

# *PWR Newsletter*



*I self-published  
a memoir!*



*Deepak Chopra*

(October 22, 1946 – )



**PUBLISHED WRITERS OF ROSSMOOR**



# PUBLISHED WRITERS OF ROSSMOOR



*A Club to Celebrate and Support Aspiring and Published Authors*



September 1, 2018

Volume VII, Issue 9

## Board Members

*President:* Ron Wren  
*Vice President:* Jim Ware  
*Secretary:* Dorothy Pritchett  
*Treasurer:* Nazli Monahan  
*Programs:* Polly Bernson  
*Publicity:* Peter Li

## Coordinators

*Membership:* Julie Blade  
*Channel 28:* Joanna Kraus  
*Featured Authors:* Peter Li  
*Room Setup:* Bob Tunnell  
*Website Manager:* John Braggio  
*Author Events:* Karl Livengood  
*Social Coordinator:* Pat Teschner  
*Fall Bazaar:* Lee Gale Gruen

*President Emeritus:* Duke Robinson

*Newsletter Editor:* Paul Weisser

## Coming up!

### PWR's Monthly Meeting

### This Saturday, September 1, 2018

### From 9:45 A.M. to 12:00 P.M.

### In the Fairway Room at Creekside Clubhouse

*Come early and enjoy complimentary coffee or tea!*

## ***PWR Will Host Robert Hollis***

BY PETER LI



Peter Li

PWR'S featured speaker on September 1, in the Fairway Room at Creekside from 9:45 A.M. to 12:00 P.M., will be Robert Hollis, a journalist, editor, and photographer whose works have appeared in newspapers and magazines across North America, Europe, and Asia. Bob will speak on the enigmatic topic of "Variations on a Theme of 'Said,' Mabel Malick's Twelve-Year Struggle to Become a Pulp Fiction Writer."

Born in Seattle and raised in Berkeley, Bob Hollis began his career as a reporter at the *San Francisco Examiner* after earning a B.A. in English at San Francisco State University. While he was a staffer of the city's afternoon daily, he covered the Juan Corona mass-murder case, the Patty Hearst kidnapping, and several major earthquakes, among other notable events. He was awarded

a first-place prize for his coverage of California prison gangs in 1976, and two years later won a journalism fellowship in Asian Studies at the University of Hawaii.

Bob subsequently joined the staff of the *Honolulu Advertiser*, where he won awards for stories on art fraud targeting tourists and the eruption of Kilauea volcano on the Big Island. While in Hawaii, he took a leave of absence to earn a master's degree in journalism from Penn State University.

As an active freelance journalist, Bob produced stories and photographs for numerous publications in Japan, Europe, and the mainland United States. Also while in Hawaii, he was the island correspondent for *TIME* magazine.

Returning to the San Francisco Bay Area after a decade in Hawaii, Bob reported for *TIME* from its San Francisco bureau. His last gig was as Managing Editor of the *Calaveras Enterprise* in California's Mother Lode.

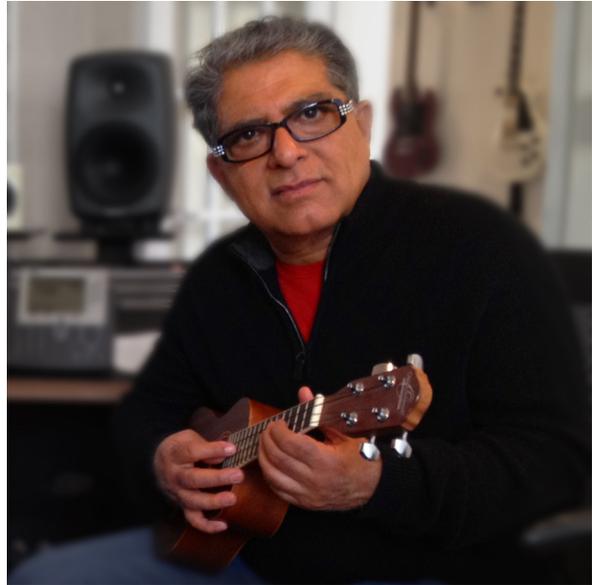


Robert Hollis

After leaving the *Enterprise*, he resumed independent journalism and wrote for the *San Francisco Chronicle* and the *Los Angeles Times* as a Northern California correspondent. Currently he lives in Walnut Creek, but returns regularly to Hawaii. □

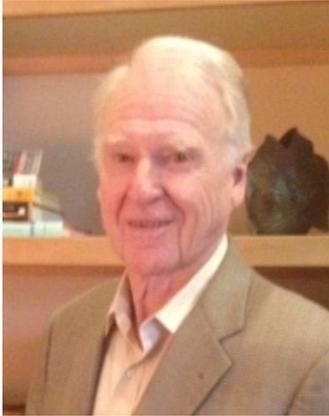


Deepak Chopra



## *The President's Page*

BY RON WREN



Ron Wren

It was a twelve-year struggle for fame and fortune in pulp writing, but, alas, it wasn't to be. "Auntie Bell" Malik spent the better part of the 1930s and 1940s grinding out more than seventy stories—not one of them published, let alone read by anyone but Ms. Malik herself.

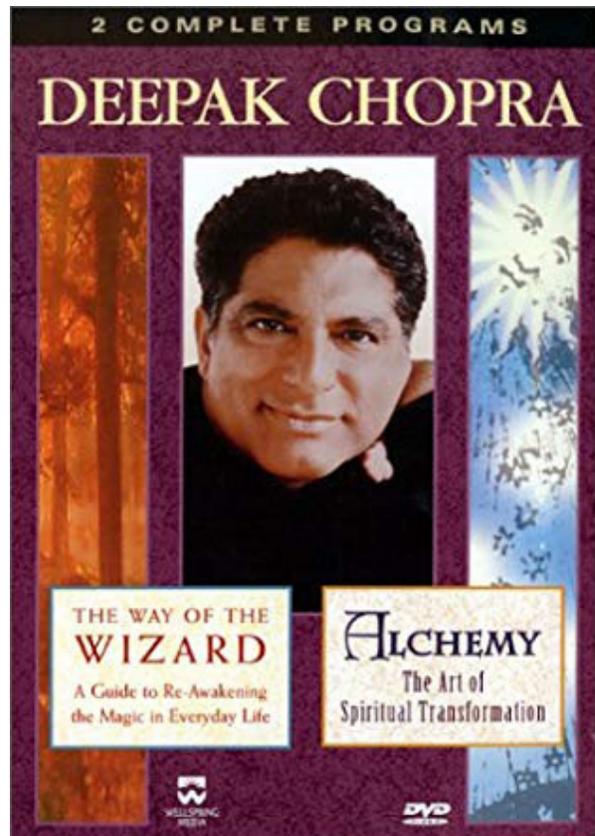
Bob Hollis, our guest speaker on September 1, will tell us how he discovered boxes of his great-aunt's dog-eared manuscripts, with their edges chewed by rodents, neatly stacked in a garage, waiting three-quarters of a century for someone to read and appreciate her work.

Bob, a retired newspaper reporter and author of his aunt's story, "True Grit and a Typewriter," will use examples from her writing and feedback from critics and coaches to discuss her extraordinary motivation.

After the meeting, PWR members are invited to bring brown bag lunches and

retire to the patio adjoining the Fairway Room at Creekside Clubhouse. PWR's board has generously agreed to provide bottled water. □

(PWR is dedicated to supporting aspiring as well as accomplished authors in publishing and promoting their books. All residents of Rossmoor are welcome to attend its programs. For more information on the club, visit its website at [www.Rossmoor-writers.com](http://www.Rossmoor-writers.com) or contact Ron at [ronwren@aol.com](mailto:ronwren@aol.com))



## *Crafting a Sense of Place*

BY SHOSHANA KOBRIN



Shoshana Kobrin

Besides plot and character, the most important feature of fiction writing is a sound and believable sense of place. Just take a look at Steinbeck's Salinas Valley, Hemingway's Paris, or Dickens's London.

In my fictional autobiographical novel, my figure sculpture course had to be included, but for several reasons I could not use the real-life setting: the Richmond Art Center. Somewhere else in the Bay Area? Alameda would do nicely, since it's the same distance from Walnut Creek as Richmond.

Then a name. Google, ever resourceful, directed me to *www.namegenerator.com* (The Perfect Name for Every Occasion.) On playing (yes, playing!) with that website for half an hour, I came up with Eugennia Hendra. No, too feminine and frilly. Eugene Hendra flows in a far more satisfactory manner.

Wanting a fancier building than the Richmond Art Center, I remembered

the magnificent rows of Victorian houses lining Fell and Oak streets in San Francisco. In another feast of surfing the web, I was informed that the architectural term *Victorian* is a misnomer, referring to an era, not a style. But what a superb mix of styles! I indulged myself with another hour to explore information about those houses.

Of course, I had to try my amateur architect's hand at making such a house fit for an art center. So now, my fellow writers, I present to you the Eugene Hendra Art Center in all its glory:

I frowned at the building before me and pulled out a piece of paper from my pocket. Yes, this was the right address: 1432 Stoneleigh Place. But the Eugene Hendra Art Center looked more like an imposing relic from the Victorian era than a place where artists created their masterpieces. Gables, turrets, and medieval-style towers clung to a steeply pitched, eccentric roof. The building was three stories tall. I wondered how I could possibly carry my sculptures up and down the stairs. No part of the façade was left untouched; ornamental trims, rosettes, and leafy bowers decorated every surface. The top of each window sported a stained glass insert. I climbed up the entrance stairs, clinging to railings that flowed into a circle enclosing double doors embellished with ornate carvings.

The secretary of the Center showed me around. Inside, except for cozy bay windows with padded seats, the house was as utilitarian as a high school. Several small rooms had walls removed to make way for spacious studios. To my relief, an elevator had been installed. A section of the basement was a wet room to keep sculptures in process damp. Easels and huge blocks of clay were stored here as well. The long and narrow back yard housed a sculpture garden, kilns for firing clay, and a flat-roofed building exhibiting students' works.

An impressive place altogether, the Eugene Hendra Art Center. Here, I was convinced, my creativity could run wild!

So, research, as you can see, plus a dose of imagination, results in a sense of place. And internet fun! □



# BRAVO, BENNY

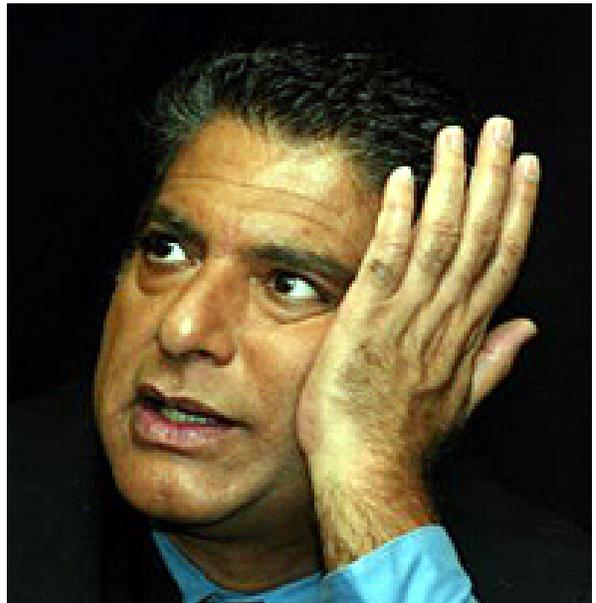
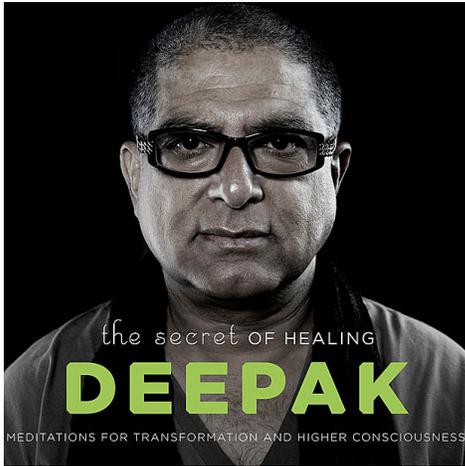
Written by  
Joanna H. Kraus

Illustrated by  
Mariana Dragomirova



YOU  
are invited to  
Joanna Kraus's book launch and signing  
of  
***Bravo, Benny***  
Saturday, September 8, 2018, 4:00–5:00 P.M.  
Vista Room, Hillside Clubhouse, Rossmoor  
Walnut Creek, CA  
There will be a brief presentation and refreshments.

RSVP by September 4 to either [tjkraushouse@hotmail.com](mailto:tjkraushouse@hotmail.com) or (925) 939-4658.



## Halloween Alert

BY JON FOYT



Jon Foyt

“The Goblins’ll Getcha If You Don’t Watch Out!” It’ll be Halloween on the 31st of October. That was James Whitcomb Riley’s advice from years ago.

However, I’m a writer from Indiana, where Riley wrote, and I believe that even if you *do* watch out, the Goblins’ll Getcha anyway.

And that’s why I’m not going trick or treating this year in Rossmoor.

Instead, I’m holding a book launch for my most recent and most controversial novel, *Homeward Bound—But What If There Is No Home?* at the Dollar Clubhouse on Wednesday, October 31, at 5:00 P.M.

That will still allow you time afterward to go trick or treating.

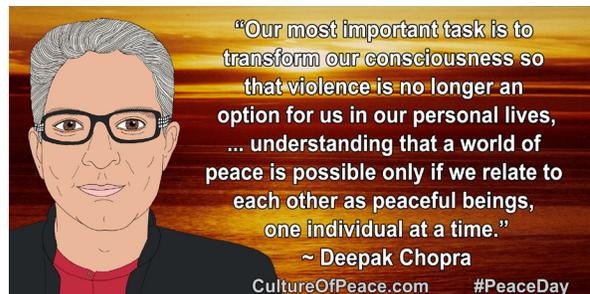
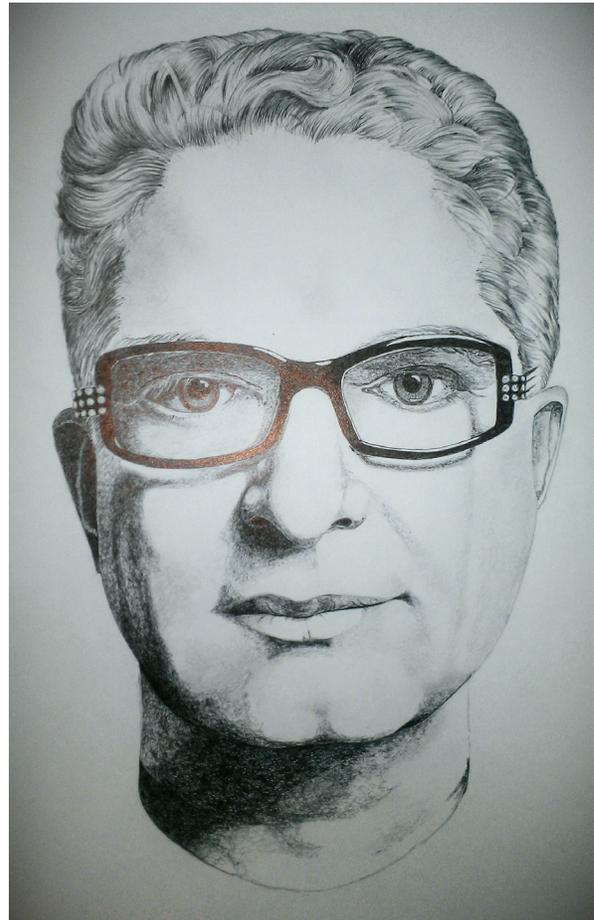
The thing about this event, though, is that I will tell how, during the twenty-five years that I’ve written fifteen novels, all of them were inspired by

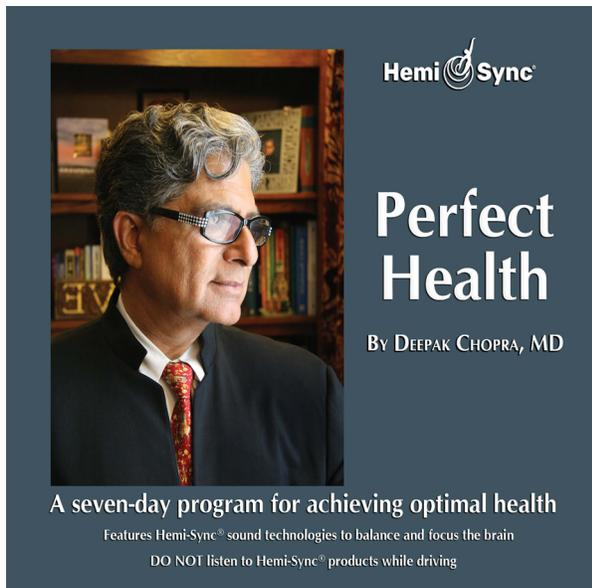
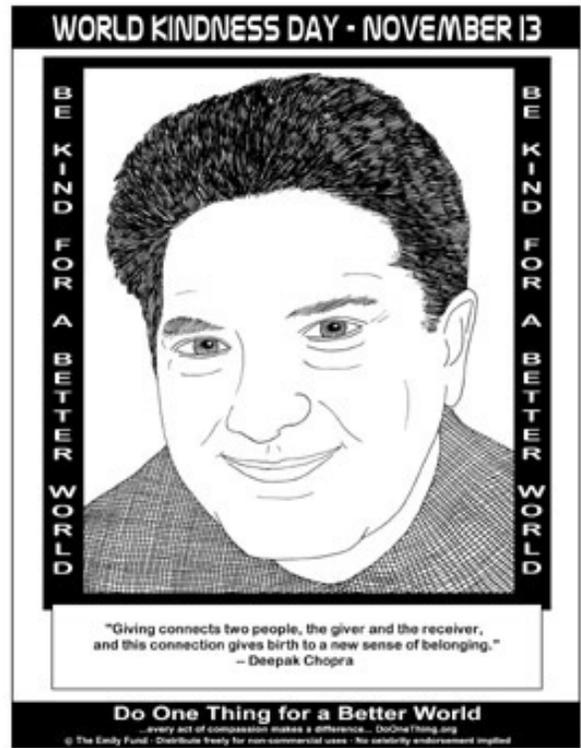
one page from one book that I found in the stacks at the University of Georgia Library thirty years ago.

When I read that page at the launch, see if you don’t get inspired, too.

By the way, if you’re Irish, *Homeward Bound* may be your book of the year.

See you there. □





## Resources for Writers

BY MARGARET ATWOOD



Margaret Atwood

I often receive messages from writers looking for advice: on publishing, on agents, and on writing and how to write. Here are some random “vicebits”:

There are many, many resources available for writers, both online, as blogs and websites, and in bookstores. Check out the Web first.

In the United States, the Authors’ Guild and the Associated Writing Programs (AWP) have a lot of information. The Writers’ Union of Canada ([www.writersunion.ca](http://www.writersunion.ca)) is a good source.

There are many organizations devoted to specific kinds of writing: thrillers, crime, romance, horror, science fiction, young adult, etc. If it’s a category in a bookstore, there’s probably an association for it!

There are many writing and publishing courses offered at universities and

colleges. There are also some online courses. An individual one is [www.storyisastateofmind.com/](http://www.storyisastateofmind.com/). Walks you through, encourages you, practically feeds you muffins, and more.

There are a lot of book festivals and writers’ festivals..., often a good way to see other writers in action, and to make connections.

If submitting to an agent, magazine, or publisher, have a digital file.... But first, do some research. Who are their present-day authors/clients? Are they remotely like you? If not, maybe try someone else?

Be aware of smaller publishers, should the bigger ones not see the glory of your ways. They may want and need you. Go with the one who loves you, not the one with the biggest gold buttons.

Some writers self-publish successfully. Many don’t. Take advice. You will find a lot of good practical tips (and swear words) on [www.terribleminds.com/](http://www.terribleminds.com/).

My own book on writing is not an advice book as such, but it does talk about writers, readers, books, money, and the relationships among them: *Negotiating with the Dead*.

If invited to read at a festival, try not to get drunk, hit people, throw up onstage, smite the sound technician, etc. Such incidents make colorful gossip, and it’s a small world.

Your best friend at a reading is a good sound system. Check it before starting. Your next best friend is your big-numbers watch. Don’t hog time. People

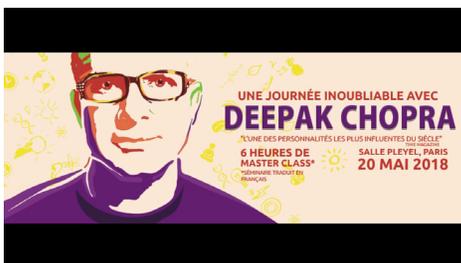
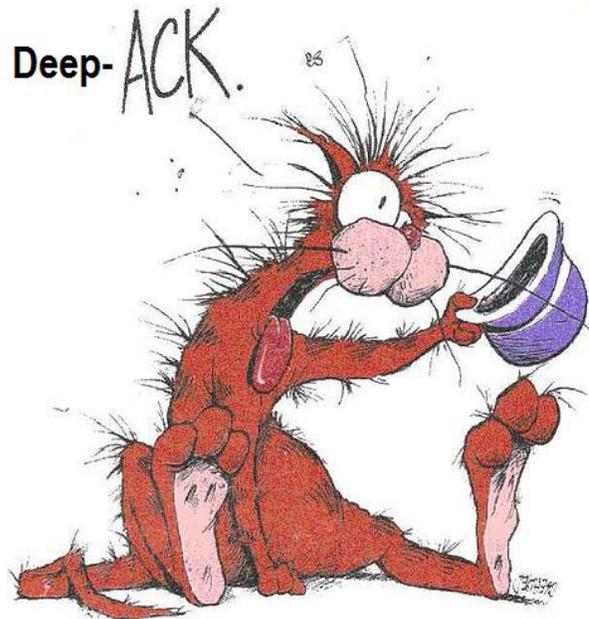
need to eat, drink, and pee sometimes. (Not only you. Audience members.)

If working with a publicist, remember: they are not your slaves, bellhops, or playgirls. They are there to help you with your professional career. Do not chase them around hotel rooms, as was done a lot in the '60s. Smiling is work, and they put in a lot of that work during the day. Respect their tired smile muscles. Be clear in your communications with them. You both have the same goal.

Yes, your paranoias are all justified, and more—there IS an animated fuzball coming to life in your closet—but try to keep them to yourself. Other folks have some of their own. Colliding paranoias cause thunderstorms. It's the I-ams rubbing together that create the electrical charges. I learned that in Physics.

It's tough out there in Bookworld. Tread carefully. Don't speak so softly that you can't be heard, nor so loudly that you're deafening. Carry a medium-sized shtick.

And avoid wearing mini-skirts up on stage unless you have very good legs. Zip your lower front apertures. What happens in Vegas no longer stays in Vegas. People have cameras. □



# ***PWR Writing & Publication Resources***

**By RON WREN**



Ron Wren



*The following PWR members are available for consultation on various aspects of writing and publication:*

## ***Art & Design***

Polly Bernson: [drpplot@pacbell.net](mailto:drpplot@pacbell.net)

## ***Children's Books***

Joanna Kraus: [tjkraushouse@hotmail.com](mailto:tjkraushouse@hotmail.com)

Paul Weisser: [editinggg@gmail.com](mailto:editinggg@gmail.com)

## ***Desktop Publishing***

Polly Bernson: [drpplot@pacbell.net](mailto:drpplot@pacbell.net)

Paul Weisser: [editinggg@gmail.com](mailto:editinggg@gmail.com)

## ***Editing & Proofreading***

Julie Blade: [julieblade@gmail.com](mailto:julieblade@gmail.com)

Ellen Sarbone: [editor@etraveller.com](mailto:editor@etraveller.com)

Paul Weisser: [editinggg@gmail.com](mailto:editinggg@gmail.com)

## ***Fiction***

Paul Weisser: [editinggg@gmail.com](mailto:editinggg@gmail.com)

Ben Zikria: [baz2@columbia.edu](mailto:baz2@columbia.edu)

## ***Ghostwriting***

Julie Blade: [julieblade@gmail.com](mailto:julieblade@gmail.com)

Ellen Sarbone: [editor@etraveller.com](mailto:editor@etraveller.com)

Paul Weisser: [editinggg@gmail.com](mailto:editinggg@gmail.com)

## ***Grant Writing***

Paul Weisser: [editinggg@gmail.com](mailto:editinggg@gmail.com)

## ***Memoir Assistance***

Julie Blade: [julieblade@gmail.com](mailto:julieblade@gmail.com)

Paul Weisser: [editinggg@gmail.com](mailto:editinggg@gmail.com)

## ***Nonfiction***

Ellen Sarbone: [editor@etraveller.com](mailto:editor@etraveller.com)

Paul Weisser: [editinggg@gmail.com](mailto:editinggg@gmail.com)

Ron Wren: [ronwren@aol.com](mailto:ronwren@aol.com)

Ben Zikria: [baz2@columbia.edu](mailto:baz2@columbia.edu)

## ***Playwriting***

Joanna Kraus: [tjkraushouse@hotmail.com](mailto:tjkraushouse@hotmail.com)

Paul Weisser: [editinggg@gmail.com](mailto:editinggg@gmail.com)

## ***Poetry***

Paul Weisser: [editinggg@gmail.com](mailto:editinggg@gmail.com)

Ben Zikria: [baz2@columbia.edu](mailto:baz2@columbia.edu)

## ***Promotion & Publicity***

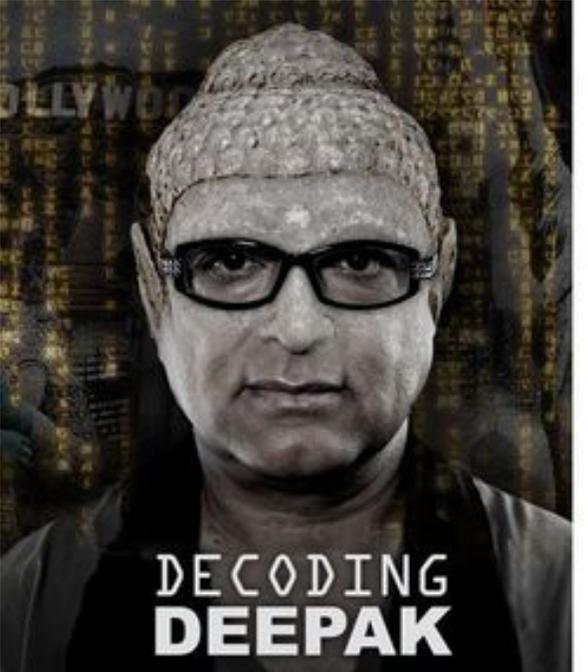
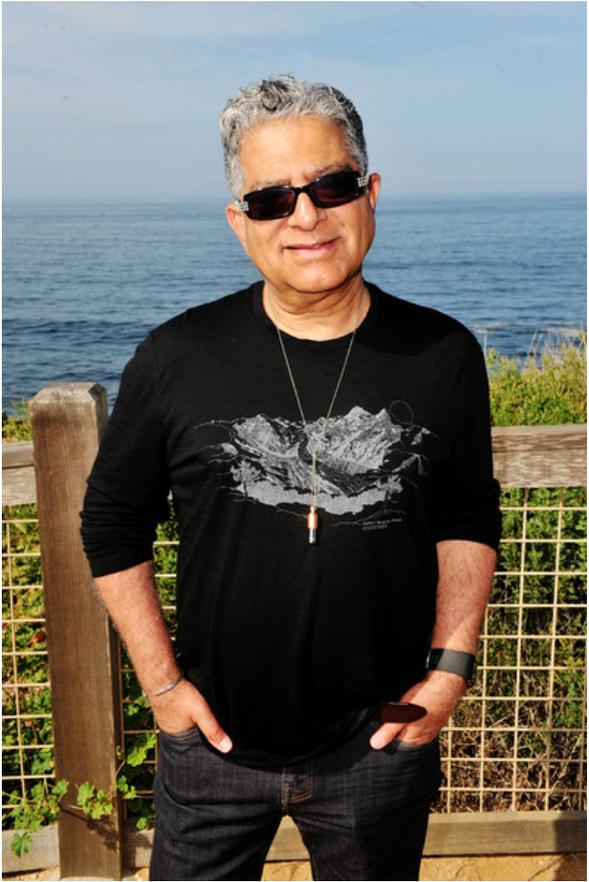
Ron Wren: [ronwren@aol.com](mailto:ronwren@aol.com)

## ***Screenwriting***

Paul Weisser: [editinggg@gmail.com](mailto:editinggg@gmail.com)

## ***Speeches & Dramatic Coaching***

Paul Weisser: [editinggg@gmail.com](mailto:editinggg@gmail.com)



## *From the Editor*



Paul Weisser

### *Deepak Chopra, Self-Publisher*

Deepak Chopra was born in New Delhi, India, on October 22, 1946, to Krishan Lal Chopra and Pushpa Chopra. His father was a prominent cardiologist, head of the department of medicine and cardiology at New Delhi's Moolchand Khairati Ram Hospital for over twenty-five years; he was also a lieutenant in the British army, serving as an army doctor at the front in Burma and acting as a medical adviser to Lord Mountbatten, viceroy of India.



Chopra's brother, Sanjiv Chopra, who is three years younger, is a professor of medicine at Harvard Medical School and a Senior Consultant in Hepatology at Beth Israel Deaconess Medical Center, in Boston.

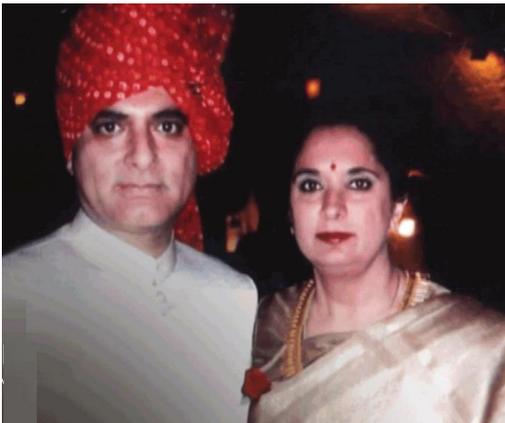
Deepak completed his primary education at St. Columba's School in New Delhi and graduated from the All India Institute of Medical Sciences in 1969 at the age of 23. He spent his first months as a doctor working in rural India, including six months in a village where the lights went out whenever it rained.



It was during his early career that he was drawn to study endocrinology (the study of hormones and glands), particularly neuroendocrinology, to find a biological basis for the influence of thoughts and emotions.

In 1970, at the age of 24, he married in India and then emigrated with his wife, Rita, to the United States. The couple have two children: a daughter, Mallika; and a son, Gotham. In this country, Deepak completed residencies

in internal medicine and endocrinology. He then taught at the medical schools of Tufts University, Boston University, and Harvard University, before becoming the chief of staff at the New England Memorial Hospital (NEMH), in Stoneham, Massachusetts, nine miles north of downtown Boston, in 1980.



With Rita

In 1981, at a time, by his own account, when he was “drinking black coffee by the hour and smoking at least a pack of cigarettes a day,” he visited New Delhi and became interested in Ayurvedic Medicine, also known as Ayurveda, an ancient medical system that originated in India. According to Ayurveda, illness is caused by an imbalance in the patient’s *doshas* or humors, and is treated with diet, exercise, meditative practices, and ayurvedic medications.

Unfortunately, recent studies have shown that 64% of Ayurvedic remedies sold in India are contaminated with significant amounts of heavy metals like arsenic, cadmium, and mercury,

and a 2015 study of users in the United States found elevated levels of lead in the blood of 40 percent of those tested.



With Mallika and Gotham

Nevertheless, soon after his visit to India, Chopra took up Transcendental Meditation, which helped him to stop drinking coffee and smoking cigarettes. Then, in 1985, at the age of 39, he met Maharishi Mahesh Yogi and became involved with the Transcendental Meditation movement. Shortly after that, he resigned his position at NEMH in order to establish the Maharishi Ayurveda Health Center, in Lancaster, Massachusetts, approximately 50 miles west of Boston.





In 1989, Chopra's *Quantum Healing: Exploring the Frontiers of Mind/Body Medicine* was published, followed in 1990 by *Perfect Health: The Complete Mind/Body Guide*. In the earlier book, he defined "quantum healing" as the "ability of one mode of consciousness (the mind) to spontaneously correct the mistakes in another mode of consciousness (the body)."

Chopra has said that one of the reasons he left NEMH was his disenchantment at having to prescribe too many drugs. "When all you do is prescribe medication," he said, "you start to feel like a legalized drug pusher. That doesn't mean that all prescriptions are useless, but it is true that 80 percent of all drugs prescribed today are of optional or marginal benefit."

The Maharishi Ayurveda Health Center, where Chopra was the medical director, charged between \$2,850 and \$3,950 a week for Ayurvedic cleansing rituals such as massages, enemas, and oil baths. TM lessons cost an additional \$1,000. Celebrity patients included Elizabeth Taylor.



In 1993, when he was 47, Chopra gained a wide following after being interviewed on *The Oprah Winfrey Show*. Within twenty-four hours, he had sold 137,000 copies of his most recent book, *Ageless Body, Timeless Mind: The Alternative to Growing Old*, and 400,000 by the end of the week.

Chopra then left the Transcendental Meditation movement to become the executive director of Sharp HealthCare's Center for Mind-Body Medicine, in Del Mar, California. The center charged \$4,000 a week for the



care of its clients, among whom were Michael Jackson and members of his family.

In 1996, Chopra left Sharp to set up the Chopra Center for Wellbeing with neurologist David Simon in Carlsbad, California. In addition to standard medical treatment, the center offers personalized advice about nutrition, sleep-wake cycles, and stress management, based on mainstream medicine and Ayurveda.



Chopra's business grosses approximately \$20 million annually, and Chopra himself was estimated in 2014 to be worth over \$80 million. His business is built on the sale of various alternative medicine products that include herbal supplements, massage oils, books, videos, and courses. A year's worth of products for "anti-ageing" can cost up to \$10,000.



Medical anthropologist Hans Baer has said that Chopra is an example of a successful entrepreneur, but that he focuses too much on serving the upper class through an alternative to medical hegemony, rather than a truly holistic approach to health.

In 2004, Chopra received his California medical license, and as of 2014 is affiliated with Scripps Memorial Hospital in La Jolla, California.



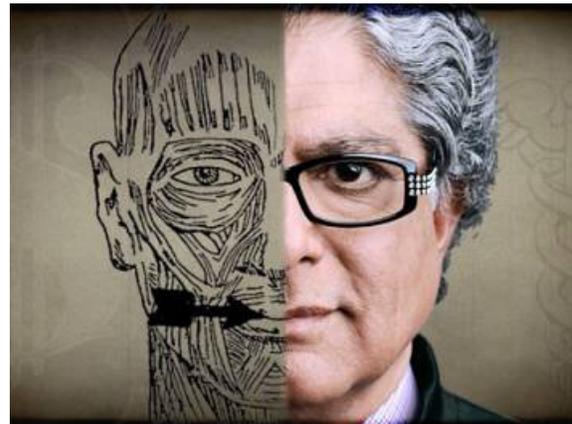


Chopra believes that a person may attain “perfect health,” a condition “that is free from disease, that never feels pain,” and “that cannot age or die.” Seeing the human body as undergirded by a “quantum mechanical body” composed not of matter but of energy and information, he believes that “human aging is fluid and changeable; it can speed up, slow down, stop for a time, and even reverse itself,” as determined by one’s state of mind. Cynical mistrust is especially toxic in Chopra’s view, who has stated that he expects “to live way beyond 100.”



Chopra’s books and speaking fees (for which he charges between \$25,000 and \$30,000) have not only made him a millionaire, but the most famous practitioner of New Age Medicine. *TIME* magazine has called him “the poet-prophet of alternative medicine.”

Chopra’s popularity has been explained in numerous ways. One critic has noted that human beings need “magic” in their lives, and Chopra provides that in abundance. But perhaps the simplest explanation was offered by the critic who noted that Chopra’s message centers on “love, health, and happiness,” and this had made him rich because of their popular appeal.



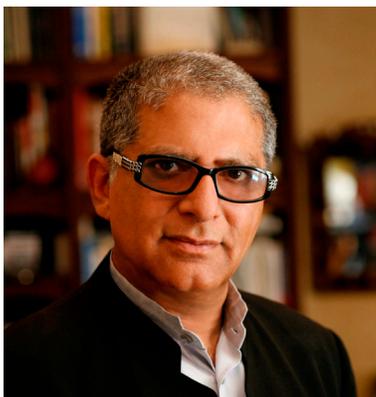
On the other hand, Chopra has been criticized by medical and scientific professionals as a “pseudoscientist,” a “quack,” a “crank,” a “sophist,” a “fountain of meaningless jargon,” a proponent of “irrational belief systems,” a “purveyor of woo,” and a “scientific-sounding psychobabbler,” whose treatments benefit from the placebo response.



DEEPAK CHOPRA

Without any empirical data to support his claims, they say, he raises false hopes that lure sick people, including cancer patients, away from legitimate medical treatments. Chopra counters that “the placebo effect is real medicine, because it triggers the body’s healing system.”

Chopra has been especially attacked by physicists for using the term *quantum* to refer to medical conditions and the human body. Richard Dawkins, the famous evolutionary biologist and atheist, said that Chopra uses “quantum jargon as plausible-sounding hocus pocus.”



In his own defense, when he was interviewed by Dawkins in 2007, Chopra said that he uses the term *quantum* as a metaphor when discussing healing, and that it has little to do with quantum theory in physics.

In 2015, Chopra partnered with businessman Paul Tudor Jones II to found JUST Capital, a non-profit organization that ranks companies in terms of just business practices in an effort to promote economic justice.



Despite the attacks on him by scientists and other academics, Chopra serves today as an adjunct professor in the marketing division at Columbia University’s Business School, and as an adjunct professor of executive programs at the Kellogg School of Management at Northwestern University. He also participates annually as a lecturer at the Update in Internal Medicine event sponsored by Harvard Medical School and the Beth Israel Deaconess Medical Center. In 2016, he became a voluntary full clinical professor in the Department of Family Medicine and Public Health at UC San Diego.

(continued on page 22)

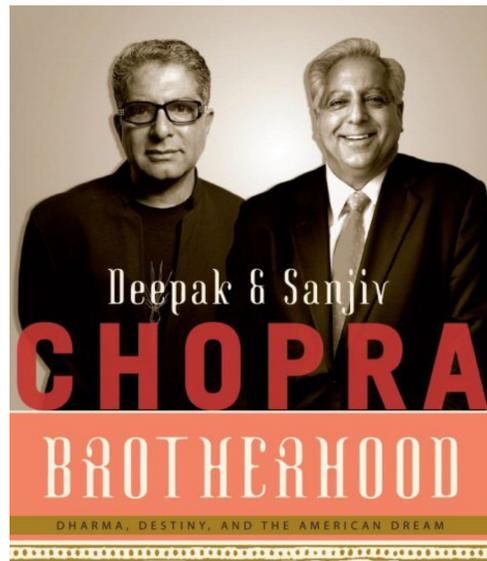


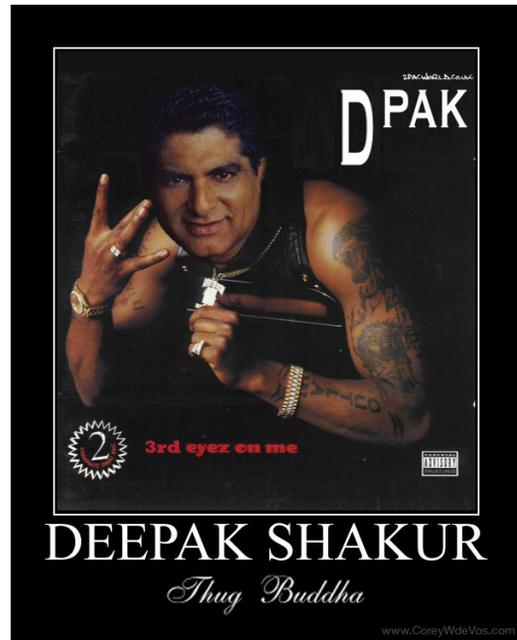
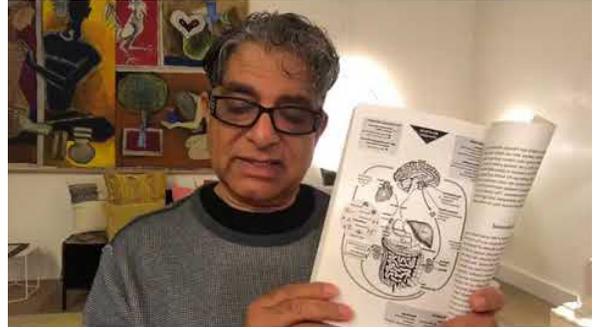
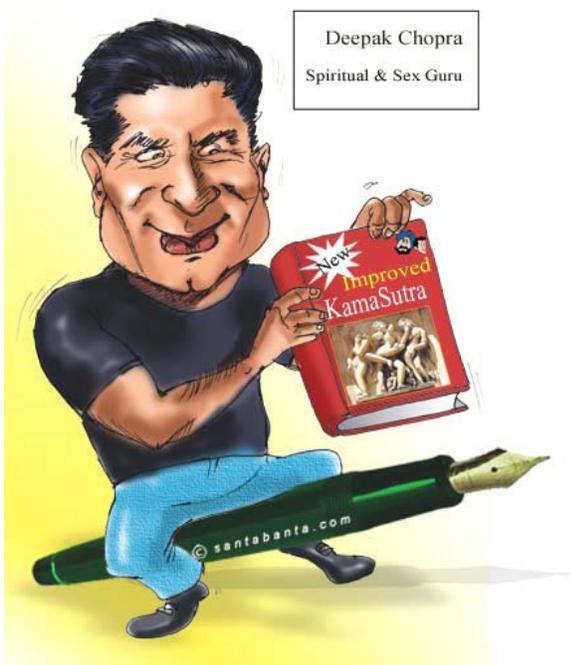
Interestingly, Chopra has also been attacked from the spiritual as well as the scientific side. Aseem Shukla, co-founder of the Hindu American Foundation, criticized Chopra for being an exponent of the art of “how to deconstruct, repackage, and sell Hindu philosophy without calling it Hindu!”

No one, however, can argue with Chopra’s publishing success. As of 2015, he had written 80 books, 21 of them *New York Times* bestsellers, which have been translated into 43 languages. *The Seven Spiritual Laws of Success*, which he published in 1994, was on the *New York Times* Best Seller list for 72 weeks.



Although Deepak Chopra continues to honor his contracts to write books for traditional publishers, he and his brother, Sanjiv, made what amounts to a self-publishing arrangement with Amazon, in November 2011, to publish their memoir about how they arrived in the United States with no money, but went on to fulfill their dreams. It was a form of self-publishing that we might all dream of, for the brothers reportedly received an advance from Amazon in excess of half a million dollars. □





### *Thought for the Month*

*“In the midst of movement and chaos,  
keep stillness inside of you.”*

—Deepak Chopra



# *PWR Newsletter*



*I self-published  
a memoir!*



*Deepak Chopra*

(October 22, 1946 – )



**PUBLISHED WRITERS OF ROSSMOOR**

