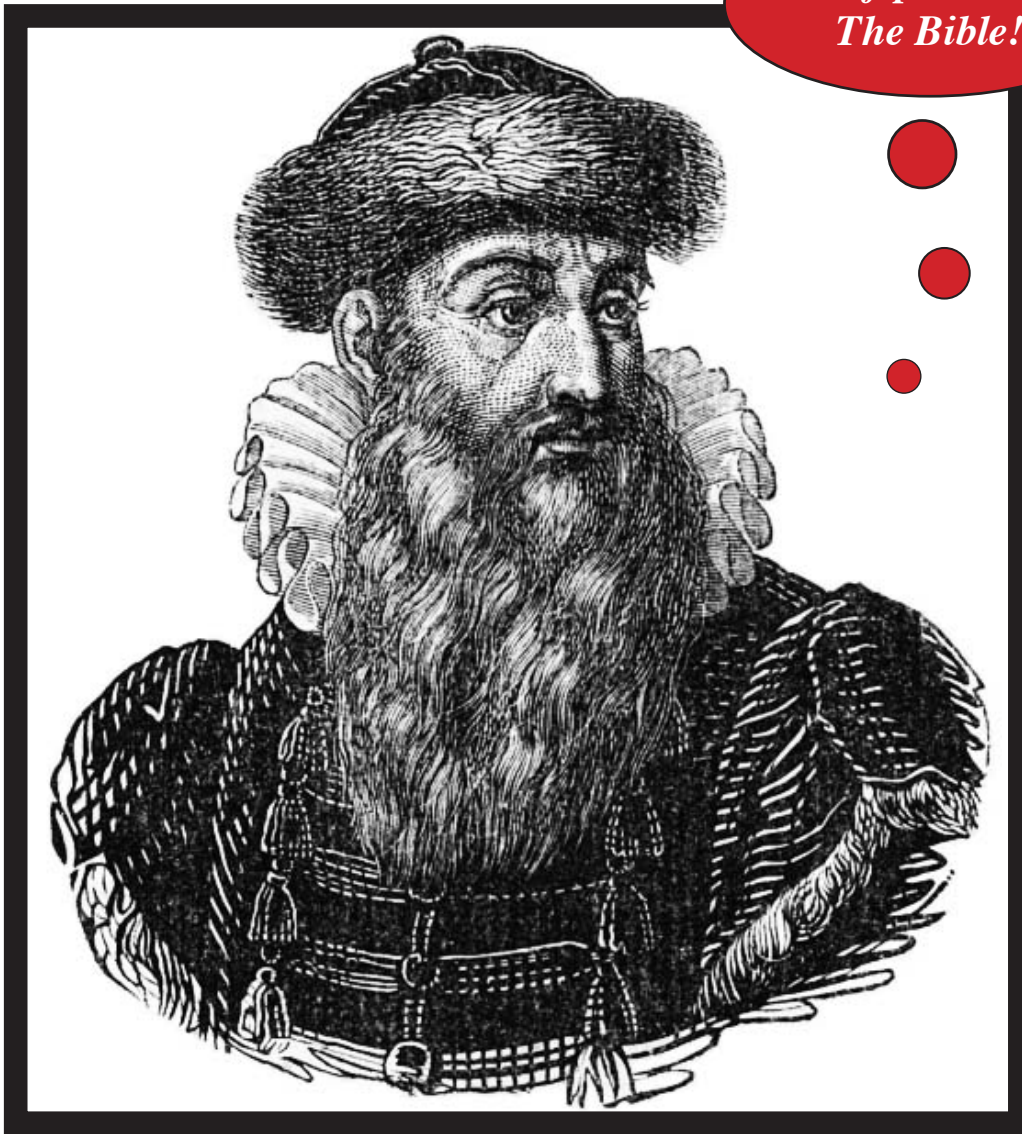


# *PWR Newsletter*



*I self-published  
The Bible!*



*Johannes Gutenberg*

(ca. 1398 – February 3, 1468)



PUBLISHED WRITERS OF ROSSMOOR



# PUBLISHED WRITERS OF ROSSMOOR



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



February 4, 2017

Volume VI, Issue 2

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*Vice President:* Patricia Keith-Spiegel  
*Secretary:* Vacant  
*Treasurer:* Nazli Monahan  
*Programs:* Ron Wren  
*Publicity:* Barbara Kirbach

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*Website:* John Braggio  
*Author Events* Karl Livengood

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*Website:* Vacant  
*Author Events* Judy Dillingham

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**Coming up!**  
**Our monthly PWR meeting**  
**This Saturday, February 4, 2017**  
**From 10:00 A.M. to 12:00 P.M.**  
**In the Fairway Room at Creekside Clubhouse**

## ***February's Speaker: Dr. Eric Maisel on Marketing & Promoting Your Books***

**BY BARBARA KIRBACH**



Barbara Kirbach

At PWR's meeting on Saturday, February 4, from 10:00 A.M. to noon in the Fairway Room at Creekside, we will learn nine simple platform-building, marketing, and promotion strategies from one of our members, Dr. Eric Maisel, who is widely regarded as America's foremost creativity coach. Eric will explain why the strategies are so important in getting one's book published. All aspiring or not yet published writers are welcome to attend.

"Age is not the great impediment to getting your book published," Eric says. "Not being known is the great impediment. When you send literary agents a query e-mail about your fiction or nonfiction project, they have no idea of how old you are. They are going to judge your project on the basis of whether they think they can sell it to a publisher. What informs their decision

most? Their sense of whether or not you have a strong platform (the industry word for how well you reach potential readers on a regular basis) and whether or not you have powerful marketing and promoting strategies in mind."

Eric is the author of more than forty books in the fields of creativity, life purpose, and mental health. His books on writing include *Coaching the Artist Within*, *The Van Gogh Blues*, *A Writer's Paris*, *A Writer's San Francisco*, and *The Art of the Book Proposal*.



Dr. Eric Maisel

He is also a retired family therapist, an active life coach, and a mental health advocate in the areas of critical psychology and psychiatry. He writes the "Rethinking Mental Health" blog for *Psychology Today* and the "Coaching the Artist Within" column for *Professional Artist Magazine*. Among his latest books on the subject are *The Future of Mental Health*, *Rethinking Depression*, and *Mastering Creative Anxiety*.

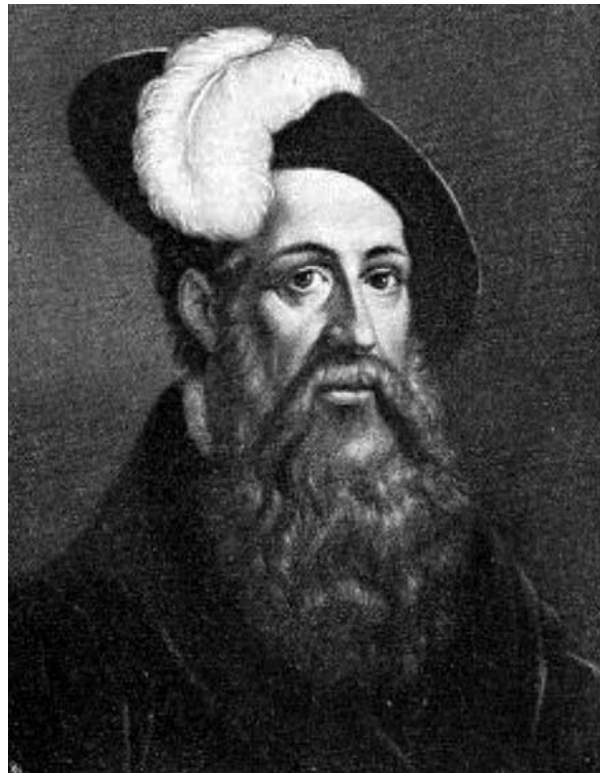
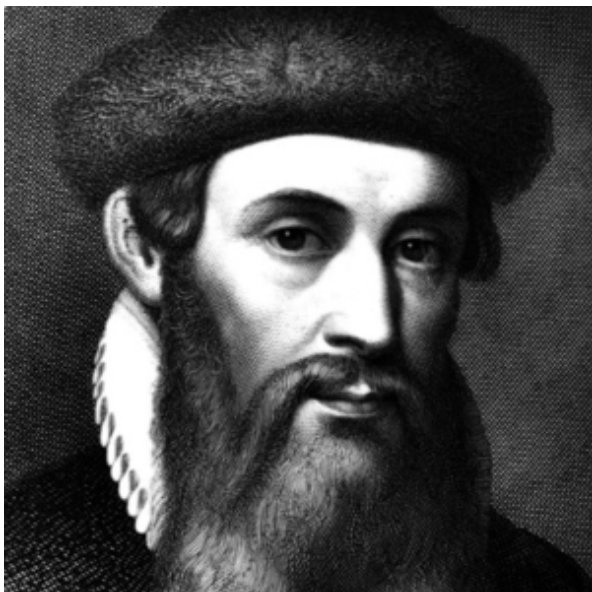
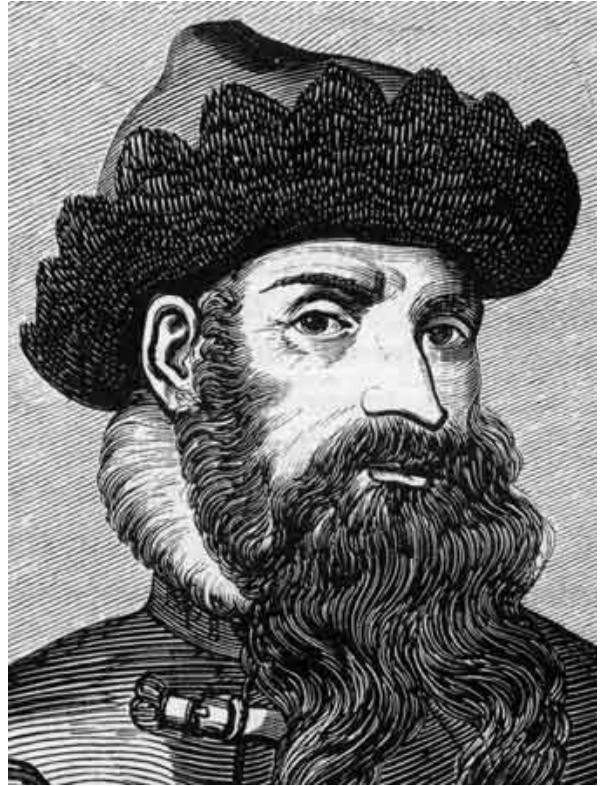
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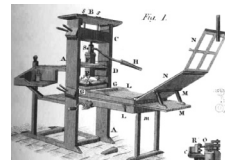
Eric is an international workshop leader, an eight-year resident of Rossmoor, and a longtime active member of PWR. He gave a well-received talk to our club several years ago on the art of soliciting endorsements. □

For more information on Eric and his books, visit [www.ericmaisel.com/](http://www.ericmaisel.com/).

For more information on the program, contact [ronwren@aol.com](mailto:ronwren@aol.com).

For more information on PWR, visit [www.rossmoor-writers.com](http://www.rossmoor-writers.com).





## *The President's Page*

BY DUKE ROBINSON



Duke Robinson

### *Our Club's Identity*

Not everything that is new is good, but sometimes positive changes help all of us to be our best. To that end, your PWR board hereby announces a few new things.

In November's column, I mentioned that we've been hearing that our name, Published Writers of Rossmoor, gives the impression that anyone who has not already published a book does not qualify for PWR. Here's a new paragraph that we plan to post on our website and run regularly in this *Newsletter*:

PWR exists to help those who have published or hope to publish. Our members include authors who are looking forward to publishing as well as those who already have been through the process. If you ever hear people say that to attend PWR meetings or to be a member, one must have published a book, please *tactfully* set them straight.

Along the same line, again on our website and in the *Newsletter*, we'll place

below the *Newsletter* masthead—like the subtitle of a book—this statement:

A Club to Celebrate and Support  
Aspiring and Published Authors.

Here's another old subject to be addressed with a new paragraph on the website and *Newsletter*:

Whether you are a member or a potential member of this club, the board members want you not only to be informed about club matters, but also to have your voice heard. Whenever you have a question, concern, or suggestion about what we are or are not doing, please contact one of us by e-mail or the website template, or talk to us at one of our Saturday meetings.

Finally, one more new point, this one concerning our meetings at 10:00 A.M. on the first Saturday of every month: To the best of our ability, we will spend less time on club business. We will continue to welcome guests and meet new members, and we'll also retain pertinent program reports, but we'll count on our officers and program coordinators to post routine facts in our *Newsletter* and on our website.

We hope this change will not only give us more time to engage our speakers and panels, but also to schmooze with one another, before, during, and after our meetings—especially during the break.

And I will try my best to get us started on the dot of 10:00 A.M.

Stay tuned.

*(continued on page 7)*

## ***Board Resignation***

Diana Lynn Smith, the Secretary of PWR and a member of our board, resigned her post as of January 31, 2017. She said she did this to provide more time to devote to her in-process children's book and to allow more time for tasks and activities that she's been neglecting. Diana promises to remain a member of PWR and looks forward to participating in general club activities as time begins to open up once again. The board accepted Diana's resignation with understanding, appreciation, and best wishes. □



## *Vegetarian Circle*

BY GENE GORDON



Gene Gordon

### **Vegetarian Writer of the Month: Franz Kafka**

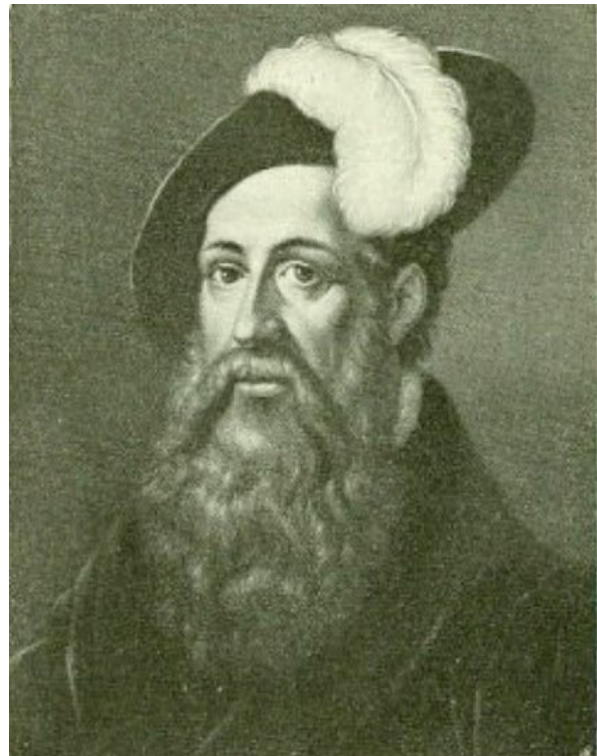
Franz Kafka, the famous novelist and short story writer, is best known for “The Metamorphosis” and *The Trial*. The poet W. H. Auden called Kafka “the Dante of the twentieth century.” Novelist Vladimir Nabokov placed Kafka among the greatest writers of the twentieth century.

For ethical and health reasons, Kafka, who had little faith in conventional doctors, was a strict vegetarian with a keen interest in the benefits of raw-food diets.

Max Brod, the author’s friend and biographer, reported that when Kafka visited Berlin’s famous aquarium, he gazed into the illuminated tanks and spoke directly to the fish. “Now at last,” he said, “I can look at you in peace. I don’t eat you anymore.” □



Franz Kafka



## ***Setting Up Your Personal PWR Website Page***

**BY JOHN BRAGGIO**

The annual fee for membership in PWR is \$20. In addition to that fee, those who wish to have their profiles posted on the PWR Website are required to pay an additional \$10 per year to cover the costs of maintaining the site.

Thirteen of our members have paid the additional \$10, but have not yet submitted their profiles for posting. That may be because they don't know how to go about making it happen, or for some other reason.

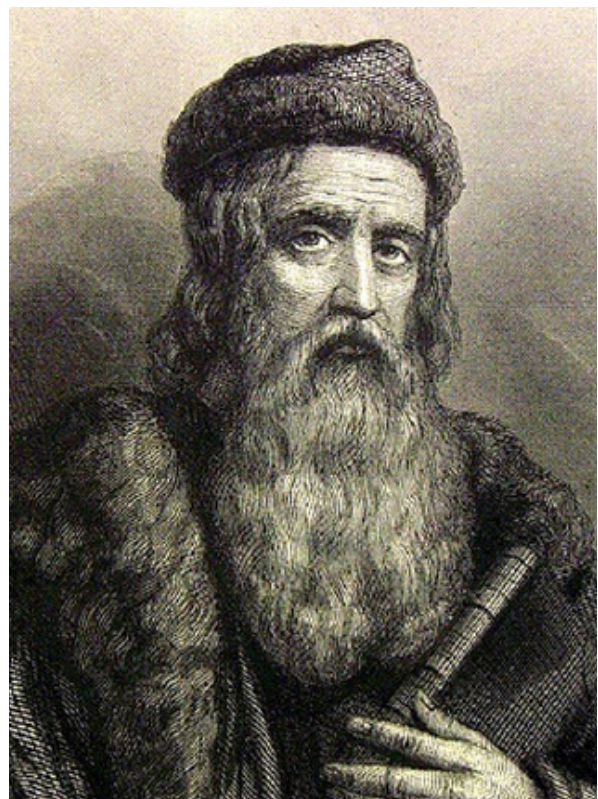
As PWR's Website Manager, I have posted instructions on the Website, spelling out how to prepare and submit your webpage text and your author picture for inclusion on the site. (Go to: [www.rossmoor-writers.com/personal-author-webpage.html](http://www.rossmoor-writers.com/personal-author-webpage.html))

Those instructions cover:

- Your webpage text (Microsoft Word document preferred).
- Your author picture (JPEG format preferred).
- The URL to your personal webpage, if you have one.
- The URL to your published book(s), if you are a published book author.
- Submission of the above files via e-mail to me at [johntbs@msn.com](mailto:johntbs@msn.com).

If you need assistance setting up your PWR author webpage, speak to me or

to Linda Arden at the PWR meeting on February 4th. □



## ***PWR Featured Author of the Month: Annegret Ogden***

BY BARBARA KIRBACH



Annegret Ogden

The Published Writers of Rossmoor have chosen Annegret Ogden as their Featured Author in February for her insightful book *I Do What I Like—I Like What I Do: Conversations with Well Aged Friends*. The publication of the new book will be acknowledged with photo displays in the Library.

Annegret and her husband, Dunbar, will also celebrate his 82nd birthday, and their 60 years of living together while writing their individual books, with a book-signing party on Thursday, March 2, from 4:00 to 6:00 P.M. in the Redwood Room at Gateway. Friends of the couple are invited to toast them with a glass of wine.

In her book, Annegret confesses how she felt when she and her husband moved into their Rossmoor apartment, twelve years ago. “One peek into the Fitness Center, and I said to Dunbar, ‘That must be what hell is like. Flabby paunches, sagging skin, and sallow faces staring

at their TV screens. Each body tethered to his own machine pumps or straddles, runs or bikes to nowhere. I am 72. Old age is far away.’”

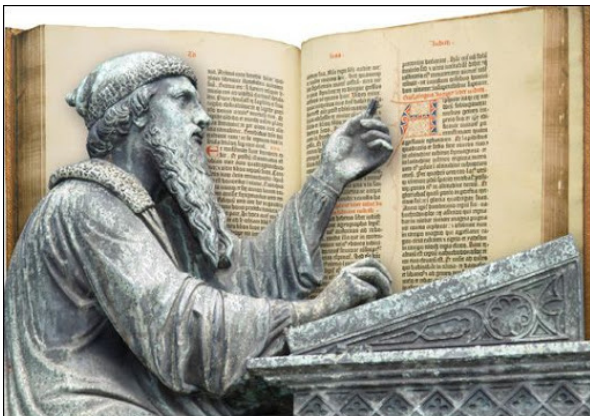
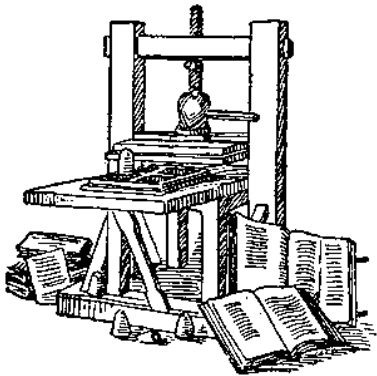
Annegret’s new book begins with the wedding of an 80-year-old couple and continues with real-life interviews of her oldest friends, as well as new ones, all of whom inspired her to look forward to her 80th birthday, instead of being afraid. Behind the mask of old age, Annegret says, she has discovered her lifelong positive attitude. Now she has celebrated her 80th at the Waterford, where she continues her mind-opening experiences.

Annegret was born in Germany. At the University of Munich, she met her American husband, Dunbar, a fellow student, and accompanied him to Berkeley. Now a retired librarian at UC Berkeley, she is the author of *Made in Germany*, and a history, *The Great American Housewife: From Helpmate to Wage Earner, 1776–1986*.

As founder of the Kensington Ladies Erotica Society, Annegret has written stories that have appeared in three books: *Ladies’ Own Erotica*; *Look Homeward Erotica*; and *Sex, Death and Other Distractions*. □

All of Annegret’s books are available at [www.amazon.com/author/AnnegretOgden/](http://www.amazon.com/author/AnnegretOgden/). *I Do What I Like* can also be ordered at [www.arclightbooks.com/i-dol/](http://www.arclightbooks.com/i-dol/).

(For more information about PWR’s Featured Author Program, contact Barbara Kirbach at [blkirbach@gmail.com](mailto:blkirbach@gmail.com) or visit our website at [www.Rossmoor-writers.com](http://www.Rossmoor-writers.com))



## ***Treasurer's Semi-Annual Report, 7/1/16–12/31/16***

BY NAZLI MONAHAN



Nazli Monahan

During the last six months of 2016, PWR's income from membership dues totaled \$1,371.00, and expenses totaled \$857.89. As of December 31, 2016, the closing balance in PWR's Main Checking Account was \$2,011.68.

In June 2016, we opened the Web Account with a \$500 balance, which was a donation from the late Frank Morgan in May 2015 to start the PWR Website. We received an additional \$450.00 from members (at \$10 per year to appear on the Website). After paying \$250.77 for annual Website fees, we ended 2016 with a balance of \$699.23 in the Web Account.

Our total budget for Fiscal Year 2016–2017 is \$1,735.00, which will be paid for from the membership fees we have received. Due to new

rules by the Golden Rain Foundation, which require pre-payment of room reservations, in January 2017 we pre-paid \$240.00 of the \$480.00 annual fee for PWR's monthly meetings in the Fairway Room (at \$40.00 per month). The remaining \$240 will be paid in July 2017. Other main upcoming expenses include Speakers, Supplies, Printing, Book Launches, and PWR Parties.

If you have any questions or comments about PWR's finances, please feel free to contact me at [Monahan.nazli@gmail.com](mailto:Monahan.nazli@gmail.com)/ □



## Grab Bag

### Celeste León

Celeste León was delighted and pleasantly surprised to be selected by *LatinoStories.com* as one of the Top Ten New Latino Authors of 2017. Their editors make the selection based on feedback throughout the year from readers, librarians, editors, and faculty, and on their own impressions of an author's work. To read the list, visit [http://latinostories.com/Top\\_Ten\\_Lists/top\\_10\\_authors.html/](http://latinostories.com/Top_Ten_Lists/top_10_authors.html/).

To learn about Celeste's debut novel, *Luck Is Just the Beginning*, and her awards, interviews, and appearances, visit her at [www.celesteleon.com/](http://www.celesteleon.com/). Or go to:

[www.celesteleon.com/](http://www.celesteleon.com/)

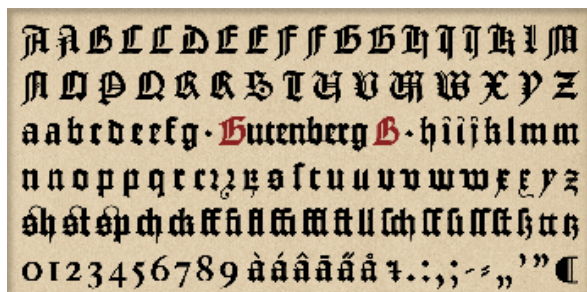
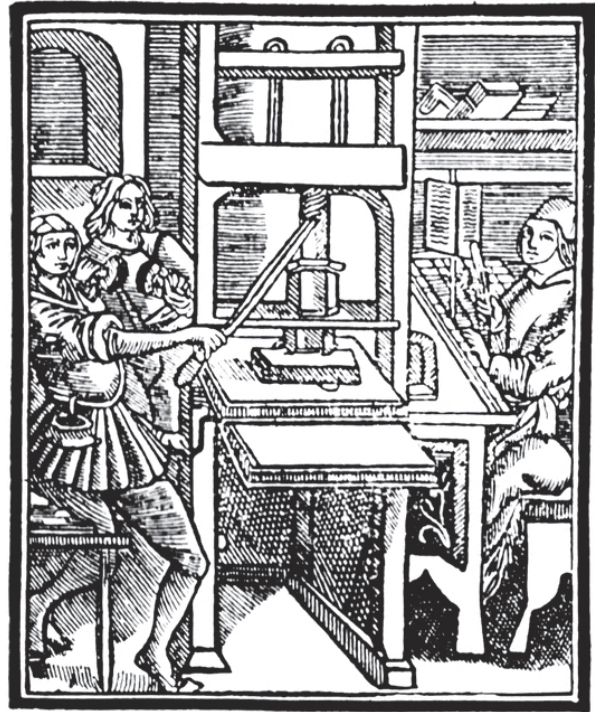
[www.celestejleon.blogspot.com/](http://www.celestejleon.blogspot.com/)

[www.facebook.com/](https://www.facebook.com/AuthorCelesteLeon/)

[AuthorCelesteLeon/](#)

[cjl@usamedia.tv/](mailto:cjl@usamedia.tv/)

(916) 217-9841



## Why I Write

BY JON FOYT



Jon Foyt

You may wonder why a writer keeps at it in this overproduced world of twenty-first-century book publishing—when, it is said, some 4,500 books are published every day.

Why do I continue?

You see, I've just completed my thirteenth historical novel. That doesn't mean the first draft. It means a multitude of drafts after an editor suggested three major revisions, calling for me to redraft the 56,000-word manuscript. And then do it again.

This is after several years of historical research, including a trip to archives at Harvard University and another to the site of the novel itself—a medieval chateau in the Swiss Alps.

Add the time to imagine the storyline, invent the young protagonist, render her creditable, and think through the plot, and you've got four years of work.

It is a World War II story about the

belligerent powers playing bridge (with five suits—yes, read the history of bridge) in a chateau while the war raged around Switzerland. Meanwhile, these rogue central bankers moved gold to Berlin to finance the Nazi war. It's a little known but true story, fictionalized.

Of course, you may advise, I should get a literary agent in Manhattan, the center of American publishing. There's a website called *1000 Literary Agents*. I read the agents' backgrounds and interests, and selected many to e-mail a succinct query. In response, many have mastered the automatic cordial reply: "It doesn't fit my list," or words to that effect.

As a member of the Indie Publishing Group at the Mechanics Library in San Francisco, I participated this past week in a meeting of some twenty-five writers, all of whom relate similar experiences and similar questions about what to do with their manuscripts in today's literary world. We shared our ideas, our hopes, and our disappointments.

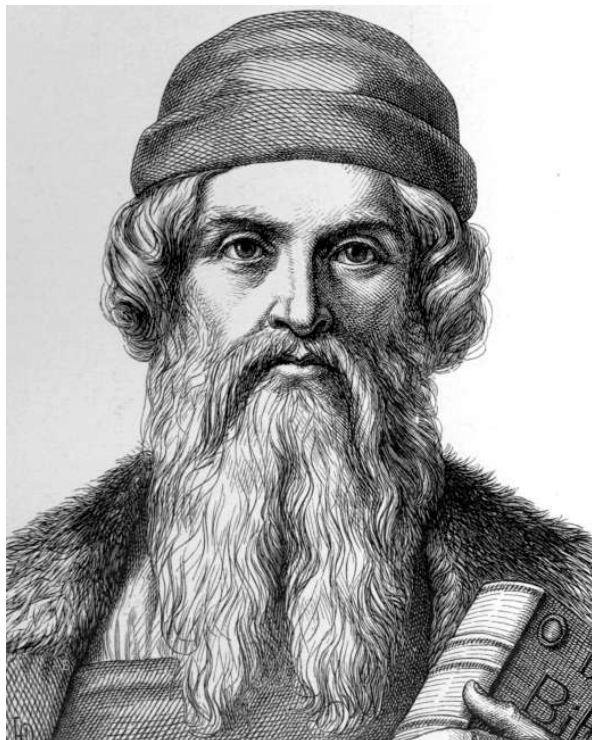
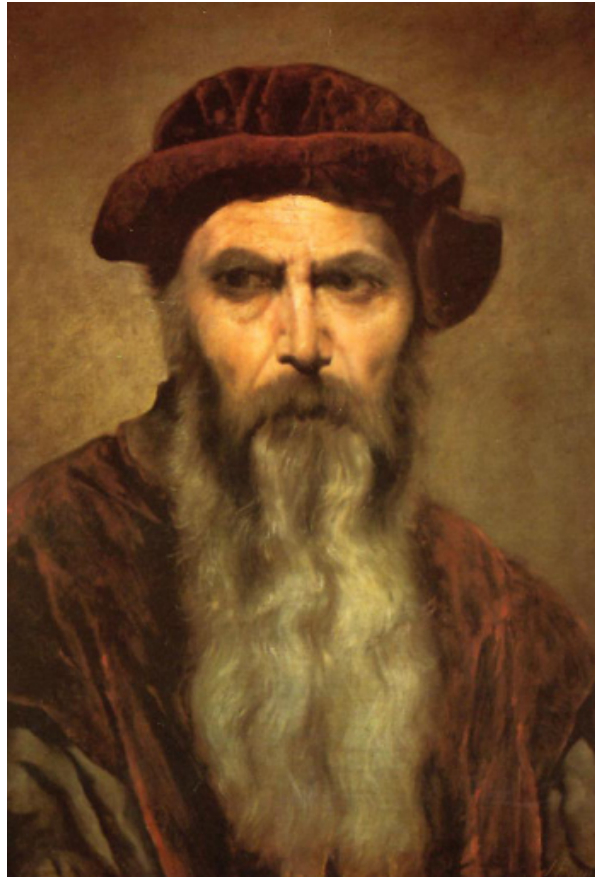
So, without an agent, that leaves me with the choice of, once again, self-publishing, perhaps with my friend, Andrew Benzie in Orinda, who works with Amazon. Or perhaps with a firm called Pronoun, which will publish for free in all e-book formats. First, I will have to design a cover. I can conceptualize the cover, but not draw it, so that means engaging someone skilled.

The trouble is, I have at least two more books I want to write, one of which is partially composed, the other just a gleam in my eye.

So I conclude by saying that I am destined to move on, enjoying the research, the writing, the hard work, even the rejections. It is the creative challenge, for that's what I do—write.

□

Jon Foyt is a Rossmoor novelist. His book is *The Gilded Chateau of World War II*. He can be reached at [jonfoyt@mac.com/](mailto:jonfoyt@mac.com/).



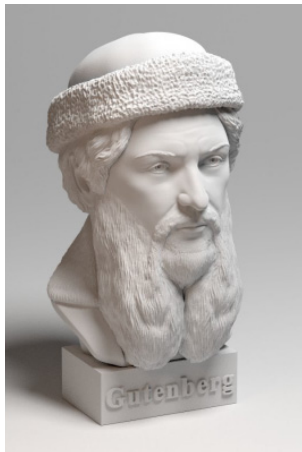
## *From the Editor*



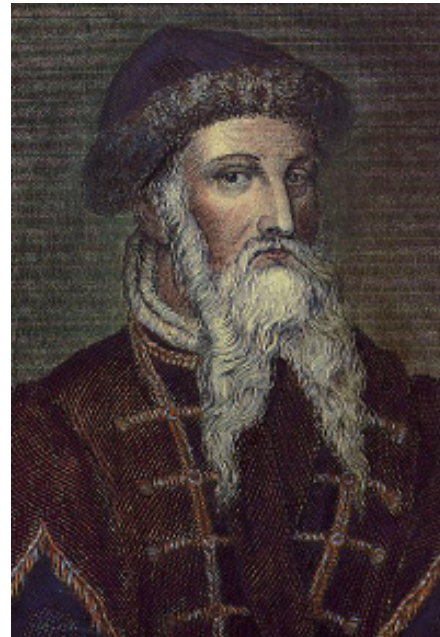
Paul Weisser

### *Johannes Gutenberg, Self-Publisher*

Johannes Gensfleisch zur Laden zum Gutenberg was a German blacksmith, goldsmith, printer, and publisher who introduced printing to Europe. His introduction of mechanical movable type printing to the world started the Printing Revolution and is widely regarded as the most important invention of the second millennium—the seminal event that ushered in the modern period of human history.



Gutenberg's invention played a key role in the development of the Renaissance, Reformation, the Age of Enlightenment, and the scientific revolution and laid the material basis for the modern knowledge-based economy and the spread of learning to the masses.

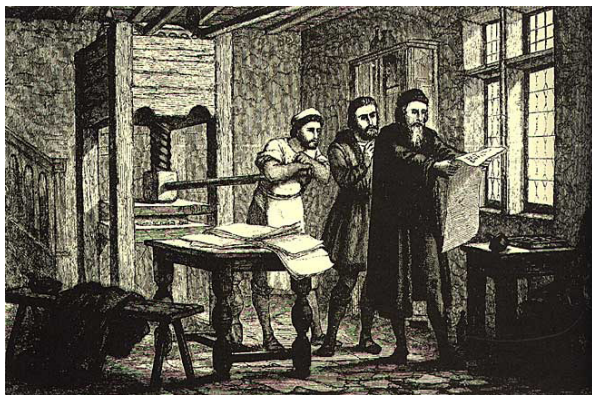


Among Gutenberg's many contributions to printing were: the invention of a process for mass-producing movable type; the use of oil-based ink for printing books; adjustable molds; mechanical movable type; and the use of a wooden printing press similar to the agricultural screw presses of the period. His truly epochal invention was the combination of these elements into a practical system that allowed the mass production of printed books and was economically viable for printers and readers alike.

*(continued on page 17)*

Gutenberg's method for making type is traditionally considered to have included a metal alloy and a hand mold for casting type. The alloy was a mixture of lead, tin, and antimony that melted at a relatively low temperature for faster and more economical casting, cast well, and created a durable type.

In Renaissance Europe, the arrival of mechanical movable type printing introduced the era of mass communication, which permanently altered the structure of society. The relatively unrestricted circulation of information—including revolutionary ideas—transcended borders, captured the masses in the Reformation, and threatened the power of political and religious authorities.



The sharp increase in literacy broke the monopoly of the literate elite on education and learning and bolstered the emerging middle class. Across Europe, the increasing cultural self-awareness of its people led to the rise of proto-nationalism, accelerated by the flowering of the European vernacular languages, to the detriment of Latin's status as the *lingua franca*.



In the nineteenth century, the replacement of the hand-operated Gutenberg-style press by steam-powered rotary presses allowed printing on an industrial scale, while Western-style printing was adopted all over the world, becoming practically the sole medium for modern bulk printing.



Gutenberg's major work, the Gutenberg Bible (also known as the 42-line Bible, since each page had 42 lines), has been acclaimed for its high aesthetic and technical quality. Of course, Gutenberg did not write the Bible, but he was the first to publish it in printed form, so this can be considered a form of self-publishing. To cover his expenses, Gutenberg was able to convince the wealthy moneylender Johann Fust to lend him 800 guilders, and work commenced in 1452.

*(continued on page 18)*

At the same time, the press was also printing other, more lucrative texts (possibly Latin grammars). There is also some speculation that there may have been two presses, one for the pedestrian texts, and one for the Bible. One of the profit-making enterprises of the new press was the printing of thousands of indulgences for the church, documented from 1454 to 1455.



Gutenberg's early printing process, and what tests he may have made with movable type, are not known in great detail. His later Bibles were printed in such a way as to have required large quantities of type, some estimates suggesting as many as 100,000 individual sorts. Setting each page would take, perhaps, half a day, and considering all the work in loading the press, inking the type, pulling the impressions, hanging up the sheets, distributing the type, etc., it is thought that the Gutenberg–Fust shop might have employed as many as twenty-five craftsmen.

Gutenberg completed his 42-line Bible in 1455. About 180 copies were printed, most on paper and some on vellum. Copies sold for 30 florins each, which was roughly three years' wages for an average clerk. Nonetheless, it was significantly cheaper than a manuscript Bible, which could take a single scribe over a year to prepare. After printing, some copies were rubricated or hand-illuminated in the same elegant way as manuscript Bibles from the same period.

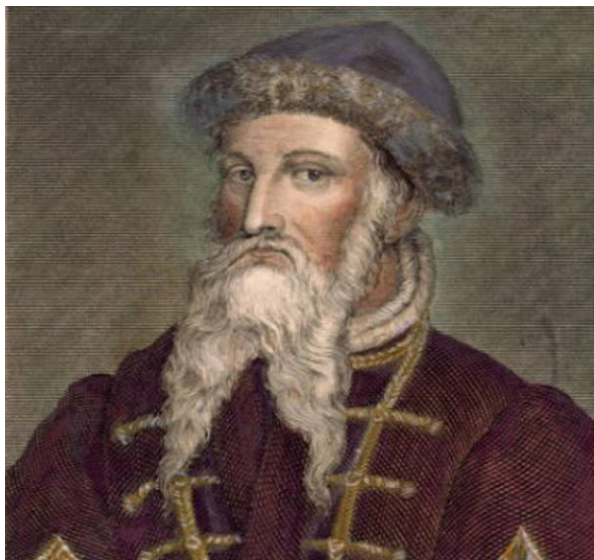
Forty-eight substantially complete copies of the Gutenberg Bible are known to survive, including two at the British Library that can be viewed and compared online. The text lacks modern features such as pagination, indentations, and paragraph breaks.

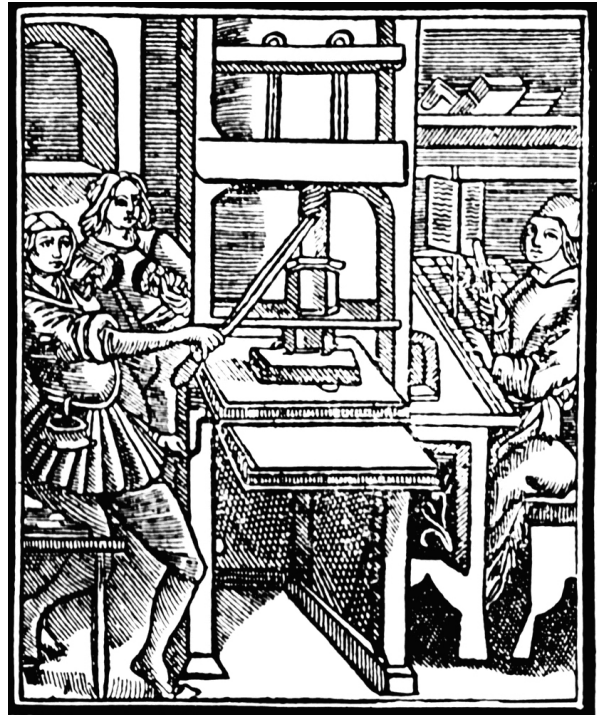


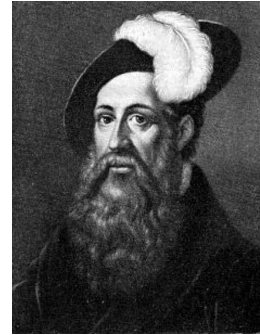
In the decades after Gutenberg, many conservative patrons looked down on cheap printed books; books produced by hand were considered more desirable. Nevertheless, Mark Twain said of Gutenberg, "What the

world is today, good and bad, it owes to Gutenberg. Everything can be traced to this source, but we are bound to bring him homage..., for the bad that his colossal invention has brought about is overshadowed a thousand times by the good with which mankind has been favored.”

In 1997, *Time-Life* magazine formally selected Gutenberg’s invention as the most important of the second millennium. Today, Project Gutenberg, the oldest digital library in the world, commemorates Gutenberg’s name. □







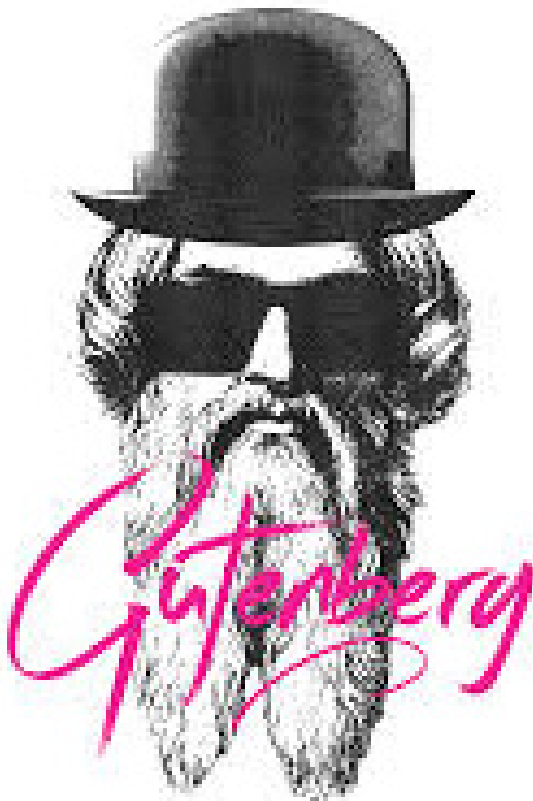
## *Thoughts for the Month*

*“What is truth? Truth is something so noble that if God could turn aside from it, I would keep the truth and turn aside from God.”*

*“It is a press, certainly, but a press from which shall flow in inexhaustible streams.... Through it, God will spread His Word. A spring of truth shall flow from it: like a new star it shall scatter the darkness of ignorance, and cause a light heretofore unknown to shine amongst men.”*

*“Religious truth is captive in a small number of little manuscripts which guard the common treasures, instead of expanding them. Let us break the seal which binds these holy things; let us give wings to truth that it may fly with the Word, no longer prepared at vast expense, but multitudes everlastingly by a machine which never wearies to every soul which enters life.”*

—Johannes Gutenberg



# *PWR Newsletter*



*I self-published  
The Bible!*



*Johannes Gutenberg*

(ca. 1398 – February 3, 1468)



PUBLISHED WRITERS OF ROSSMOOR

