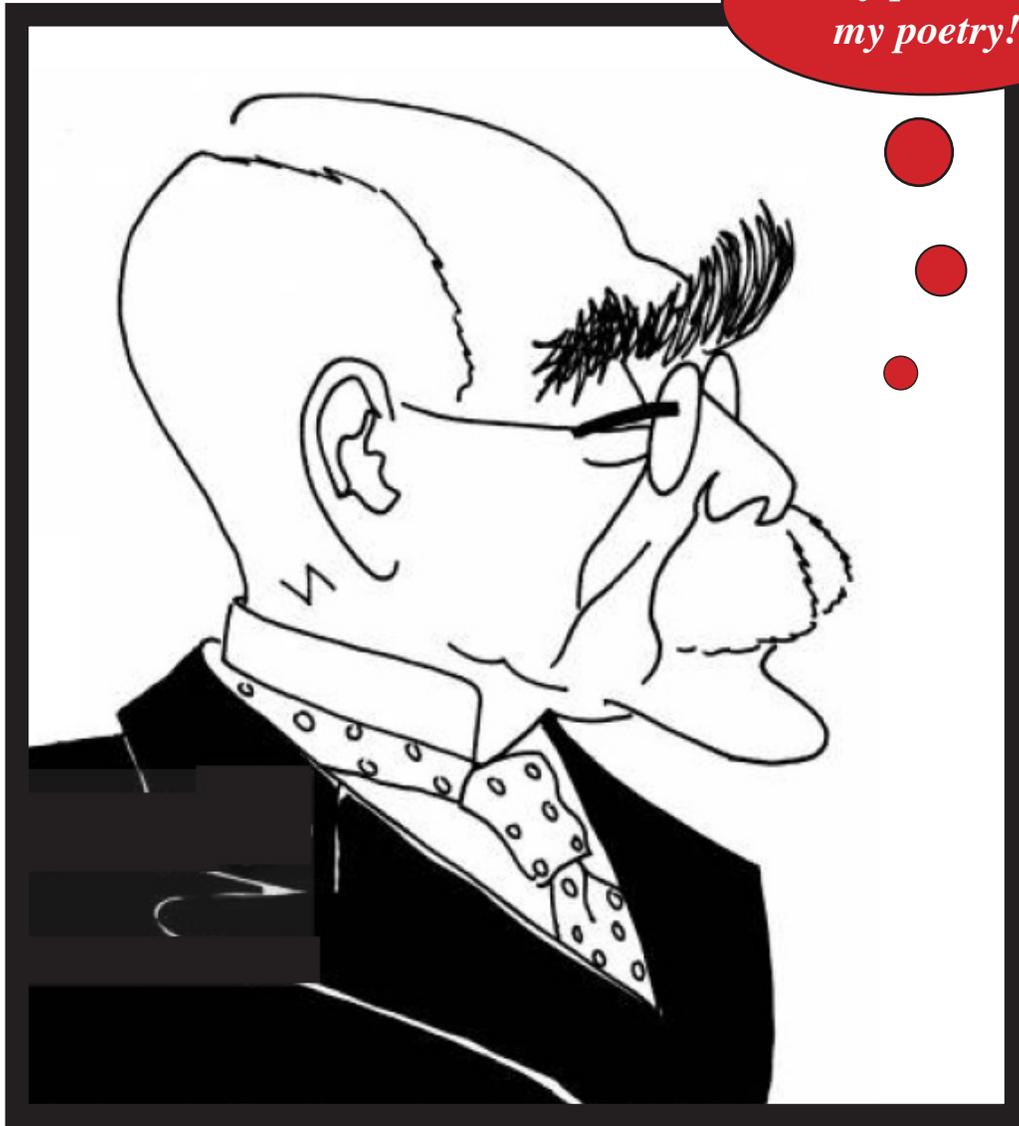


PWR Newsletter



*I self-published
my poetry!*



Rudyard Kipling

(December 30, 1865 – January 18, 1936)



PUBLISHED WRITERS OF ROSSMOOR



PUBLISHED WRITERS OF ROSSMOOR



A Club to Celebrate and Support Aspiring and Published Authors



July 8, 2017

Volume VI, Issue 7

Board Members

<i>President:</i>	Ron Wren
<i>Vice President:</i>	Patricia Keith-Spiegel
<i>Secretary:</i>	Dorothy Pritchett
<i>Treasurer:</i>	Nazli Monahan
<i>Programs:</i>	Polly Berenson
<i>Publicity:</i>	Peter Li

Coordinators

<i>Membership:</i>	Julie Blade
<i>Channel 28:</i>	Joanna Kraus
<i>Featured Authors:</i>	Lynne Ashdown
<i>Room Setup:</i>	Bob Tunnell
<i>Archives:</i>	Sandy Foreman
<i>Website Manager:</i>	Bob Bone
<i>Website Coordinator:</i>	John Braggio
<i>Author Events</i>	Karl Livengood
<i>Social Events</i>	Vacant
<i>Fall Bazaar</i>	Vacant

Newsletter Editor: Paul Weisser

Board Member Backups

<i>President:</i>	Patricia Keith-Spiegel
<i>Vice President:</i>	The Board
<i>Secretary:</i>	The Board
<i>Treasurer:</i>	Vacant
<i>Programs:</i>	Ron Wren
<i>Publicity:</i>	Barbara Kirbach

Coordinator Backups

<i>Membership:</i>	Esther Escott
<i>Channel 28:</i>	Frances Chin
<i>Featured Authors:</i>	Barbara Kirbach
<i>Room Setup:</i>	Duke Robinson
<i>Archives:</i>	Polly Berenson
<i>Website Manager:</i>	John Gilbert
<i>Website Coordinator:</i>	Vacant
<i>Author Events:</i>	Vacant
<i>Social Events:</i>	Patricia Keith-Spiegel
<i>Fall Bazaar:</i>	Vacant

Newsletter Backup Editor: Peter Li

Coming up!
This Saturday, July 8, 2017
From 9:45 A.M. to 12:00 P.M.
In the Club Room at Creekside Clubhouse

Come early and enjoy complimentary coffee and cookies!

Members can renew their dues for the coming year (\$20) at the welcome table

July's Speaker: Jim Azevedo on e-Book Publishing

BY BARBARA KIRBACH



Barbara Kirbach

Jim Azevedo will acquaint the PWR members with the basics of e-book publishing and the best practices of bestselling authors at our meetings on July 8 and August 5 from 9:45 A.M. to noon. The July 8 meeting will be in the Club Room, which is located near the entrance to Creekside. The August 5 meeting will be in our regular meeting place, the Fairway Room at Creekside.

Jim Azevedo is the Marketing Manager for Smashwords, the world's largest distributor of indie e-books, with more than 450,000 titles available through major retailers such as Apple, Barnes & Noble, and Kobo.

Jim will speak at two PWR meetings in order to effectively cover the subjects. In July, he will give an introduction to e-book publishing. "It's easier," he says, "to self-publish an e-book than you might imagine. In this jargon-free primer, I will present a checklist that covers everything you will need

to know to get started. I will begin by providing an overview of the latest marketing trends that are impacting the book publishing industry, dive into the advantages of e-book self-publishing, and conclude with guidance on e-book creations, formatting, pricing, metadata, and retail and library distribution."



Jim Azevedo

At our August meeting, Jim will discuss the best practices of successful e-book authors. "While there is no single magic bullet to suddenly land an author on a bestseller list," says Jim, "I will unveil the many simple yet important strategies to help make one's books more accessible, more discoverable, and more desirable to readers. PWR members will learn how to self-publish with greater pride and professionalism."

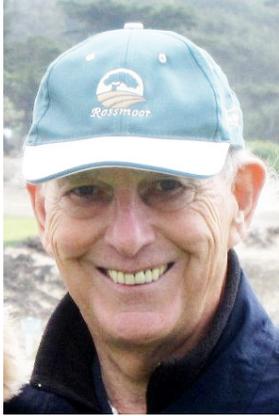
The meetings are open to both aspiring authors and those who have previously published their work but may be investigating the self-publishing of e-books for the first time. □

For more information on the program, contact ronwren@aol.com

For more information on PWR, visit www.rossmoor-writers.com

The Outgoing President's Page

BY DUKE ROBINSON



Duke Robinson

By the time you read this, my four-year tenure as PWR President will be over. My ride has been satisfying, in large part due to the other board members. I imagined they would all be competent, hardworking, creative, and positive, which they were—but fun? Who would have thought that board members could giggle their way through two-hour board meetings and never complain of being bored?

When Ron Wren, our newly elected President, was considering the job, he asked me, “What exactly do you do as President?” I told him, “I don’t do anything, and Vice President Tricia helps me.” He said, “I will be good at doing nothing, so long as Tricia stands by me, as she did for you.” I think we have the right man in the right spot.

Ron’s election to the presidency means shifting roles. He will still help to plan programs and publicize them, assisted by Polly and Peter. Nazli will continue

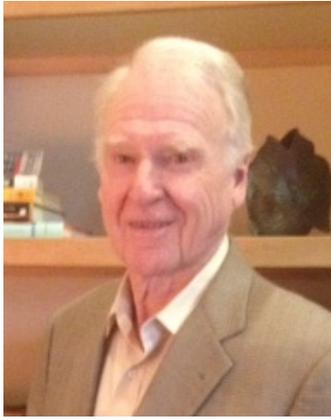
to collect and spend our money. Dorothy will record everything the board does. And Tricia, bless her heart, who did so many things to make the board and me look good, will remain Veep as an adjunct to Ron.

Do you get the idea that I think we are all in good hands? □



The Incoming President's Page

BY RON WREN



Ron Wren

PWR is five years old and growing. Guest speakers seem to be meeting members' needs. The *Newsletter* and website are increasingly proving to be excellent resources. And we're working to make the Author of the Month, the Channel 28 Interviews, the Author Events, and the November Bazaar programs more productive.

Looking to the future, we will be introducing new backups (also known as adjuncts, support team members, and assistants) to ensure that all events continue to be handled smoothly and efficiently.

We will also be asking the members about subjects that matter most to them and doing our best to fulfill those needs at our monthly meetings.

To help us help you, we plan to develop a short member profile sheet on which you can tell us about you, your writing experience, your goals, and your expectations from PWR. Watch

for them.

And just in case we run into unexpected trouble, our Presidential Retirement Plan obligates any President Emeritus (we only have one) to offer sage recommendations and cautions, while allowing the board to take full credit for any of his accepted contributions.

Let's have fun and let's get those manuscripts published, promoted, sold, read, and enjoyed! □



Vegetarian Circle

BY GENE GORDON



Gene Gordon

Barnard has a very interesting and attractive page on Facebook at <https://www.facebook.com/NealBarnardMD/>. □

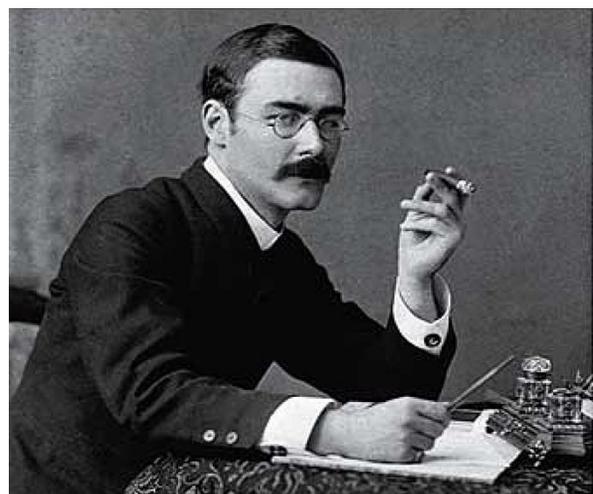


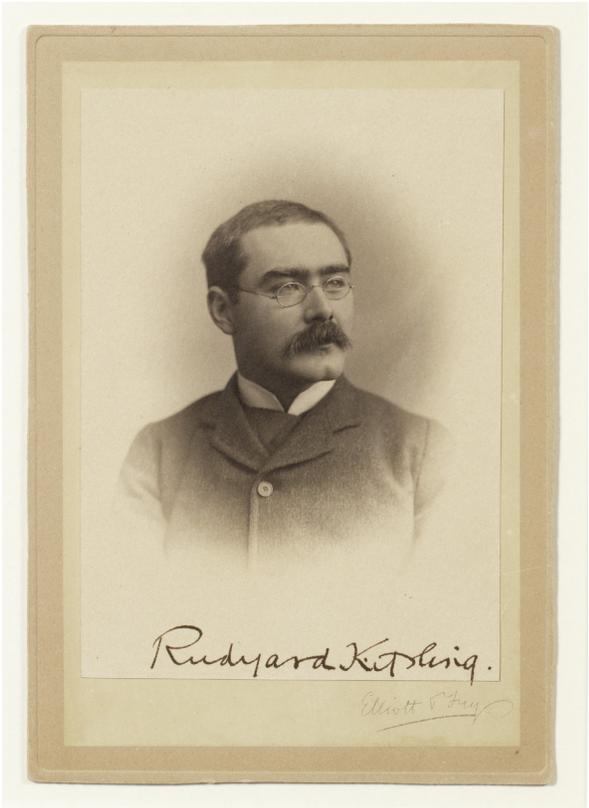
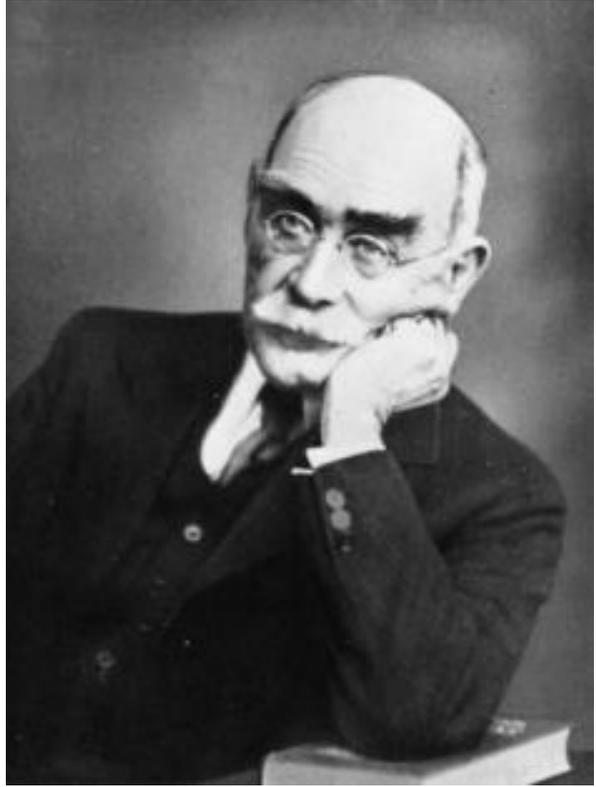
Dr. Neal D. Barnard

Vegetarian Writer of the Month: Neal D. Barnard, M.D.

Neal D. Barnard is an American doctor and a professor of medicine at the George Washington University School of Medicine and Health Sciences. He is also the founding president of the Physicians Committee for Responsible Medicine (PCRM).

A longtime vegan, Barnard is a best-selling author who has written seventeen books about nutrition, including: *Breaking the Food Seduction*; *The Cheese Trap*; *Dr. Neal Barnard's Program for Reversing Diabetes*; *Foods That Cause You to Lose Weight*; *Foods That Fight Pain*; *The Get Healthy, Go Vegan Cookbook*; *Power Foods for the Brain*; and *21-Day Weight Loss Kickstart*.





Report on PWR's Annual Meeting, on June 3, 2017

BY DOROTHY PRITCHETT

Two items for action were on the agenda.

1. President Robinson directed attention to the printed proposal that had been distributed to everyone in attendance and asked for a motion to approve it:

THAT the PWR membership grant the new board “a one-year dispensation” to elect additional members to the board as it deems necessary, always announcing to the membership its electoral actions, and that it come back to the membership in June 2018, with any recommendations it has about the size, shape, and makeup of the board for the year ahead.

Motion made, seconded, and passed.

2. President Robinson introduced Tricia Spiegel, chairperson of the Nominating Committee. He identified the task of the Nominating Committee to nominate three individuals for two-year terms. He noted that three current members of the board—Ron Wren, Tricia Spiegel, and Nazli Monahan—are willing to continue on the board.

Tricia recognized and thanked the program coordinators and their backups for their service. The members expressed appreciation with applause.

Tricia then introduced Polly Berenson, Peter Li, and Dorothy Pritchett, the committee's nominees. She read a message from Peter Li, and asked Polly Berenson and Dorothy Pritchett to share their writing experiences and their interests

in serving on the board.

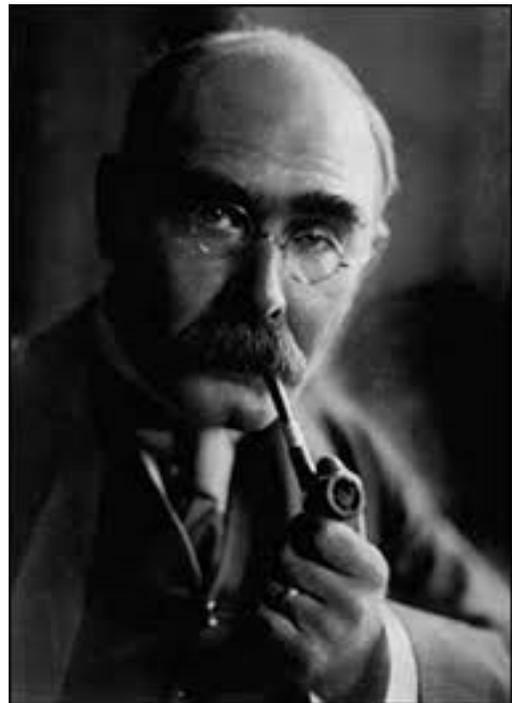
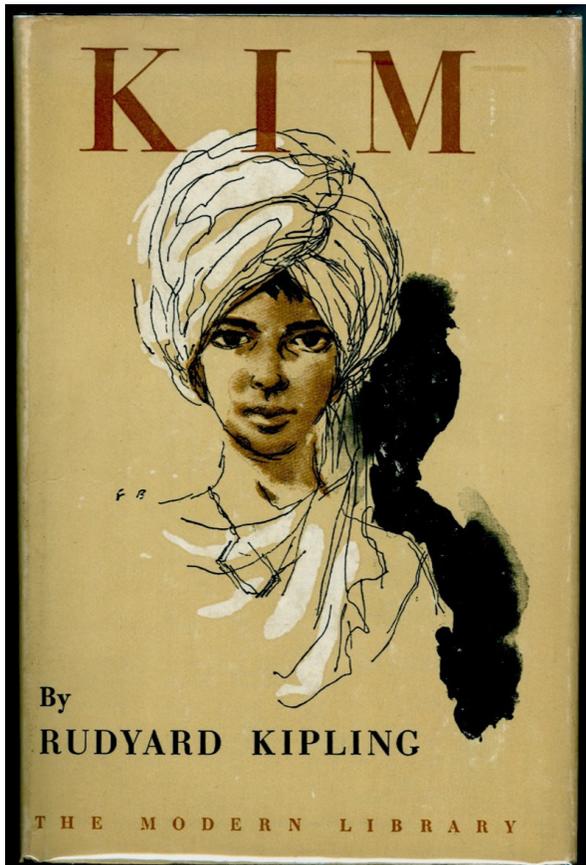
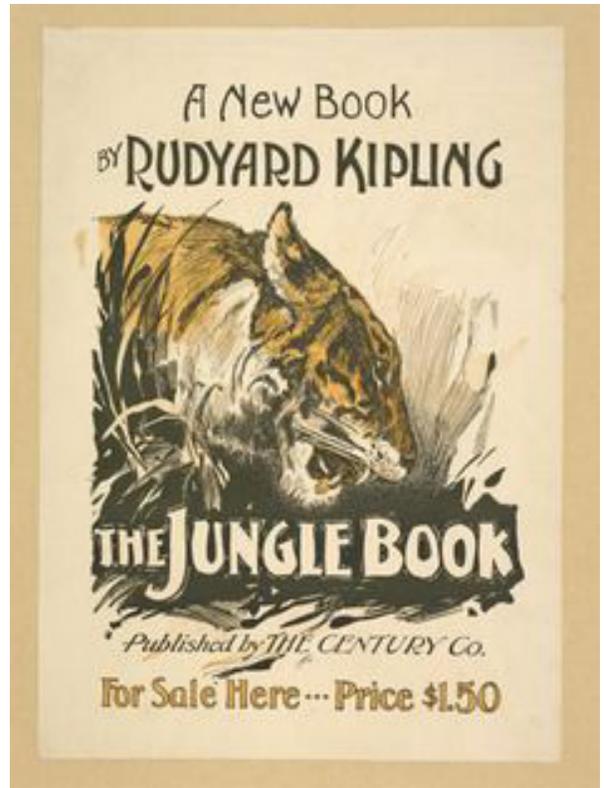
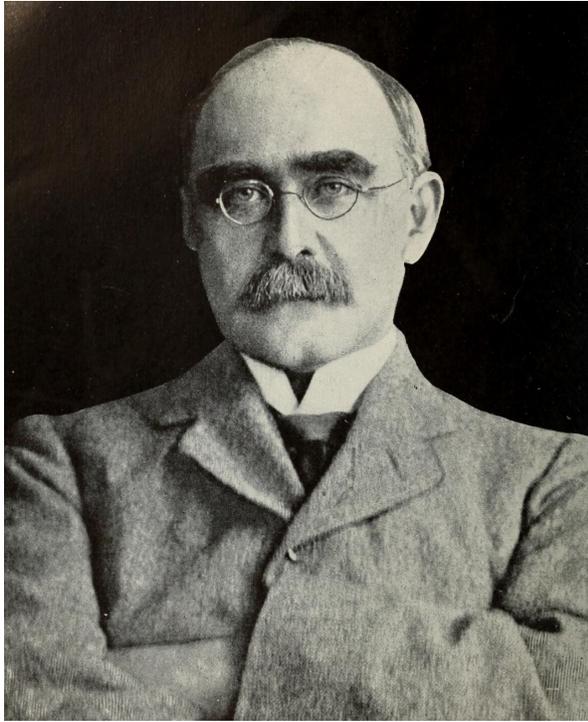
President Robinson asked for further nominations from the floor. With none forthcoming, a motion was made that nominations be closed and that a unanimous vote for the nominees of the Committee be recorded.

The motion was seconded and passed. Polly Berenson, Peter Li, and Dorothy Pritchett were elected to the PWR board for two-year terms, beginning July 1.

Dorothy Pritchett announced winners of the Name Game. This mixer focused on PWR member accomplishments. Bob Tunnell and Lynne Ashdown were the winners and received mugs as prizes.

Tricia Spiegel presented gifts and certificates to Barbara Kirbach and Duke Robinson in appreciation for their dedication and many contributions to PWR. The attendees expressed appreciation with standing ovations. □





PWR Treasurer's Report for the Fiscal Year Ending June 30, 2017

BY NAZLI MONAHAN



Nazli Monahan

During the fiscal year 2016–2017, PWR income from membership fees totaled \$2,151.00, and the main expenses (excluding the website) totaled \$1,634.07.

In addition to our main checking account at US Bank's Rossmoor branch, in June 2016 we set up a separate account for PWR's website-related expenses. All the \$10 annual website fees that members pay go to this account to cover the website expenses. We began this account with a \$500 donation from a member plus \$660 website dues paid by members, totaling \$1,160. In November 2016, we paid \$250.77 for annual website fees, leaving the current website account balance at \$909.23.

The following table is a recap

of PWR's 2016–2017 income and expenses ending June 30, 2017:

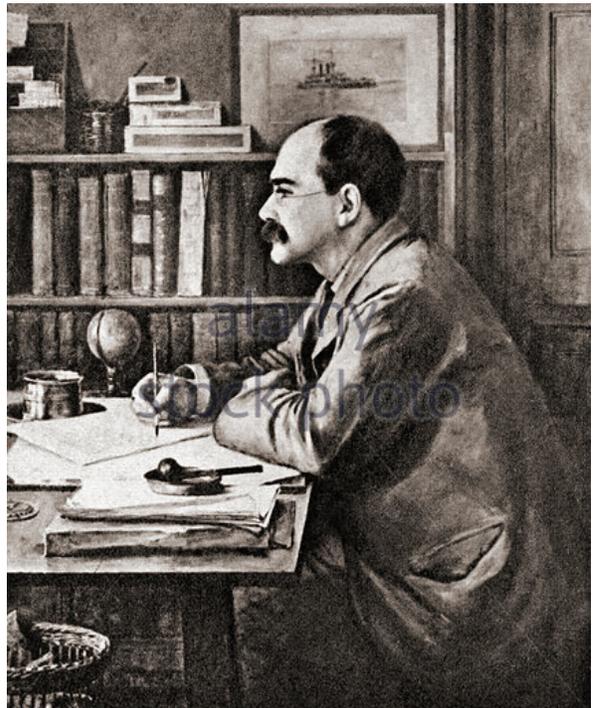
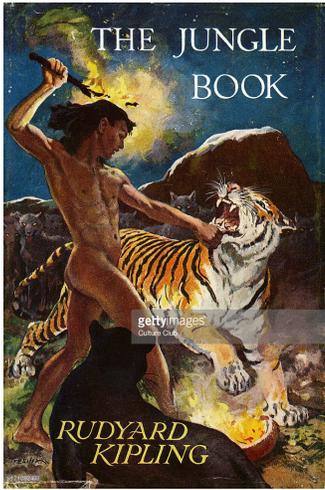
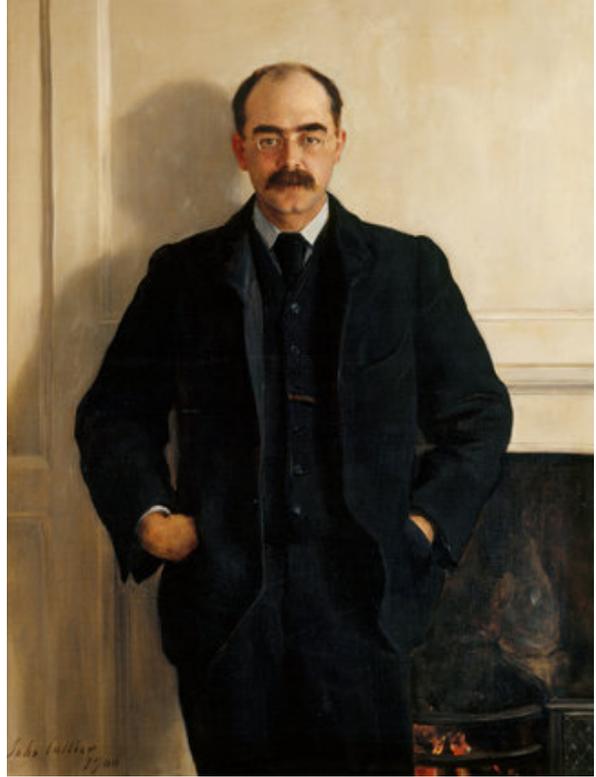
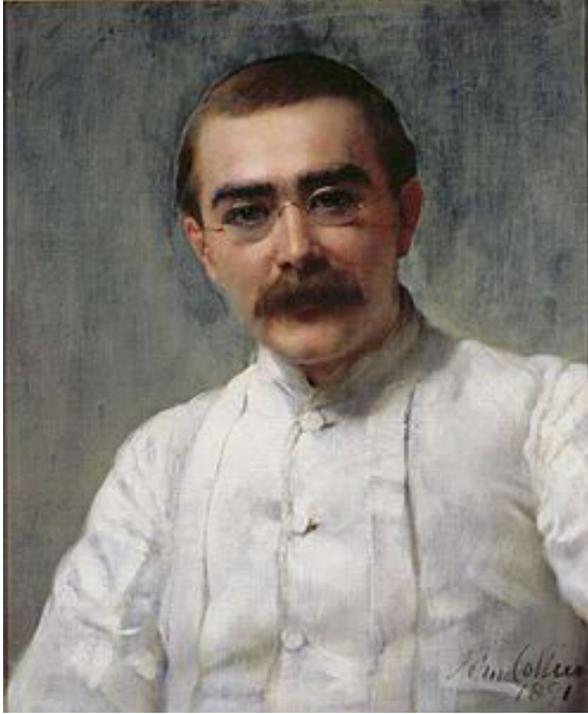
	Main Acct	Web Acct
Beg. Balance	\$1,498.57	\$500.00
Total Deposits	\$2,151.00	\$660.00
Total Expenses	\$1,634.07	\$250.77
Ending Balance	\$2,015.50	\$909.23

PWR's main expenses in 2016–2017 consisted of Room Rentals, Audio-Visual Equipment, Supplies, Printing, Book Launches, Speakers, Insurance, and Miscellaneous, which included our Christmas and Anniversary Parties. Starting in March 2017, we also added monthly coffee/tea service for Saturday meetings at \$30 per month.

Our total budget for FY 2017–2018 is \$2,540, which will be paid for from the membership dues (\$20 for basic membership, \$30 for membership with the Author's Page on the PWR website). If you have not had a chance to do so, you can pay your dues:

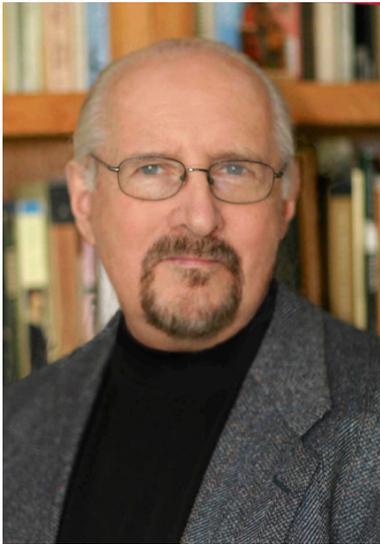
1. By check (or cash) during our Saturday July 8th meeting.
2. By leaving a check in the PWR box at Gateway Administrative Offices.
3. By mailing a check to: PWR, c/o Nazli Monahan, 4033 Terra Granada Dr. #7C, Walnut Creek, CA 94595.

If you have any questions or comments about PWR's finances, please feel free to contact me at Monahan.nazli@gmail.com. □



Publication of *The Grotto*

BY RICHARD DEVLIN



Richard Devlin

I will be publishing *The Grotto: A Novel of Heresy, Holy War, and Love* this month. *The Grotto* is the second volume of my *Abraxas Chronicles* and the sequel to my award-winning historical novel, *The Cult: A Novel of Two Norman Kingdoms*. The story of *The Grotto* is self-contained and can be read separately or in conjunction with *The Cult*.

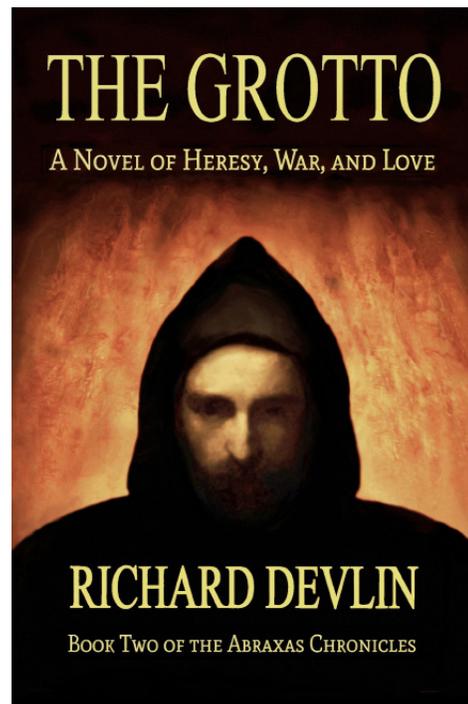
Set in the late twelfth century at the time of the Third Crusade, the page-turning story begins with the murder of a young guard in Normandy, then follows the fates of Elise, Edmond, and Martin, three former pupils of a wise and gentle English scholar.

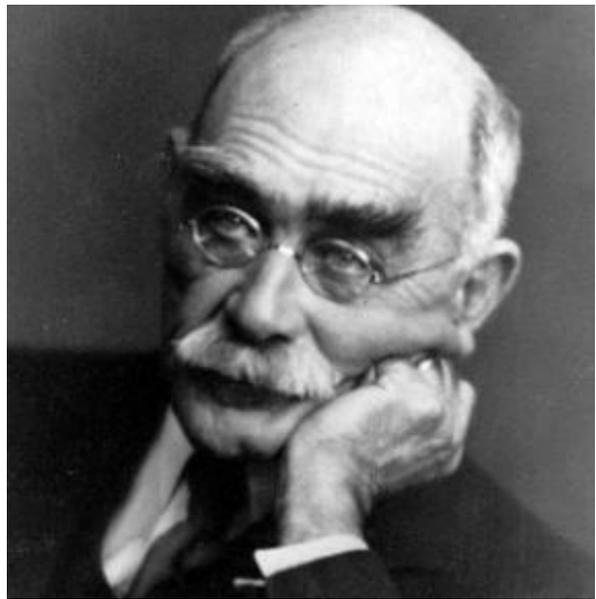
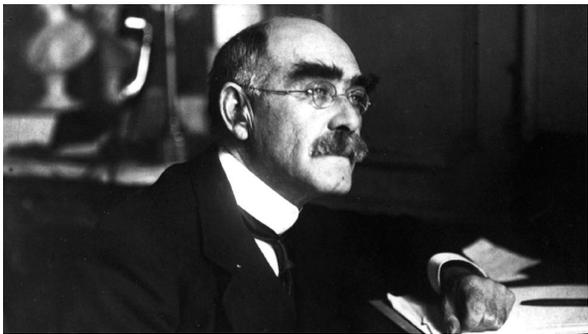
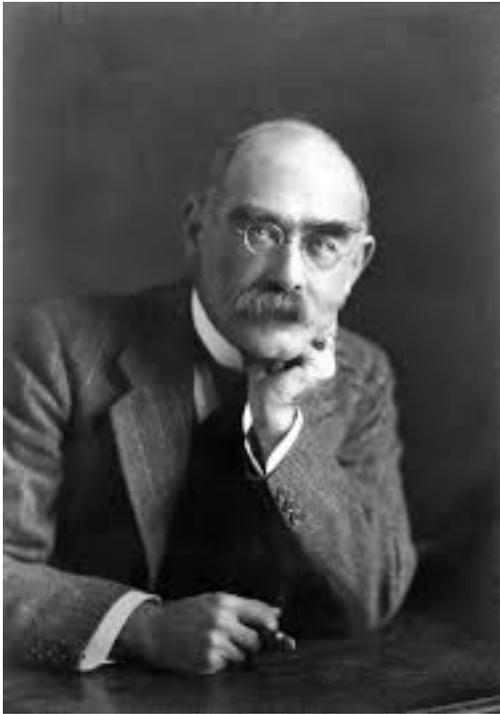
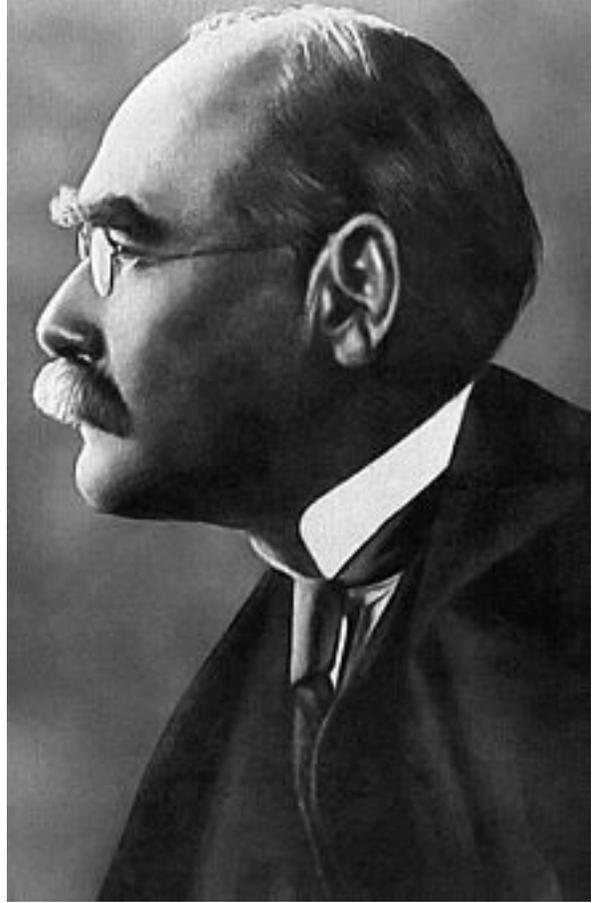
Despite having married others, Edmond and Elise remain deeply in love while he risks his life fighting with King Richard's forces in the Holy Land.

Martin, a scholar in Norman Sicily, learns that the monstrous Abraxas cult has reappeared there, and begins a dangerous pursuit, following the cult's chilling path from Normandy to Sicily, Cyprus, and Malta. Caught up in the fates imposed on them, the protagonists of *The Grotto* struggle to survive a time of brutal conflict in God's name.

Belatedly, I would also like to thank the many PWR members who responded with their preference between two covers for *The Grotto* that were featured in the March issue of the *PWR Newsletter*. The cover I used (shown here with its new slightly altered title) is the one members chose by a ratio of 2 to 1.

The Grotto will be available on amazon.com in paperback for \$12.95 and on Kindle for \$2.99. □





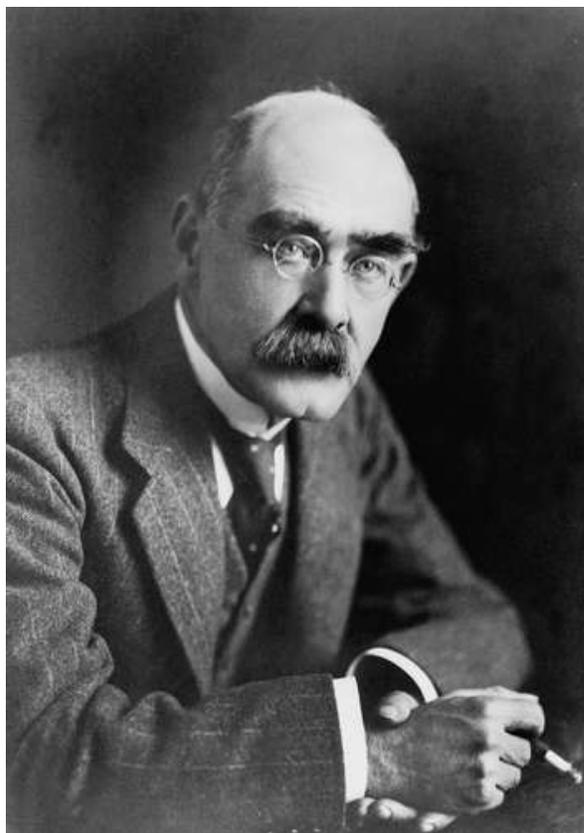
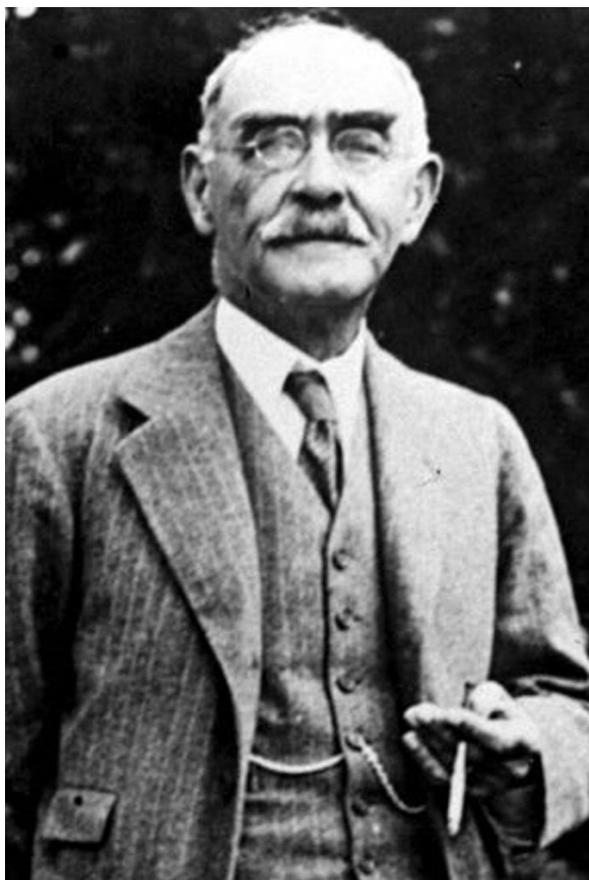
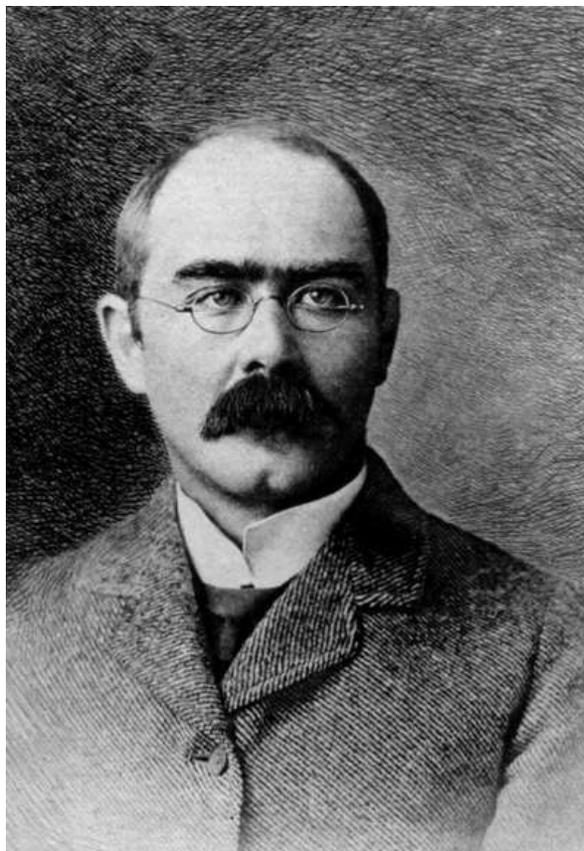
Grab Bag

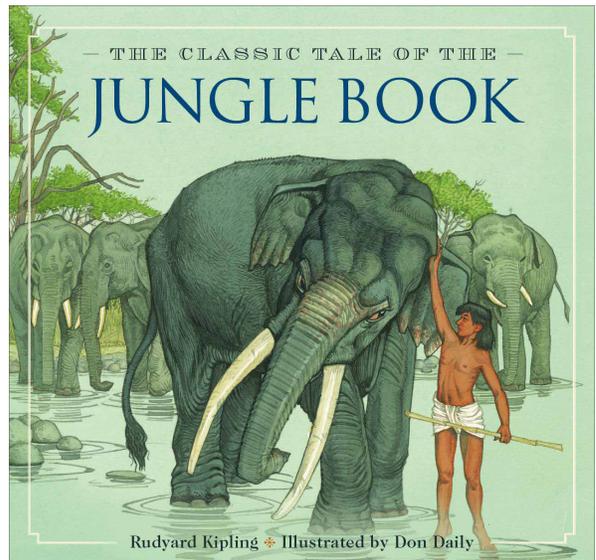
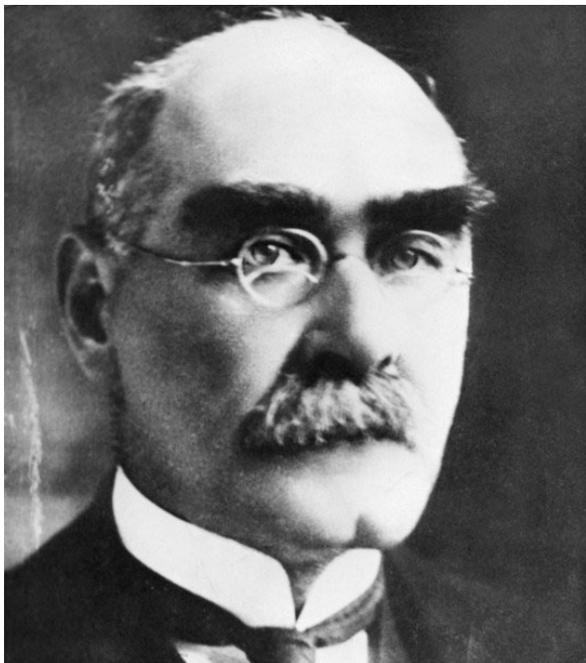
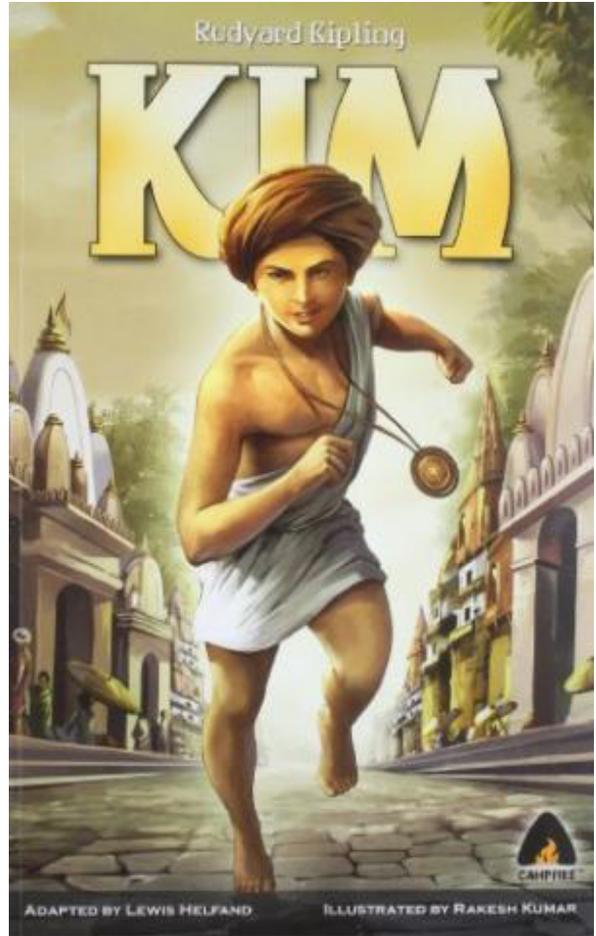
Postscript to R. Crumb

As R. Crumb used to say, “Keep on truckin’,” we in PWR say, “Keep on writin’.” —**Stan Stevens**

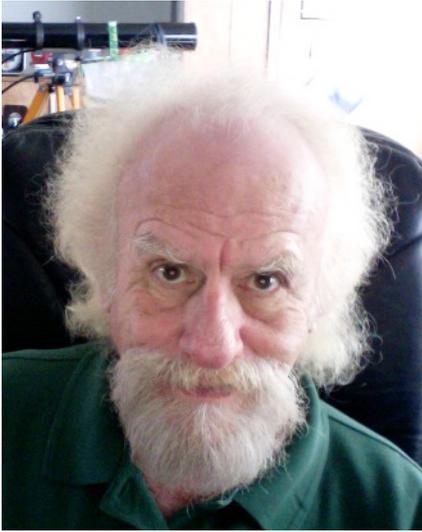
Postmortem to Everyone

How many of the books being self-published today will be “discovered” later? And how will the acclaim be expressed after the author is dead? Leaving a book behind is a fine legacy unto itself. —**Dick McLean** □





From the Editor



Paul Weisser

Rudyard Kipling, Self-Publisher

Joseph Rudyard Kipling was born on December 30, 1865, in Bombay (now Mumbai), India, to Alice Kipling (née MacDonald) and John Lockwood Kipling. Alice was a vivacious woman about whom a friend once remarked, “Dullness and Mrs. Kipling cannot exist in the same room.” Lockwood Kipling, a sculptor and pottery designer, was the Principal and Professor of Architectural Sculpture at the newly founded Sir Jamsetjee Jeejeebhoy School of Art in Bombay.

Lockwood and Alice met in 1863 and courted at Rudyard Lake in Rudyard, Staffordshire, England. When they married and moved to India in 1865, they were so moved by the beauty of the Rudyard Lake area that they named their first child after it.

Rudyard’s parents considered themselves Anglo-Indians (a term used

in the nineteenth century for people of British origin living in India), and so too did their son, although he spent the bulk of his life elsewhere, including the United States.



Rudyard’s most famous relative was his first cousin, Stanley Baldwin, who was Conservative Prime Minister of the United Kingdom three times in the 1920s and 1930s.

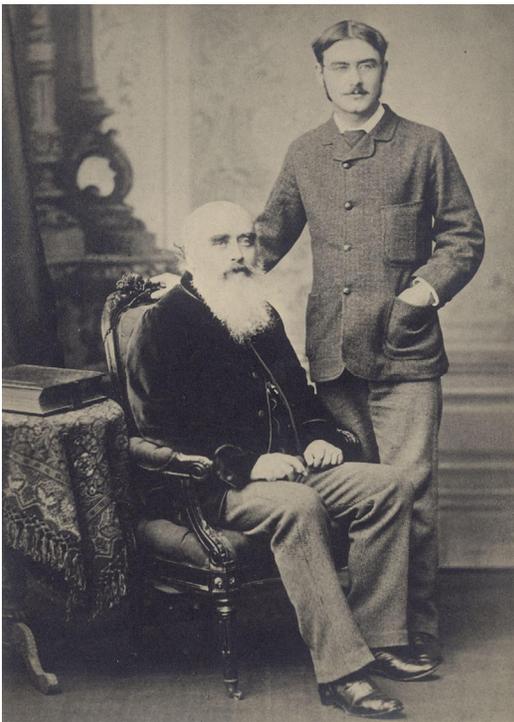
In 1878, at the age of 13, Rudyard was admitted to the United Services College, a boarding school in Devon, England, where he endured harsh discipline as well as bullying. Later, however, he developed close friendships with other boys, sharing practical jokes and pranks.



With His Sisters

(continued on page 17)

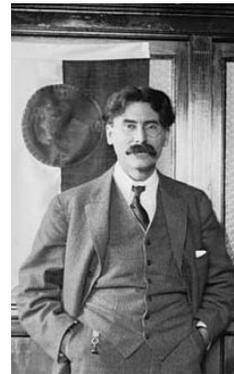
He also developed a good relationship with the headmaster, who encouraged him to write and made him the editor of the school magazine. In 1881, when Rudyard was 16, the poems he wrote for the magazine were published by his father as *Schoolboy Lyrics*. Since Rudyard was a minor at the time, we can consider this a form of self-publishing.



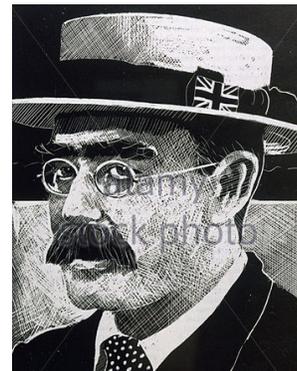
With His Father

From age 18 to 24 (1883–1889), Rudyard worked in India for local newspapers, including the *Civil and Military Gazette* (Lahore), which he later called his “mistress and most true love,” probably because, when Rudyard was 21, the editor invited him to contribute short stories to the newspaper, in addition to his journalism.

In March 1889, at the age of 24, Rudyard left India, traveling to San Francisco via Rangoon, Singapore, Hong Kong, and Japan. He was very favorably impressed by Japan, writing that the Japanese people were “gracious folk and fair manners.” Later, he wrote that he “had lost his heart” to a geisha whom he called O-Toyo,



After visiting San Francisco, Rudyard journeyed north to Portland, Oregon, stopped in Seattle, went up into Canada, and then back into the U.S. to Yellowstone National Park. After stops in Salt Lake City, Omaha, Chicago, and Niagara Falls, he paid a visit, in Elmira, New York, to another famous self-published author we have honored in these pages, Mark Twain.

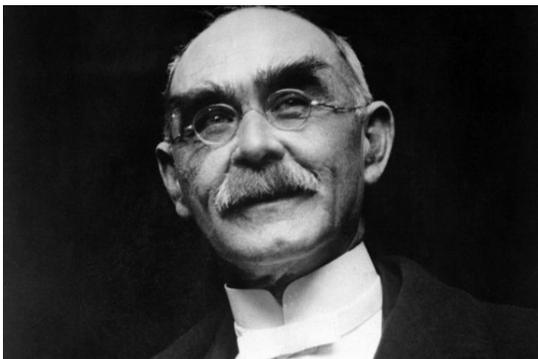


(continued on page 18)

Kipling arrived unannounced at Twain's home, and later wrote that as he rang the doorbell, "It occurred to me for the first time that Mark Twain might possibly have other engagements other than the entertainment of escaped lunatics from India, be they ever so full of admiration."

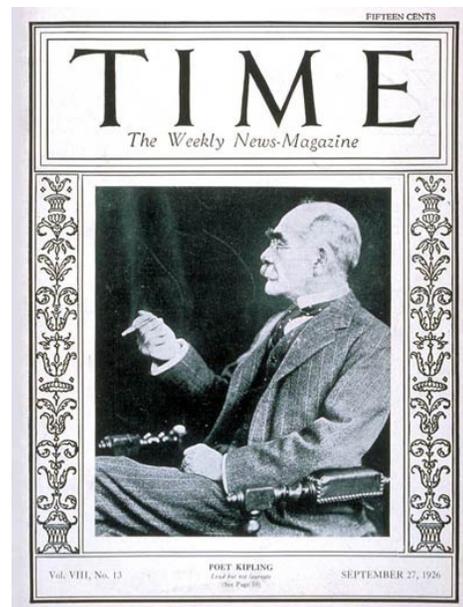


As it was, Twain was glad to welcome Kipling and had a two-hour conversation with him on trends in Anglo-American literature and about what Twain was going to write in a sequel to *Tom Sawyer*. Twain assured Kipling that a sequel was definitely coming, but he had not yet decided on the ending: either Sawyer would be elected to Congress, or he would be hanged!



Twain also passed along the literary advice that an author should "Get your facts first, and then you can distort 'em as much as you please."

Twain, who rather liked Kipling, later wrote about their meeting: "Between us, we cover all knowledge; he covers all that can be known, and I cover the rest."



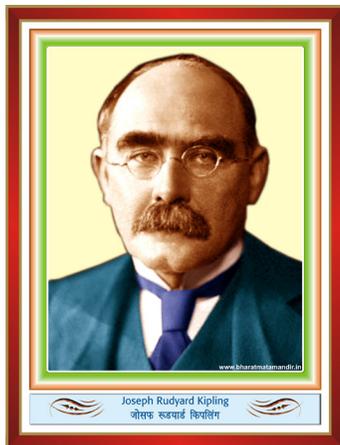
After this, Kipling went on to Boston, New York, and Washington, and finally crossed the Atlantic, reaching Liverpool in October 1889. He soon made his *début* in the London literary

(continued on page 19)

world, to great acclaim.

Kipling went on to become one of the most popular writers in the United Kingdom, in both prose and verse, in the late nineteenth and early twentieth centuries. Henry James said of him, “Kipling strikes me personally as the most complete man of genius, as distinct from fine intelligence, that I have ever known.”

In 1907, at the age of 42, Kipling was awarded the Nobel Prize in Literature, making him the first English-language writer to receive the prize and its youngest recipient to this day.



He was also sounded out for the British Poet Laureateship and on several occasions for a knighthood, both of which he declined.

Many older editions of Rudyard Kipling’s books have a swastika printed on their covers associated with a picture of an elephant carrying a lotus flower, reflecting the influence of Indian culture.

Kipling’s use of the swastika was based on the Indian sun symbol

conferring good luck and the Sanskrit word meaning “fortunate” or “well-being.” He used the swastika symbol in both right- and left-facing orientations, and it was in general use by others at the time. Once the Nazis came to power and usurped the swastika, Kipling ordered that it should no longer adorn his books.

Kipling’s reputation has changed according to the political and social climate of the age, and the resulting contrasting views of him have continued into the twenty-first century.

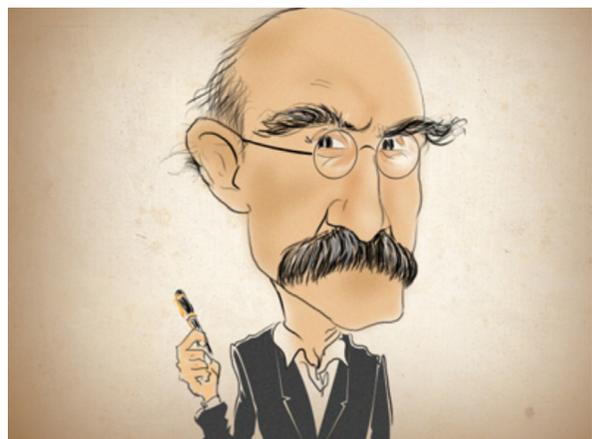
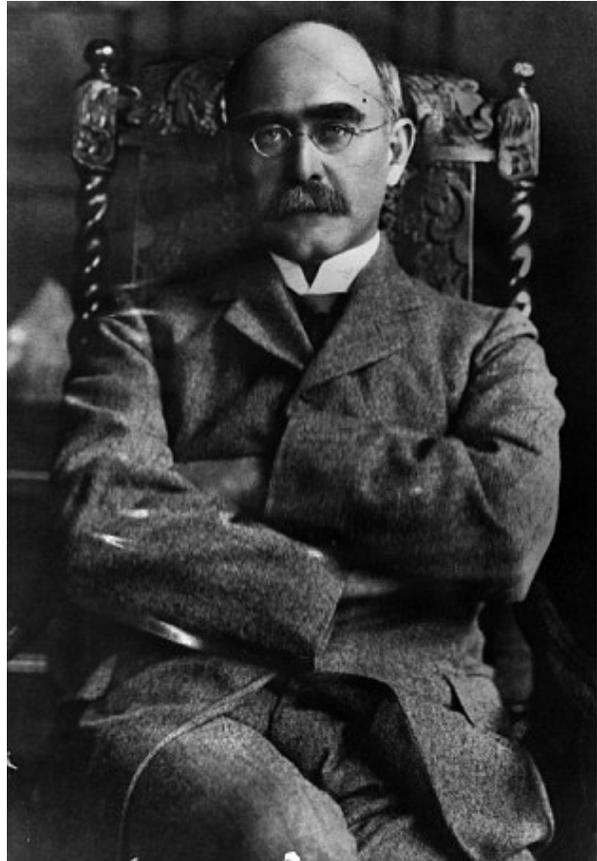


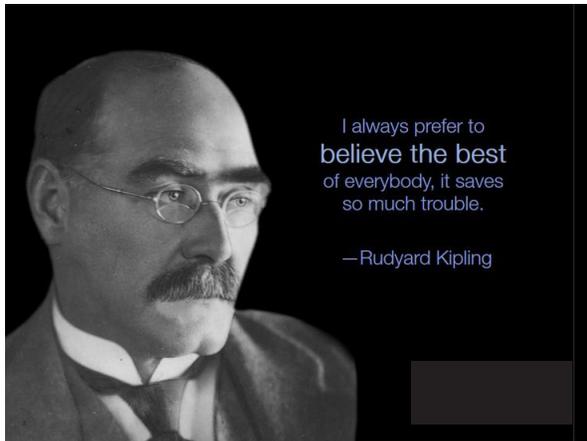
George Orwell called him a “prophet of British imperialism.” Nevertheless, noting that although as a “jingo imperialist” Kipling was “morally insensitive and aesthetically disgusting,” Orwell concluded that Kipling’s work had many qualities which ensured that while “every enlightened person has despised him..., nine-tenths of those enlightened persons are forgotten, and Kipling is in some sense still there.”

(continued on page 20)



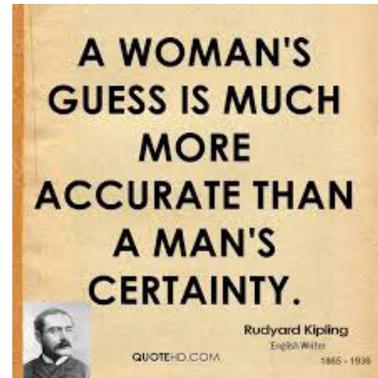
Literary critic Douglas Kerr wrote that Kipling “is still an author who can inspire passionate disagreement, and his place in literary and cultural history is far from settled. But as the age of the European empires recedes, he is recognized as an incomparable, if controversial, interpreter of how empire was experienced. That, and an increasing recognition of his extraordinary narrative gifts, make him a force to be reckoned with.” □





I always prefer to believe the best of everybody, it saves so much trouble.

—Rudyard Kipling



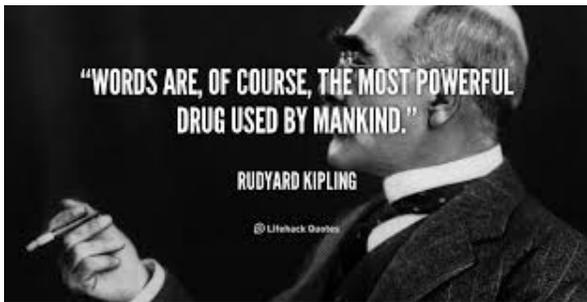
A WOMAN'S GUESS IS MUCH MORE ACCURATE THAN A MAN'S CERTAINTY.

Rudyard Kipling

English Writer

1865 - 1936

QUOTEHD.COM



"WORDS ARE, OF COURSE, THE MOST POWERFUL DRUG USED BY MANKIND."

RUDYARD KIPLING

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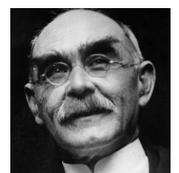
RUDYARD KIPLING
BORN 30TH DEC. 1865
DIED 18TH JAN. 1936



Thought for the Month

"God could not be everywhere, and therefore he made mothers."

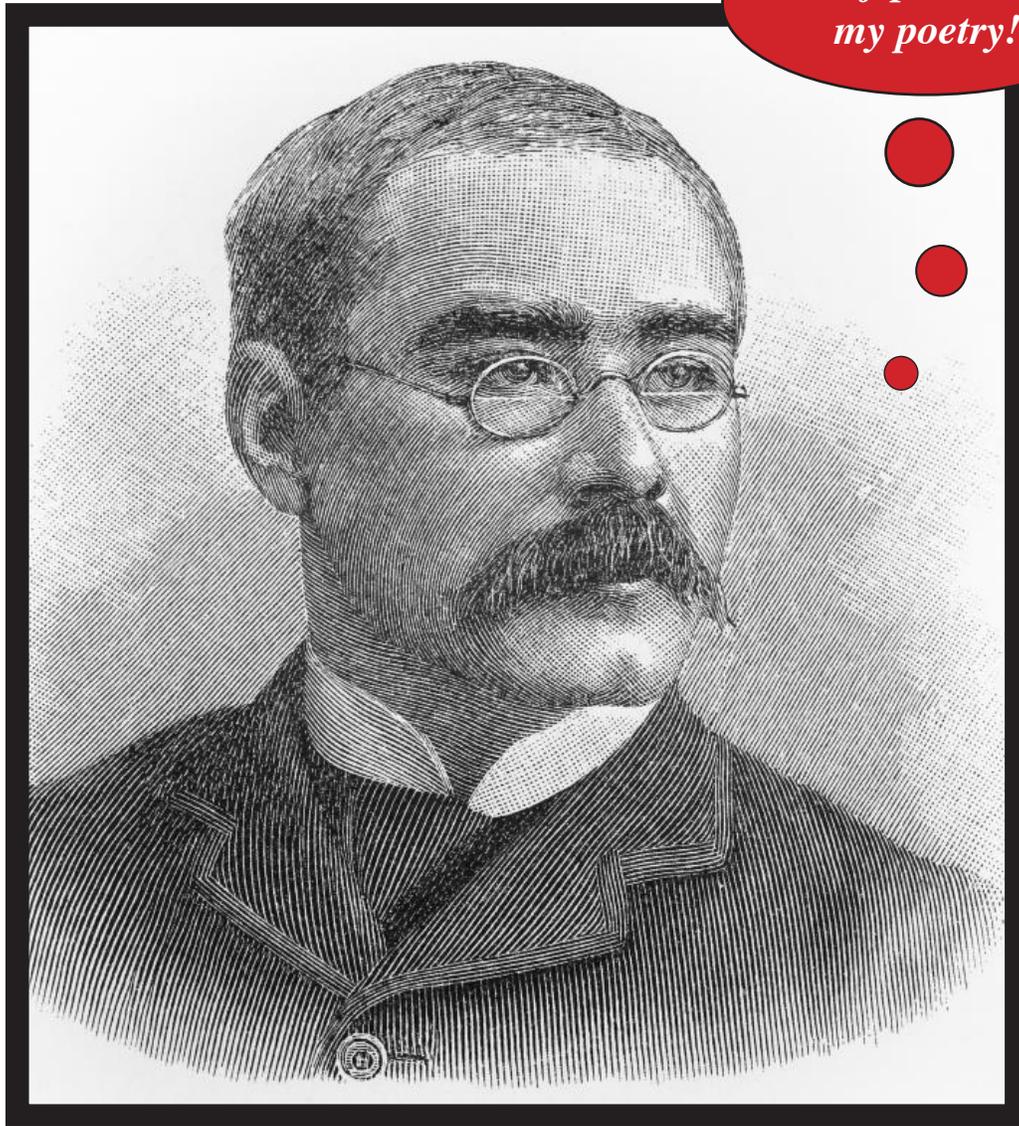
—Rudyard Kipling



PWR Newsletter



*I self-published
my poetry!*



Rudyard Kipling

(December 30, 1865 – January 18, 1936)



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