

# *PWR Newsletter*



*I have published  
books!*



***Julie Blade***

*PWR's Membership Director*



**PUBLISHED WRITERS OF ROSSMOOR**



# PUBLISHED WRITERS OF ROSSMOOR



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



March 2, 2019

Volume VIII, Issue 3

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## Coming up!

**PWR's Monthly Meeting**  
**This Saturday, March 2, 2019**  
**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!*

## *March's Speaker: Local Publisher Eric Johnson Shares Secrets*

BY RICHARD McLEAN



Richard McLean

Eric Johnson, who owns Alive Book Publishing in Danville, which specializes in self-published books, will be our guest speaker on March 2, discussing “What Makes a Successful Book?”

Although none of his clients has placed a book on the *New York Times* bestseller list, Eric has seen new authors weep when handed their final printed book as the accomplishment of a lifetime.

In his talk, Eric will review the reality of three publishing options.

**Traditional book marketing** is a path usually closed to first-time unknown writers unless they are fortunate enough to obtain a literary agent. With the glut of authors and books available, the path to success is steep because commercial publishers are looking for books from successful authors with proven track records. The most relevant question

publishers ask is, “How many books will sell upon release?”

**Self-publishing** offers the lure of having complete control of the creative process plus 100 percent of the profits. However, self-publishing is not a game for amateurs. In addition to having writing, editorial, and formatting skills, self-published authors must know how to design book covers, how to advertise and distribute their books, and how to negotiate mundane tasks such as obtaining copyright protection and ISBN numbers.

A self-published book will probably be most appreciated by family members and friends—as well as the author himself or herself, who obtains a sense of accomplishment and a new identity as a writer.



Eric Johnson

**Subsidy publishing** through companies such as Amazon’s CreateSpace proves an avenue of success for some authors. These publishing services offer publicity and promotion services.

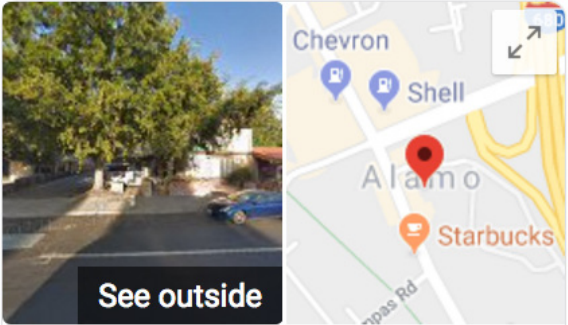
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However, they can be costly and of minimum impact, with much of the burdens falling upon the authors themselves. Royalties depend on the price of the book and the numbers of copies sold.

Amazon currently lists 32.9 million books for sale, including paperbacks, hardcovers, and Kindle audio CDs.

Alive Book Publishing, Eric's company, has expertise in personal book publishing that covers every aspect of the craft, including design, distribution, and promotion. □

(The Published Writers of Rossmoor meets monthly at the Fairway Room of the Creekside Clubhouse, with complimentary refreshments at 9:45 A.M. and a formal meeting and presentation from 10:00 A.M. until noon. Published and aspiring writers are invited to attend the meetings and learn about the benefits of membership, which may include appearances on Rossmoor's Channel 28, book launch parties, and assistance in publishing and promoting your books.)



**See outside**

## Alive Book Publishing

[Website](#) [Directions](#) [Save](#)

5.0 ★★★★★ 1 Google review

Book publisher in Alamo, California

**Address:** 3200-A Danville Blvd #204, Alamo, CA 94507

**Hours:** Closed · Opens 10AM Wed ▾

**Phone:** (925) 837-7303



## *The President's Page*

BY RON WREN



Ron Wren

Thanks to all of you PWR members who have provided the club with lists of their publications. We're planning to include the list in next month's *Newsletter* and on the website. As of now, thirteen writers have submitted the names of their books, plays, and articles, and more are expected in time for the April issue.

The idea is simple. We are, in fact, published writers, and the lists will prove it. Members and others will have a directory of where to turn when they want to find a book, play, or article on a particular subject.



### ***Sandy: My Two-Word Book***

"A touching novelette of a loving suburban family of Irish heritage whose dog Sandy goes missing. Especially good for readers with a short attention span."

—*Mongrel Monthly*

### ***Sandy***

Chapter 1: Lost!

Chapter 2: Found! □

(For further information about PWR, contact [Ronwren@aol.com](mailto:Ronwren@aol.com))



## *Author of the Month: Estelle Watts*

BY PETER LI



Peter Li

The author of the month for March is poet and painter Estelle Watts, whose third collection of poems, *POEMS Again*, will be on display in the Rossmoor Library.

Estelle grew up in the Rockaway Beach section of New York City, the youngest of three children. Her mother, who believed in music and the arts, insisted that all the children learn to play a musical instrument.

Estelle attended the High School of Music and Art, The Eastman School of Music, and the University of Rochester, where she received a bachelor's degree in Music and the Arts. However, she started moving in a new direction when she attended the Bank Street College of Education, a small graduate teachers' program in New York.

In 1957, Estelle moved to California, where she enrolled in the Painting Department at UC Berkeley. She also

married, had two children, and taught in the Berkeley Unified School District.

After retiring from teaching, Estelle and her husband started a small printing business in the Montclair District of Oakland.

Estelle continued her hobby as a painter when she and her husband moved to Rossmoor, where she belongs to the Rossmoor Arts Association. She currently has paintings hanging at the Gateway Complex and at the Event Center.



Estelle Watts

Estelle did not always write poetry. In fact, she discovered the magic of writing poems six years ago. It was a great surprise to her that words came easily and that her poems could express her deepest thoughts and tell the story of her life experiences in such a satisfying way.

She writes in her introduction: "I had no idea of the satisfaction that would come from finding such expression. Everyone should write poems." □

(All of Estelle's books are available on Amazon or directly from the author at: [wattsestelle193@gmail.com](mailto:wattsestelle193@gmail.com))

## Novel Number 16

BY JON FOYT



Jon Foyt

You would think that after thirty years of writing and publishing some fifteen novels, I'd have it down pat and be on the *New York Times* bestseller list by now. Would that it were so. But it is not, and how do you explain that lack of success to friends?

Well, I concluded years ago that all I wanted to do was to research the history and the locations where my novels take place and allow the characters to fit into the scenes. Then I could enjoy writing, struggle with editing, and somehow get a few copies into print. After Amazon came along, I could list my books on a worldwide database. But then came the task of promoting.

Well, my sixteenth novel is about two old guys living in a fictionalized retirement community and reflecting on their lives and on their emotions as they cope with retirement.

I received an excellent review from Kirkus, an endorsement from a world-

class author, plus kudos from a few dear guys here in Rossmoor.

Now what? The Drama Club at Rossmoor decided to have two members read parts of the dialogue at my June 10th book launch in the historic Dollar Clubhouse. Yes!

And then the Rotary Club invited me to talk about the book and why I wrote it, at their luncheon on May 29th. Wonderful and fun!

Meanwhile, I turned down a publishing contract with a major international publisher because I wanted to present the novel with my most unusual cover through my local tried and trusted Walnut Creek publisher, Andrew Benzie Books. Therein lies the fun of doing all this at age 87.

Stay tuned. □



## On Writers and Writing

BY RICHARD McLEAN



Richard McLean

### *Writers: The Under-Appreciated Architects of Change (Part 2)*

It is claimed that America is not a geographic entity, but instead a unique concept of liberty and freedom under the rule of law often termed “The American Dream.” Here we celebrate additional writers who have defined and perpetuated this compelling perspective through the years.

#### ***Uncle Tom’s Cabin***

In 1852, Harriet Beecher Stowe wrote *Uncle Tom’s Cabin*, which was popular in the abolitionist north, both as a novel and as a staged melodrama. This tear-jerker tale depicted the cruelty perpetuated upon African Americans by the archvillain Simon Legree.

Most importantly, the work triggered a deep sense of empathy for the slaves and their benevolent attitude toward whites. In an oft-told encounter between Abraham Lincoln and Ms. Stowe,

Lincoln reportedly said, “And this is the little lady who started the Civil War.”

Example:

*Uncle Tom: Yes, Eliza, it’s all misery! My life is bitter as wormwood. I’m a poor forlorn drudge. I wish I was dead.*

#### ***The Battle Hymn of the Republic***

Julia Ward Howe, using the music from the song “John Brown’s Body,” composed the lyrics in 1861 that ultimately became an enduring statement of purpose for the Union troops.

The historian Doris Kearns Goodwin points out that at the beginning of the conflict, only one-third of the northern troops perceived their mission as freeing the slaves. However, with the religious fervor of this song, Union troops found new dedication from the anti-slavery phrase “as we fight to make men holy, let us fight to make men free.”

Example:

*Mine eyes have seen the glory of the coming of the Lord.*

*He is trampling out the vintage where the grapes of wrath are stored.*

#### ***Lincoln’s Gettysburg Address***

Abraham Lincoln delivered his address at the dedication of the soldiers’ national cemetery in Gettysburg, Pennsylvania, in 1863.

The primary speaker of the day, noted orator Edward Everett, spoke for two



hours. Lincoln spoke just 271 words composed on the train and written on the back of an envelope. Few recall what Edward Everett said.

Example:

*That we here highly resolve that these dead shall not have died in vain—that this nation, under God, shall have a new birth of freedom—and that government of the people, by the people, for the people, shall not perish from the earth.*

### ***The New Colossus***

As a gift of solidarity between America and France in recognition of their joined destinies, the French people gifted America with an immense statue that came to be called the Statue of Liberty.

Rising at the entrance of New York Harbor near Ellis Island, it became the symbol of America's welcoming to the flood of immigrants leaving Europe in the late 1800s and early 1900s.

Between 1880 and 1930, over 27 million people entered the United States, about 12 million of them through Ellis Island.

In 1883, the poet Emma Lazarus (1849–1887) encapsulated America's open-hearted policy with her poem "The New Colossus," which is inscribed on a plaque on the statue's pedestal.

Example:

*Give me your tired, your poor,  
Your huddled masses yearning to*

*breathe free,  
The wretched refuse of your teeming shore.  
Send these, the homeless, tempest-tost to me,  
I lift my lamp beside the golden door!*

□

*(Continued next month...)*

(Dick McLean would welcome any comments at [tellastoryd@comcast.net](mailto:tellastoryd@comcast.net))



## *Poetry Corner*

### *Sun After Rain*

BY LAURA BERNELL

Sun after rain.  
Eden again.  
Praise rain. □



### *The Mystery of Water*

BY BEN ZIKRIA

The Nobel laureate Györgyi of Hungary  
named water  
The largest mass of matter defying the Laws  
of Nature  
Being the source of all life forms of all  
colors and all shapes  
Water, colorless, odorless, shapeless, pure  
and ephemeral  
Collisions of one oxygen and two hydrogen  
atoms  
A community of molecules with softest  
embrace  
In time and space each water drop evolves  
into snowflakes  
Each flake is super symmetry, more variant  
than thumbprints  
In my dreams the archetypes of my ego keep  
crawling  
Out of a sunless sea to sit in Darwin's throne  
wantonly  
What was the force that flung me into many  
countless seas?  
In water I found myself in One and the same  
Cosmos. □



## *Lotus*

BY PATRICIA TESCHNER

The lotus blossom  
cannot stop itself from opening,  
or pull back  
into the dark pond,  
refusing its nature,  
telling itself to forget it,  
whining at the sun  
to come back another day.  
When you look at the lotus,  
ask of it, "What is hidden away  
inside your bud?"  
It will answer, "You are,  
along with a million suns." □



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## *Gravity*

BY ESTELLE WATTS

It holds the Earth, the Sun, and Moon,  
the planets in their orbits.  
It holds the stars residing in their nebulae.  
All that is here and there and everywhere,  
is captive.

I have a dream that  
it no longer has a hold on me.  
I am lifted off the ground, float up,  
into the darkness of empty space.  
It is a gentle place, warm, embracing.

I move to touch the brightness of a star,  
so small and shiny,  
so gracious in its greeting.  
I float again, untethered,  
stretch out my arms  
so they can feel the stuff between the stars.

I go to further galaxies,  
moving in their midst.  
Glorious dots of light surround me.  
I float between them and am happy.

Now, within the orbit of our Sun, our Moon,  
I see the colors of the Earth below,  
all shades of green, blue, gray, and white.  
My feet make gentle contact with the Earth.  
My eyes stay closed.

It is too soon to let the magnet take and hold me.

□



(continued on page 12)

### *Wild Flowers*

BY RUDOLPH JACKSON

Now, when a poor woman brought in  
her small offering of wayside flowers,  
she placed them in a simple vase  
that was set before the God.

And when she had kneeled and prayed  
and departed,  
Yin came, Li with him, and for a long  
time he rearranged them.  
Li, his hands folded in the sleeves of his  
saffron-colored robe,  
watched in silence,  
and when, in the evening, the woman  
again entered the great temple,  
to her eyes their beauty was increased a  
thousandfold  
as they stood, alone, upon the sacred  
altar.

And her heart was deeply glad within  
her,  
her long way home, peaceful,  
for surely the God was pleased  
and would grant her simple prayer. □

*(Rudolph Jackson is the father of Dawn Harding)*



### *Clouds*

BY MARY JEAN BOYDEN

Clouds, glorious clouds,  
flying so high in the sky.  
Fat ones and flat ones,  
tired ones that droop.  
Rain ones that swoop  
down in a thrice  
where once it was nice  
and now is a brown, muddy soup!

But the shades are so many  
If each was a penny  
a rich man could profit indeed.  
For us, it's just nice  
a view with no price  
to share, to remark, and to heed. □



*(continued on page 13)*



*Four Haikus*

BY MARGARET READY

Tern marks in wet sand,  
Tiny, fragile, soon erased.  
Mine last no longer.

The cat sits dozing,  
Her unsharpened claws relaxed,  
Her next meal assured.

Tiny, hopeful bird  
Shakes the barren branch with song.  
Coax the Spring's return.

The evergreen tree,  
Leaves lost to the winter wind.  
A failure of will? □



*Thoughts on a Grappling Hook (for boats): A Message for Writers*

BY SUSAN E. LAWSON

Hook the reader.  
Anchor him to your pages.  
Weigh him down with your characters'  
woes.  
And set him a-sail to a New World.

You're his helmsman now.  
Steer him through raging storms and  
narrow shoals.  
Let him fear the angry, roiling waves or  
bask in a blazing sunrise.  
Bring him finally into port,  
bruised, defeated, or exultant.

Whatever his state,  
never let the reader  
off the hook. □



# ***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)

Lynn Goodwin: [Lgood67334@comcast.net](mailto:Lgood67334@comcast.net)

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)

Lynn Goodwin: [Lgood67334@comcast.net](mailto:Lgood67334@comcast.net)

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

A number of PWR members have asked me about my self-publishing clients' experiences with publishers. Many of those clients have simply worked with printer-binders, near or far, and handled the marketing and distribution themselves. Others have gone with services like Xlibris, CreateSpace, and Lulu, which offer package deals for editing, book design, marketing, distribution, etc.

One of my clients who went with Xlibris has been very happy, but another was very irritated by the fact that the editorial department is in the Philippines, and people there are often hard to reach, sometimes poor speakers of English, or enforcers of unfriendly foreign laws. Also, the company offers marketing programs that are expensive but not necessarily effective.

My one client, so far, who has used CreateSpace happens to be a member

of PWR, and she is happy with the arrangement. However, some brick-and-mortar bookstores refuse to carry CreateSpace books, since the company is owned by Amazon, which the store owners blame for reducing or outright ruining their business.

One of my clients started with Lulu, but then switched to a local printer-binder because Lulu does not offer the most inexpensive size format, 8"x5". It is the most inexpensive size, by the way, because it is created by folding standard sheets of typing paper (8.5"x11") in half, trimming off the excess vertical and horizontal half-inches, and producing four pages per sheet of paper, whereas other sizes yield only two pages per sheet of paper.

Just this week, a client asked me to format her manuscript for Lulu, and thus far the process appears to be pretty straightforward. Watch out, however, for hidden extra expenses if you ask for any changes before printout.

My most successful self-publishing client to date has switched from Xlibris to FriesenPress, a publisher in Canada. Thus far, I have only heard love songs from him about this association. □



# *PWR Newsletter*



*I have published  
books!*



***Julie Blade***

*PWR's Membership Director*



**PUBLISHED WRITERS OF ROSSMOOR**

