many females for these contests. At one time Donald Trump was her boss. [Later she resigned.] As she sat on that plane and also thought about her five children, she decided it was time to shed a number of things from her life. However, "I felt I had let down my commercial sponsors."

At this point Ms. Hutchison asked her audience, "What in your life have you felt you deserved but didn't get? Job? Position? Something you had planned for?" Next was, "How did you feel? Get readers engaged."

Then she asked for responses to this question: "What books [in this field] have you started to read but put down?"

- When member George was in junior high, he had to quit a book written about and by generals because it was so "highly technical."
- Member Jamie quit one after Chapter 12 because she "couldn't tell where the author was going."
- Member Debby said her book's setting "in an insane asylum had too many illogical things, too many holes, non-sensical."
- President Larry said his had "too many characters to track."

In a memoir you have to be "willing to put the truth—family secrets—out there." Our speaker had found writing it a "healing journey" for herself. Ms. Hutchinson grew up in a ghetto neighborhood of Detroit and lived through numerous family dysfunctional issues. Her mother, a drug addict, was one of ten siblings. Each of her mother's seven children had a different father. In fact, Tanya was born in a police car.

At thirteen Tanya ran away from home but was ultimately reared by her maternal grandparents. Her grandfather molested her. She said, "I used to hate women—mother, grandmother, snarky friends until I learned to consider their backgrounds when I was a lot older." She realized **everyone** has problems. "I learned everyone can go to a place to heal."

One big turning point occurred for her when Ms. Hutchison was scheduled to have a Valentine wedding. But "after the invitations were out, the groom cancelled." His reason? "I love you enough to let you go because you're not ready for this relationship." Afterwards, her fiancé's best friend, a female, "helped her with a bible and spirituality." Ms. Hutchison says it was "An aha spiritual moment—my awakening to accepting everything in life."

When our speaker wrote this memoir, she reconciled with her mother who had spent time in prison. When Ms. Hutchison was happily married to her husband, whom she describes as “loving, connected spiritually and not judgmental,” and also pregnant with their fourth child, her mother came to live with them. Her husband was “just fine” with that. However, after two years, her mother returned to her previous home—and got into drugs again. Her mother now is again “drug free.”

Writing her memoir has been a healing journey. What did she want people to learn from it? Answer: “Beauty comes from within. I’m a spiritual being.” Earlier in her life, she’d left lots of relationships before they left her, a big fear. Although she’d had many external successes, a degree from Western Michigan University, and awards from beauty contests, “There was no one I loved. I still felt some emptiness,” But besides wanting to teach what she had learned, she wanted to know how other people deal with their problems.

SCWA’s Maddie Margarita asked how Ms. Hutchison came up with her narrative voice. Our speaker feels she had two different kinds of voices: one for the beauty journey and the other “an insecure voice that was always there” but “the one that finally learned to love myself and to trust my inner self.” This last one is the role she is to play: “Helping others.”

Ms. Margarita also asked how writing this memoir impacted her. Answer: Ms. Hutchison had “to go through pivotal moments again and make amends with those I hurt and those who hurt me.” During her writing, she sometimes simply had to detach. “Forgiveness is usually for yourself.”

At the end, SCWA President Larry Porricelli nailed the whole presentation with this descriptive remark: “Inspiration that we can beat the demons that come into our lives.”

Tanya Hutchison recommends these biographies:

The End of Normal, A Wife’s Anguish, and A Widow’s New Life, all by Stephanie Madoff Mack, daughter-in-law of Bernard L. Madoff.

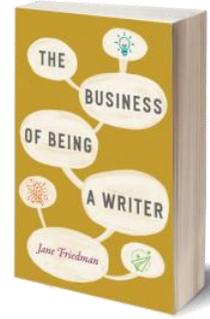
The Immortal Life of Henrietta Lacks by Rebecca Skloot, the story of the poor, black, female tobacco farmer whose cells were taken in 1951 without her knowledge to develop the polio vaccine and more.

Rosemary: The Hidden Kennedy Daughter, by Kate Clifford Larson.

Glenda Brown Rynn, Reporter
grynn@cox.net

How do you find your way through the ocean of resources available online for writers like us? Check out this sampling of what we have found to be of interest. Links are included so you will be able to investigate further.

MOST RELIABLE: www.janefriedman.com Jane has a long history in all areas of book publishing and has a solid reputation for being the best go-to for writers of all levels.



Are you without an agent for your book? Look through an extensive list of publishers accepting unagented work, review the guidelines, and consider submitting!

<https://publishedtodeath.blogspot.com/p/publishers-looking-for-authors.html>



WRITERS HELPING WRITERS: www.writershelpingwriters.net has many one-of-a-kind tools and resources for writers. Newsletter available.

Authors Publish, A Magazine for Writers. <https://www.authorspublish.com/>
Here's a list of major trade publishers who are always open for submissions, among them Workman, Gibbs Smith, Harlequin, Andrews McMeel, and others. It will be best if you go to their websites and look at their current catalogs to assess the suitability of your submission to the kind of books they publish.

Speculative City: Sound

This speculative fiction magazine wants fiction, poetry, and essays on the Sound theme. They seek provocative works that are centered within a cityscape.

Deadline: 24 February 2021

Length: Up to 5,500 words

Pay: \$20-55

Details at <http://www.speculativecity.com/submissions/>

Triangulation: Habitats

They want fantasy, science fiction, weird fiction, and speculative horror for this anthology on the Habitats theme. They want stories about "Sustainable habitats, in tune with their surroundings. Show us places we want to live that never existed or that we don't know ever existed. Past, present, and future domiciles for humans, aliens, and fantasy creatures. Ideally, the story plot will hinge on the habitat design. Let us hear about a new way to live, thriving, not merely surviving. What does it mean to live sustainably in outer space, underground, in the sea, floating in the atmosphere? What does sustainability look like in a fantasy setting?"

Deadline: 28 February 2021

Length: Up to 5,000 words (sweet spot is 3,000 words)

Pay: \$0.03/word

Details: <https://parsecink.com/index.php/triangulation-submissions/>

Publishing ... and Other Forms of Insanity, the newsletter for the website **Published to Death**, sends a monthly list of writers' conferences, fee free contests, and agents for all genres who are looking for submissions.

Details of what agents are looking for and how to reach them will give you a head start for your submission process. Check the website every month for up-to-date information and resources.

<https://publishedtodeath.blogspot.com/>

Always check the agency website and agent bio before submitting. Agents can switch agencies or close their lists, and submission requirements can change.

Benefits of SCWA Membership

WELCOME, WELCOME, WELCOME!



- ❖ Active members receive up to 60% off admission to SCWA meetings.
- ❖ Members are eligible for a Free 30-minute consultation from book shepherd Sharon Goldinger on any publishing contract.
- ❖ Discounts are available for active SCWA members for registration for the La Jolla Writer's Conference and for early registration for the Southern California Writers' Conference.
- ❖ Access to professional network of publishing, business consultants and editors.
- ❖ Participation in SCWA marketing platforms on **southerncalwriters.org** and SCWA social media platforms.

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Membership: Yann Jackson, ykj3678@gmail.com

Southern California Writer's Association
Southerncalwriters.org

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The SCWA encourages open, respectful communication between individuals interested in the craft of writing through a variety of social and traditional media, such as Facebook, SCWA website and emails. Any individual using inappropriate language, discussing inappropriate topics, or commenting in a disrespectful way will be removed from access to any future SCWA communication methods.

The SCWA communication sites should only be used for dialogues related to the craft of writing. Non-writing related topics should be done via other forms of personal communication. Please review the content disclaimer located in the newsletter via the SCWA website www.southerncalwriters.org or on the About page of the SCWA Facebook page. The SCWA does not endorse individual opinions placed of any of its sites.

The SCWA receives information on various services, writing contests, and events. As a courtesy, we will forward the information to our members. Unless otherwise indicated, the SCWA does not discourage, encourage, or recommend any of the services, contests, or events. Many of these services, contests and events cost money; therefore, we recommend that you evaluate the opportunities based on your individual situation and interest. Because of our membership email protection policy, please do not forward information to the general membership directly. **We request that all members forward any information to the SCWA President for approval and forwarding to the membership.**

SCWA members wishing to share appropriate writing-related information and resources are welcome to do so via the SCWA Facebook page. The SCWA Board members and Newsletter Editor will determine the information to be contained in the SCWA on-line newsletter, which is primarily used for official SCWA information.