December Featured Speaker: Paula Margulies — Book Publicity on a Budget

Paula Margulies is the owner of Paula Margulies Communications, a public relations firm for authors and artists. She has received numerous awards for her short stories, essays, and novels, including her first novel, Coyote Heart, and her novel-in-progress, Favorite Daughter. Paula is a contributor to Author Magazine, the San Diego Examiner, and The Writers Edge (http://writersedgeinfo.blogspot.com).

Paula has specialized for over twenty years in communications, marketing, and public relations for all types of products and services. A graduate of the University of California, Santa Barbara, where she earned her master’s degree in Language Arts and Literature, she also holds degrees in marketing communications and education. She has served as the marketing and publicity director for both large companies and small businesses and is an instructor in business communications and public relations at community colleges throughout Southern California.

She has been awarded artist residencies at Caldera, Red Cinder Artist Colony, and the Vermont Studio Center. Margulies resides in San Diego, California, with her husband and two teenagers. For more information, please visit www.paulamargulies.com.

CORRECTION

The poem, IDENTIFICATION, which appeared in our November issue on page 8, and was written by Lillian Rodich, was wrongly attributed. Sincere apologies to our readers, and to Lillian, who wrote such a lovely work.
November Meeting-in-Review:
Beverly Gray — BIOGRAPHY
by Stephanie Sharf

Beverly Gray was our November speaker on the topic “Biography: Taking Private Lives Public.” As the author of unauthorized biographies on Roger Corman and Ron Howard, Beverly has learned what works for a biographer and what doesn’t. She shared with us her top ten tips for writing a biography:

1. Scour your life for a subject you are in a unique position to explore.
2. Don’t be intimidated by the question, “What right do you have to invade this person’s privacy?”
3. Don’t let the subject take control of your project—maintain your artistic independence.
4. When researching, be creative.
5. Start at the beginning of the subject’s life—go back to their roots.
6. Go to the source—when possible, see the locations you’re writing about.
7. Have a tape recorder connected to your telephone and be ready to record an interview at any time.
8. Find out in advance if your publisher expects you to get signed releases from all your interview subjects.
9. Respect those you interview by checking back with them to clarify details you’re not sure about.
10. Try to locate your subject’s essence by way of a central image or metaphor.

Beverly started out her journey as a biographer by taking a UCLA course about how to write a nonfiction book proposal. While searching for a nonfiction subject she would be uniquely qualified to explore, Beverly realized that the many years she had spent working for B-movie maven Roger Corman would give her a unique perspective as his biographer. By the time the class was over, Beverly had not only written a nonfiction book proposal, she had an agent and a book contract.

During her talk, Beverly also outlined for us the many obstacles that came up as she proceeded—the cooperation or lack of same from the subject and the interviewees, the effort of the subject to take control of the project, and so on. In the case of her subsequent Ron Howard biography, she ran headlong into the “privacy” question in #2 above. Beverly emphasized to us that in the case of a public figure, you have every right to probe his or her past, as long as you are accurate in what you report. (So that’s what the tabloids mean when they say “We stand by our story”!)

Beverly enlivened her presentation with personal anecdotes, such as her first encounter with Roger Corman, when he unexpectedly summoned her during her time as a doctoral candidate in Contemporary American Fiction at UCLA to offer her a job with his production company. She also told us how being creative about research lead her to places like the local historical society in Duncan, OK (where Ron Howard was born) and the yearbook archives of Beverly Hills High School (where Roger Corman went to school).

Beverly’s books include: Roger Corman: An Unauthorized Biography of the Godfather of Indie Filmmaking (which made its debut in the #4 slot in the Los Angeles Times hardcover nonfiction bestseller list); Ron Howard: From Mayberry to the Moon…and Beyond; and an expanded paperback edition of the Corman bio under the title, Roger Corman: Blood-Sucking Vampires, Flesh-Eating Cockroaches, and Driller Killers. To keep up with Beverly’s latest projects, go to www.beverlygray.com

FREE TOOLS!

WORD PROCESSING

Many of us don’t want to use, or pay the money for, Microsoft Word (although, its pretty-much the standard), or are used to Works, Word Perfect (or even Appleworks).

OpenOffice is a FREE application that duplicates most of Microsoft Office Suite (including Excel and Power Point) and will open most word processor files.

http://download.openoffice.org/

The Mac version is NeoOffice:


There’s also a very nice play/screen writing program called, Celtx available at: http://celtx.com/

E-BOOK FORMATTING

For those seeking to convert Mss to Kindle format, there is an on-line resource:

http://ebook.online-convert.com/convert-to-mobi

‘Calibre’ purports to be a down-loadable, open-source, stand-alone converter for all formats

http://calibre-ebook.com/about

Go to TOC
Let’s take a quick look at where we as a CWC branch are now. Since our membership year started in July, we have:

- A new Board of Directors which is working together well. (A big thanks to Lenora Smalley, VP-Membership; Judy Presnall, Treasurer; and Ken Watts, Secretary.)
- 30+ members (did you get your renewal in yet?)
- Held one Summer Board Meeting, three monthly general meetings, and three monthly Board meetings
- Been represented at two Southern California regional meetings in Anaheim
- Heard speakers on the new face of publishing (Marcia Meier); creating minor characters (Bernard Selling); and biography (Beverly Gray). Each meeting was well attended.
- Started a new plan for hospitality, with a new Hospitality Chair (Pirhiya Goldstein) buying and bringing our supplies and setting a lovely table, and individual members signing up to bring refreshments for the monthly meeting (so far, we have been delighted by the offerings of Liz Cooke, Doug Douglas, and Gil Roscoe).
- Held a writing contest on the topic “Spooky and Scary” in October. Congrats to Ray Malus, the winner. Ray will be one of the judges for our next writing contest (Dec. 18th).
- Had one member showcase (Peter Brothers) and two open mikes.
- A new Webmaster (Ray Malus) and an updated website. Take a look at our flashing spinning logo: www.cwc-sfv.org
- Published four editions of the Scribe.

Not bad for a small branch! And we will continue to have a full schedule of speakers and activities in the coming months.

We have another writing contest going this month—“Winter Thoughts.” Your entry can be about the holidays, about the season, or maybe you feel you are in the winter of your life...whatever. Just get those chilly, snowy, dark, and damp thoughts on paper and bring your entry to our Dec. 18th meeting. If we get enough entries, we will have a winner and two runners-up. (See contest rules in box.)

We also have another Member Showcase coming up in December with Erica Stux, a very funny lady.

If you’re wondering how to turn that funny story about what happened to you when you went grocery shopping the other day into a published work, don’t miss Erica. She is the queen of everyday humor.

For all our current and aspiring authors: Okay, you’ve written a book! It’s been published. Now what?

“What” is that you have to get out the word about your book. That’s the new reality. You don’t have a clue about how to do that? Start by coming to our Dec. 18th meeting and hear Paula Margulies speak on “Book Publicity on a Budget.” Paula has her own public relations agency where she specializes in helping writers get the word out. She is also a published writer and knows all about your dilemma—you’re a writer, not a press agent. And you don’t have promotional funds. It will be okay, I promise—just come on over and hear her tips. I look forward to seeing you there!

WINTER THOUGHTS CONTEST

Bring your best short work to the December meeting!

Poem, short-short story or nonfiction.

One page double spaced on plain white paper.

Maximum 250 words.

Must have a title.

No identifying author information.

One entry per person.

Theme: “Winter Thoughts”

Entries will be judged on: Impact, Quality of Writing, Originality.
TO MARKET, TO MARKET
by Ken Watts

(As always, please check the websites for more information before submission. When you see “ms.” or “mss.” this means manuscript and manuscripts respectively. Best wishes and good luck to all!)

Written By is a magazine written by and for America’s screen and TV writers, and published by the Writers Guild of America. It focuses on the craft of screenwriting and covers all aspects of the entertainment industry from the writer’s perspective. It is 40% freelance written. Guidelines for #10 SASE. Buys first North American serial rights, buys electronic rights. Byline given. Pays on acceptance. Queries accepted by mail, e-mail, fax, phone. Publishes ms an average of 2 months after acceptance. Submit seasonal material 4 months in advance. Editorial lead time is 4 months. Nonfiction: Needs book excerpts, essays, historical, humor, interview, opinion, personal experience, photo feature, technical and software. Please, no beginner pieces on how to break into Hollywood, or how to write scripts. Length: 500-3,500 words. Pays: $500-3,500 for assigned articles. See the website for more info, and before submitting. Address: 7000 W. Third Street, Los Angeles, CA 90048. Phone: (323) 782-4522 Fax: (323) 782-4800 Website: www.wga.org.

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The Paris Review is a magazine for fiction and poetry of superlative quality, whatever the style, genre or mode. Their contributors include prominent, as well as less well-known and previously unpublished writers. Guidelines available online. Sample copy for $15 (includes postage). Responds in 4 months to mss. No kill fee. Pays on publication. Buys all rights, buys first English-language rights. Address: 62 White Street, New York, NY 10013. Phone: (212) 343-1333. E-mail: queries@theparisreview.org. Website: www.theparisreview.org.

Hustler is a no-nonsense men’s magazine, one that is willing to speak frankly about society’s sacred cows and expose its hypocrites. They are most interested in well-researched nonfiction reportage focused on sexual practices and subcultures. Sixty percent freelance written. Guidelines: Send #10 SASE. Buys all rights. Byline given. Offers 20% kill fee. Queries accepted by mail, e-mail, fax. Responds in 2 weeks to queries. Responds in 1 month to mss. Publishes ms an average of 3 months after acceptance. Submit seasonal material 6 months in advance. Editorial lead time is 4 months. Nonfiction: Buys 30 ms/year. Length: 3,500-4,000 words. Pays: $1,500. Columns/Departments: Sex play (some aspect of sex that can be encapsulated in a limited space), 2,500 words. Buys 13 mss/year. Pays: $750. Fillers: Jokes and Graffilthy, bathroom wall humor. Pays: $50-100. See their website for more info. Address: HG Inc., 8484 Wilshire Blvd., Suite 900, Beverly Hills, CA 90211. Fax: (323) 651-2741 E-mail: erampell@lfp.com. Website: www.hustler.com.

Something To Ponder

My evil genius, Procrastination, has whispered me to tarry ‘til a more convenient season.

– Mary Todd Lincoln
"It’s Alive…!"

There is an ancient doctrine in the Roman Catholic Church called, “Transconfiguration.” It refers to the belief that, during the consecration, the bread and wine actually become the body and blood of Christ. As you can imagine, in modern times, this belief is generally regarded as “quaint” and “mythical.” But the desire to create “life” pervades our literature and mythos. Pygmalion, The Golem, Frankenstein, even Pinocchio, are all stories which revolve around this idea. There has even been a report that scientists have managed to synthesize living algae in the laboratory — from inanimate substances.

The power to create life! The ultimate achievement! But, think about it! This is what we writers do (or should be doing) every day.

Recently, I was talking with a fellow writer. I said, “We should be creating magic.” He nodded, casually. It made no impression.

Friends, do I have to shout it? WE SHOULD BE CREATING MAGIC! When we set words down, we should, literally (absolutely NO pun intended) be creating life! Putting flesh on bone! Breathing existence into nothingness! Animating the inanimate!

When you write a story, the characters should live! When you write a poem, we should see through a living person’s eyes! When you write a biography, the subject should come alive! A news story? The event should spring into existence!

Strangely, there are not many synonyms for the word “life.” Possibly, because is it such an awesome concept, words pale. But the attributes are endless: vitality, sentience, awareness, vitality, vigor, “heart,” “soul”, passion…

As I write this, I find myself intensely frustrated, as I try to express the urgency and power of this idea. So why am I doing it? Because I read so much arid, shallow, mechanical, just-plan-lazy, LIFELESS writing.

There is an author I’ve read. His first books were exquisite! Each description a polished jewel. Each plot turn motivated and seemingly inexorable. Each character real, complete, alive. Reading him was a transcendental experience!

He got a publishing deal. His current work is still interesting, but it’s a shadow of his earlier work. I understand. His publisher has given him deadlines. There are movie franchises to be had. Marketing tie-ins! Merchandising! M-O-N-E-Y! But it’s no excuse.

I’ll make a prediction: In 100 years, Hamlet and Faust will still be read; The Da Vinci Code and Peyton Place (anybody remember it?) will not.

But even this is not the real point. We have an almost-unimaginable gift. As writers, we can transconfigure! We can make magic! We can create life! Why would we not?!

NANCE CRAWFORD

is currently podcasting an audio-book of her charming novel Dragon Solstice
Starting November 20
Details at www.NanceCrawford.com

CWC Members
Dean Stewart and Ray Malus will be appearing in a 15-minute Radio Play, Christopher Angel, at St. Martin-In-The-Fields Episcopal Church, on December 12th.

The play, written — and with a musical score — by Malus, is a Chancel Drama dealing with the season of Advent. It will be presented at 8:00 AM and 10:00 AM. Admission is open, and free.
My Tried (and sometimes True) Interview Techniques
— Jackie Houchin

Last time, I wrote about where I got my ideas for the articles and profiles I write. I started out by getting the assignments from my editor. Then I began seeing possibilities for my own stories everywhere, i.e. in Starbucks, at bookstores, or on the street. I followed up on referrals from friends and information I found in newspapers, newsletters, or around my neighborhood. I let my curiosity lead me to hobbyists, collectors, and folks with unusual occupations.

So many people: so many interesting stories! Next I needed to pick their brains, pry out their deepest secrets, find out how and why they do what they do! I had to interview them.

There are three main steps (or methods to my madness) in how I interview folks.

**Before the interview** I first decide why I want to interview the person, what I hope to learn, what kind of story I want to write. (A lot of this will depend on where I hope to place or sell the story.) Will it be informative, inspiring, promotional, or...simply someone I personally want to know more about. (Having my own News & Reviews website, helps with that last one.)

I contact the person (on the spot or by phone) and set up a time and date. I let them know who I am, who I write for, and the general topic I want to cover. Then I do a little research on the person or their specialty, occupation or craft. From my “research” I make a list of questions I want to ask.

I make sure I have a notebook, pens, MY CAMERA, and a tape recorder if it’s going to be a fact-heavy interview. (Fresh or recharged batteries are a given, of course)

**During the interview** I try to establish a conversational mood by commenting or complimenting (depending on where we meet) on our surroundings. I thank them for letting me interview them, tell them what I hope to write about, and collect some basic info (correct spelling of name, title if any, etc.)

Then I pick up my notebook and pen, turn on the recorder if using it, and dig right in with the first (and easiest) questions. I never stick strictly to my written questions. If something more interesting (or tantalizing) comes up in their answers, I will follow it like a vein of silver in a Colorado mine. And — confession-time here — sometimes I will ask a question I have no intention of using in my story, just because I want to know.

I mostly listen and add questions as promptings to keep them talking. I smile and encourage them with nods or soft, sympathetic sounds. I haven’t mastered the “silence strategy” yet, but I’m told that if you can simply remain silent, your subject will begin to fill it with more info. It’s usually too uncomfortable for me to do that.

I take “off the record” seriously and will never write something I’m asked not to. That doesn’t mean I don’t want to hear it, however. Secret confessions sometimes help me to understand where the person is coming from. I’ll take notes, and I might use the revelation to shade or slant the story, but not even that, if it is too sensitive.

If I get behind on my note taking, I ask them to repeat, slow down, or clarify what they said, especially if I plan to quote it in the story. (Quotes must be 100% accurate!) If they are showing me objects they’ve collected or made, I will ask if I can photograph them. Always at the end of the interview I will get several shots of them with something meaningful to the story. (Projects, pets, creations, gardens, workplace, etc.)

When the interview is winding down, I quickly look over my questions to see if I got everything I need, then I’ll ask if they want to tell me anything I didn’t ask about. (Great stuff sometimes comes out this way.)

I thank them, give them my card with contact info, and offer to send them a hard copy of the finished story (or the link, if it appears in an online magazine).

**After the Interview** I review my notes (it’s easier to decipher my scribbling if I do this right away), underlining key words and looking for a really cool approach to the story. I also try to come up with a good strong opening statement – whether it’s dramatic, provocative, humorous, or teasing. What I want is something that will suck in the reader. Wait, that’s called a “hook” right?

I also look for facts that I might need clarified or explained. If I find any, I’ll do a brief call-back by phone.

And, the rule is to never show the interviewee the piece before it is published. But on occasion, under special circumstances, I have been known to do that. (I’m such a softie!)
Now That You're Gone
Edward Louis Braun

Only yesterday we two
Were more than one and one,
Now I only have photos of you
What shall I do with them
When I'm alone and cold?
Shall I talk to them
And hold them to my heart
To warm me?
Will they listen to my dreams
And how life seems
Now that you're gone?
Our photos by the book,
All my poems about you
Can't replace the look of you
And how you felt in my arms.
Starlight and moonlight
Are fair, but can't compare
To the light in your eyes.
While the forest breeze
Can sing seductively to me
It has no ear for my music.
The sounds of the sea
Can sometimes soothe me
But the sea has no heart
For listening to me.
Now that you're gone,
Nothing can ever replace,
Nor time ever erase
All the wonders we knew,
The wonders that were you.

Folk Dancers' Celebration
Lillian Rodich

seventy smiling faces
and many of us are at least seventy
every inch alive with music,
twinges of regret and circumstance
vibrancy within each worn and
weathered guest
dances in celebration
while seventy colored lights twinkle
in the fading reality of twilight
our star studded future is all too
uncertain
within encircling arms, songs, dancing
and temptations of a bountiful table
we cannot always see the smiles or hear
the laughter
they flow like vintage wine
over the cobblestones of our history

White Markers
Edward Louis Braun

Each time
I drive past
A veteran's field,
With white markers
Row upon row,
Upon row,
It is not easy for me
To accept
The simple truth
That all
Who lie here
Once were in
Their youth,
Once were children
With bright eyes,
Happy faces
And sunlight
In their hair,
Soft and shiny beings
Designed it seemed
To complement
The freshness
Of spring grass
And winter snow,
Flowering trees
And the endless blue
Of the country sky.
It seems strange
And cruel
That for so many
Years so few
Would bring them here.

(More Poetry: pg. 8)
More Verse

She
Ray Malus

She envelops me
In helix of ecstasy
Drowned in sensation.

Fluid falls of wheat
Hot honey gently flooding
Pale meerschaum shoulders.

Proud puff-pastry lips
Liquid tongue and fervid mouth
Hunger for suckling.

Ivory pillar
Pulsing with expectation
Cringing at my breath.

Time-ripened apples,
Swollen sway with syruped cusps
Enticing my kiss.

Warm rounded hummock
Fragrant silky pillow-swell
Pregnant with promise.

Ash golden sea grass
Lush lips of plunging chasm
Sweet viscous fountain.

Pliant opal boughs
Vaguely veined with sapphire
Yielding Entrapment.

Sculpted columns tense,
Delicately contorting
Soft extremities.

Long, she lies with me,
And full I am enfolded,
For brief forever.

(Poet’s note: A sestina is is a specific form with six lines in six stanzas with three lines at the end. It does not rhyme, but the end words on each line must be repeated in a certain pattern and still make sense. Can you figure out the pattern? Write your own Sestina.)

Christmas Sestina
Lenora Smalley

Whether snowflakes fall on frozen earth
wreathing halos around dimmed street lights
their taste stinging the tongues in open mouths
of carolers singing joy from door to door
or whether snowflakes are stenciled on window panes,
they promise Christmas time is almost here.

We decorate the Christmas tree placed here,
arranging ornaments we’ve managed to unearth,
so twinkling lights will show from window panes.
After stringing rows of colored outside lights
that blink on the holly wreath hung on the door,
we admire our hardiwork with open mouths.

But when we think of presents, we close our mouths
determined to keep surprises from all those here
who sneak in closets and behind each closed door.
They shake and rattle the boxes they bring to earth
before they finally give up and turn out the lights—
with heightened anticipation for their pains.

We listen to wind blowing on window panes
and with the comfort of hot chocolate in our mouths
we run to darken all the inside lights
to get the best view of the snow from here
as it throws a white comforter over the earth
and rolls a white carpet to our door.

Donning our coats and boots, we rush out the door
to throw snow balls avoiding window panes,
to makes snow angels in the mushy earth,
to brush the icicle teeth in our snowmen’s mouths,
‘To sled down hills, to run and shout, “I’m here!”
to use karate to punch out a snowman’s lights.

On Christmas day with gifts and candle lights
we greet all who come to our door.
We welcome them saying, “We’re glad you’re here”
Cheery lights shine through our window panes.
The message from our hearts speaks from our mouths,
peace and good will to everyone on earth!”

To wish peace on earth takes the lights
of love in our mouths and wisdom behind the door
to open the panes of our hearts and say, “I’m here!”

(Poet’s note: Haikus are supposed to be brief, terse.
So a ‘suite’ of Haikus is probably an oxymoron. At least, I’ve never heard of one.)
ABOUT THIS ISSUE:

Well, I hope you enjoyed your Thanksgiving dinner. As you can see, winter is just around the corner. So tuck yourself in and curl up with a hot buttered rum, and a great issue of the newsletter. Lots of terrific stuff. Poetry! Another contest. (Read and enter!) Lots of news! As always, many thanks to our contributors. ENJOY! I’m gonna go take a bicarb.

— Ray

URGENT: HELP WANTED!

KUDOS KOLUMNIST
We are searching for someone to write our monthly Kudos Kolumn.
It’s not hard. Simply compile all our Branch’s good news for the month into one place!
If you like spreading Good News — PLUS being the first to hear it, this is the job you’ve been waiting for!

PROGRAM REVIEWER!
Also urgently needed: Someone to write the “Last Month In Review” column. Our Speakers are not paid. The least we can do is review their presentations.

Just contact Stephanie or Ray.

MEMBERSHIP QUALIFICATION
If you haven’t been qualified as an Active or Associate member of CWC-SFV as yet, please request an application from Lenora Smalley, Accreditation Committee Chair, and she will provide you with one to complete.

THANK YOU
Earn a Thank You — Volunteer!
Give a Thank You!
Tell us about someone who’s helped!

A Big Thank You
To Mark Paul Sebar and Duke Howard for helping with the November set-up and to Gil Roscoe for the goodies.
Much appreciated!

FREE BEER!!
Setting up for meetings is a large task. If you can help, please come at 11:30.
You’ll get to hob-nob with friends, help the Club and earn our eternal gratitude.
(OK, we lied about the beer.)
MEETINGS ...
ARE HELD AT 12:30 P.M.
ON THE 3rd SATURDAY OF EVERY MONTH
(September — June)
AT ST. MARTIN-IN-THE-FIELDS EPISCOPAL CHURCH
Hannibal Hall
7136 Winnetka Avenue, Winnetka – South of Sherman Way
(Directions & Map on last page)
UPCOMING MEETINGS
December: Paula Margulies — Book Publicity on a Budget
January: Sue McGinty — Mysteries
February: Panel on “Short Stories”

SUBMISSIONS
Members are encouraged to submit writing contributions to The Valley Scribe. This is your newsletter, and you should be part of it.
Submit your prose and poetry to:

cwc-sfv@roadrunner.com

Please type “SUBMISSION” in the subject line.
If submitting a hard copy, please bring it to the meeting and hand it to the Editor, Ray Malus, or to the President.

- Articles/Essays: 500 words or less
- Short Stories: 800 words or less
- Poetry: Limited to 40 lines

Submit your writings within ten days after the monthly Open Meetings.

The Editor (or President) has license to accept or reject any work submitted based on available space or editing problems.
All submissions must include an e-mail address or a phone number.
Writings will not be returned and may be included in future issues.

GUEST DONATIONS
Non-members attending meetings, are asked to pay a $5 (tax deductible) donation. New membership is immediate upon application at door.
For more information, contact Lenora Smalley, VP-Membership, at the meeting entrance or e-mail membership@cwc-sfv.org.

UPCOMING MEMBER SHOWCASE
December 18, 2010 — Erica Stux
ST. MARTIN-IN-THE-FIELDS
7136 WINNETKA AVE
CANOGA PARK, CA 91306

From San Fernando Valley
Take 101 Fwy to Valley. Exit Winnetka. Go North (From Hollywood, turn right. From Ventura, turn left) past Vanowen (almost to Sherman Way). Church is on East side (right side) 1 Bl. before Sherman Way.

From Simi
Take 118 Fwy to Valley. Exit DeSoto. Go South to Sherman Way. Turn East to Winnetka. Turn South 1 block. Church is on East side (left side) 1 Bl. after Sherman Way.

Walk into the campus. Hannibal Hall is at North end.