November’s Program
Naomi Hirahara — Flourishing in Blockbuster Times
(Information supplied by Speaker)

According to prevailing economic theories, publishers and movie studios need to be chasing blockbusters to stay in business. But what about on the other side – creatives who are not necessarily making blockbusters, but are still producing valuable work that provokes, entertains and informs society?

Are we destined to be on the financial periphery – writing creatively on the side or perhaps a hobby? Or can we make creative production at the center of our work lives?”

Naomi Hirahara, a Southern California native, is an award-winning writer of mysteries, middle-grade fiction, short stories and history-based nonfiction. *Snakeskin Shamisen*, her third book in the Mas Arai mystery series, which features a Hiroshima survivor and gardener, won an Edgar Award for best paperback original in 2007.

Her novels have been translated into Japanese, Korean and French. She is currently working on the sixth book, *Sayonara Slam*, which takes place at Dodger Stadium and will be published in 2016.

Hirahara is that rare commodity: a successful writer who has not lost her aesthetic ideals. Come let her share them, and her experience.

For more about Naomi Hirahara, visit: [http://www.naomihirahara.com/bio.html](http://www.naomihirahara.com/bio.html)
Doug Douglas

Do you quail at the prospect of promoting your memoir, novel, self-help primer or cookbook? Our October meeting speaker, Corinne Litchfield, had more useful information for you than you can shake a pom-pom at, okay? (Notice how cleverly I avoided ending that sentence with a preposition?)

Ms. Litchfield is a social media consultant, expert in the ways of websites and social networks and how to both choose and use them. And per our speaker, the foundation for building your platform is your website, five of the ‘Content Management Systems’ (CMS) for which she gave some strengths and weaknesses. Her chart handouts, one for Social Media (henceforth ‘SM’—please no jokes about an ampersand between the letters), the other for CMS, list features for each (for those of the overflow crowd who didn’t receive copies, Andi Polk said she’ll provide more at our November meeting).

Website essentials are:
- A domain name that includes your own (if your name is taken, add a descriptor after, such as JohnDoeWriter.com or JohnDoeScaryClown.com).
- Your book’s particulars and a link to facilitate its purchase.
- Contact info and/or forum
- Your photo and bio, visuals being essential both here and with SM (a picture being worth a thousand yadda yadda yaddas).

Discussing social networking, Ms. Litchfield cleverly labeled the five most prominent ones.
1. Facebook: the “Family reunion” of the Internet.
2. Twitter: the “Cocktail party”.
3. Tumbler: the “Library”.
4. Instagram the “Photo album”.
5. Pinterest the “Refrigerator door”.

Facts and fallacies of SM:
- Fact—SM is here to stay.
- Fallacy—one site is the best.
- Fact—images increase engagement.
- Fallacy—Big Brands are the only ones getting noticed.

Space prohibits listing all of the valuable tips, information and sage advice that our expert speaker provided, so please peruse her website at CorinneLitchfieldMedia.com. You’ll be enlightened as were all of us in attendance at her noteworthy presentation. ❖

LaGrange New State Bulletin Editor!

Our new electronic Bulletin has an Editor! Her name is Barbara (‘Rusty’) LaGrange. Rusty is a member of High Desert Branch — a branch with which SFV has a very close relationship. She has served as their newsletter editor (The Inkslinger) for several years, and has been an integral part of the astonishing renaissance of that branch.

Busy with re-tooling the Bulletin (her first issue is due out mid-November), she has promised a bio as soon as possible. Welcome, Rusty!!

CWC Member Sherry Lynn Harris, author of Adapting to Alzheimer’s: Support for When Your Parent Becomes Your Child, is featured in this month’s Life After 50 Magazine.

The headline on front page alludes to the article. http://issuu.com/lifeafter50/docs/la_50_october_52a382407f6738

(Courtesy, Gary Wosk)

You can’t be a visionary while you’re staring in a mirror. -=jrk=-
“I am pleased to report that in a unanimous vote, Ray Malus has become our most recent Ina Coolbrith Award winner. Congratulations, Ray!”

With that announcement by California Writers Club President, David George, SFV member, Ray Malus joined a select few who have been so honored by the Central Board.

The Ina Coolbrith Award is occasionally bestowed, “…to honor a member for exemplary service to CWC and/or the Central Board.” It has been awarded on seven previous occasions: Betty Freeman and Ruth Theodos (2004), Barbara Truax (2006), Casey Wilson (2007), Joyce Krieg (2009), Kelly Harrison (2011), David LaRoche (2013), and Robert Garfinkle (2014). Malus’ is now the eighth.

The award commemorates Ina Coolbrith, an American poet, writer, and librarian, and a prominent figure in the San Francisco Bay Area literary community over a century ago. Called the “Sweet Singer of California,” she was the first California Poet Laureate and the first poet laureate of any American state. Along with Jack London and poet Joaquin Miller, she served as the core of a small, informal literary group that met at Miller’s house in Oakland, California — now the site of Joaquin Miller park. This small movement was instrumental in founding California Writers Club.

At Malus’ request, the actual plaque will be presented to him at the Central Board meeting in Oakland, in July of 2016.

“Ordinarily it would have been January, but I’m not supposed to fly, so we drive. In January, the fog can be a real ordeal.

“Besides,” he grins, “in July, there’s a picnic!”

In his nomination of Malus, Bob Isbill (High Desert Branch) wrote: “...But if you put all [the previous contributions] aside; if he had accomplished none of the things I mention here, he has provided this club with an invaluable tool for tracking the club’s membership in a way that has saved each branch numerous hours of drudgery and painstaking work. It’s called Member Record Management System, or MRMS.”

Isbill went on to state, “I go back with this organization only to late 2008, which is long enough to remember the tedious and time-consuming work each Membership Chair and each Treasurer had to do with dreaded regularity. Now it’s done, thanks to Ray, with a click of the mouse. Data entry has been enormously simplified, and accuracy vastly improved. Moreover, MRMS facilitates communication between branch members — through its on-line member directory and email lists — and between branches with Peer email lists. In addition, its USPS mailing list supports other major projects such as the Literary Review and Bulletin.

“He did this with an investment of time and talent to the tune of hundreds of hours. He has further provided four years of user support on this system, responding to suggestions and requests for filling the needs of the membership and the MRMS users.

“And for that alone, he deserves the highest recognition and honor possible. That’s why it is my honor to make the motion that the CWC award Ray Malus the Ina Coolbrith Award.”

 Asked his reaction to the award, Malus replied, “Y’know, the little kid part of me wants to jump up and down and shout, ‘YAY!’

“But the adult part of me knows that this is an acknowledgment of the work [MRMS], not the person. It’s just like winning an award for a book: It’s the book that being honored. So really, I’m just accepting the award on behalf of MRMS.”

We asked, “Now that you’ve ‘retired’ from the Central Board what will you do with your free time?”

Malus responded, “What free time?!

“Just kidding.

“I’d like to spend more time supporting the use of technology within CWC. There are so many ways we can eliminate drudgery. I’d like to educate members more on MRMS’s capabilities — increase communication between members and between branches.

“And I’m still supporting and enhancing MRMS. Plus, there’s our branch newsletter each month, plus our website, plus the monthly Photo Gallery, plus our Board.”

He grinned again. “But, y’know, when all that’s finished, I’ve always had a hankerin’ to try my hand at writing.”-=jrk=-

For more about Ina Coolbrith visit: https://en.wikipedia.org/wiki/Ina_Coolbrith
For more about the Ina Coolbrith — and other CWC Awards, visit: http://calwriters.org/central-board/awards/
For more about Ray Malus and what he has written, visit http://raymalus.com
December Book Fair
Doug Douglas

Attention authors! The deadline for registering to sell your books at the upcoming CWC-SFV Book Fair is fast approaching. Please contact Doug Douglas (doubledouglas@verizon.net) or Mary Freeman (mfreeman2207@yahoo.com) by October 31st (trick or treat). If you signed the poll taken at our October 3rd meeting and meet criteria, you're already registered. The following qualifications must be met in order to participate:
1. Your book must have been published for the first time in 2014 or 2015.
2. You must be registered with the California Board of Equalization as a seller and you must collect and remit sales tax.
3. You must be able to attend the Fair at Crown Books, Woodland Hills (corner of Erwin and Topanga Canyon) on Saturday December 5th from 1 p.m. to 4 p.m.

In order to cover costs, Crown Books has requested 20% of sales. We strongly encourage, but won't require, you to use triplicate receipt forms (for your records, for the State, and for Crown). Having sufficient cash and coin to make change is advised. If you're not equipped to handle credit cards and your customers do not have cash or check, there are BofA and Wells Fargo ATMs in the mall.

Please also note that the Board of Equalization office in Van Nuys is now closed. The nearest office is at 505 North Brand Blvd. in Glendale. Per my phone conversation with a BOE representative, they do not use paper forms. If you go to the office in person, they still will be entering your info into a computer. So you might as well buckle down and do it yourself at www.boe.ca.gov (see instructions in the October Scribe).

MRMS MRS. Has The Last Word
Sharron Malus

WE were married for eleven years, THEN in walks MRMS.
She took up hundreds of my husband’s hours.
Our home was quiet with no ringing phones, THEN MRMS!
The bells on the computer!
OH MY GOD! If we missed one call.
He is at her service 24 hours a day!
I had to get a full-time job, since he is always with her — in his waking hours, on his daily walks.
And he can not sleep for worrying about her.
He gives MRMS more attention than any doctor has given a patient.
He deserves an Award for birthing and raising MRMS!
And I deserve an Award for putting up with the two of them!

(Sharron Malus is not a CWC member. But she is one of our proof-readers ... and she said, if I printed this, she’d let me sleep with her. —ed.)

MISSION STATEMENT OF THE SAN FERNANDO VALLEY BRANCH

The San Fernando Valley Branch is one of nineteen Branches throughout California, organized and operating under the auspices of The California Writers Club. We are a non-profit professional organization whose goal is to provide a friendly and inclusive environment for members to meet and network; to provide professional speakers who will aid in writing, publishing, and marketing members’ endeavors; and other writing-related opportunities that will further members’ writing enjoyment and careers.
YOU SHOULD KNOW

OPEN MIC RULES

In order to maintain order and provide fair access for all members, the Board has established the following rules for Open Mic:

1. **Readers may not read in consecutive months.** Consider the rights of all the members and make room for them.
2. **There will be a maximum of six readers.** In the event there are fewer, the time will be added to the Business Meeting or fellowship period.
3. **Strict five minute time limit.** Time your work at home. Don’t feel you need to fill every second. Sometimes, less is more.
4. **Presentation must be of original written material by the reader or another member who has designated the reader.** We are a writers’ club!
5. **Readers must sign up in person.** No ‘proxy sign-ups’. If you feel it’s important that you read, come early!

GUEST POLICY

In general, guests at our meetings are asked to pay a small ($5), tax-deductible donation. However, each member of the branch is permitted to sponsor TWO FREE GUESTS during the year. (Unfortunately, these do not ‘roll-over’.)

If you are sponsoring a guest, please assist in their checking in, and notify our Membership Chair.

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SOMEBODY’S WATCHING

California Writers Club, San Fernando Valley Branch, is providing this notice to inform our members, and guests at our events, that Still Photography may be taking place.

These pictures are occasionally posted on our website. If, for some reason, you don’t want your likeness used, you must notify us in advance.
TO MARKET — TO MARKET

Mary Freeman

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

WOMAN’S WORLD
Bauer Publishing, 270 Sylvan Ave., Englewood Cliffs, NJ 07632 Phone: (201) 569-6699. E-mail: dearww@womansworldmag.com. Website: www.womansworldmag.com.

About: Publishes short romances and mini-mysteries for all women, ages 18-68. Weekly magazine covering human interest and service pieces of interest to family-oriented women across the nation. It offers a blend of fashion, food, parenting, beauty, and relationship features coupled with the true-life human interest stories.

Editor’s Note: Woman’s World is not looking for freelancers to take assignments generated by the staff, but it will assign stories to writers who have made a successful pitch.


Nonfiction: Submission Method: Query.

Fiction: Contact: Johnene Granger, fiction editor. Wants romance and mainstream short stories of 800 words and mini-mysteries of 1,000 words. Each story should have a light romantic theme and can be written from either a masculine or feminine point of view. Women characters may be single, married, or divorced. Plots must be fast moving with vivid dialogue and action. The problems and dilemmas inherent in them should be contemporary and realistic, handled with warmth and feeling. The stories must have a positive resolution. Specify Fiction on envelope. Always enclose SASE. Mini-mysteries may revolve around anything from a theft to murder. Not interested in sordid or grotesque crimes. Emphasis should be on intricacies of plot rather than gratuitous violence. The story must include a resolution that clearly states the villain is getting his or her comeuppance. Submit complete mss. Specify Mini-Mystery on envelope. The whole story should be sent when submitting fiction. Stories slanted for a particular holiday should be sent at least 6 months in advance. “Familiarize yourself totally with our format and style. Read at least a year’s worth of Woman’s World fiction. Analyze and dissect it. Regarding romances, scrutinize them not only for content but tone, mood, and sensibility.” Needs: mystery, romance, contemporary.

Does not want: Not interested in science fiction, fantasy, historical romance, or foreign locales. No explicit sex, graphic language, or steamy settings.

Submission: Send complete ms. Romances: 800 words, mysteries: 1,000 words.

Pays: $1,000

RATTLE
12411 Ventura Blvd., Studio City, CA 91604 Phone: (818) 505-6777 ext.111, Website: http://www.rattle.com/poetry/. Editor: Timothy Green, tim@rattle.com.

About: Rattle’s mission is to promote the practice of poetry. We feel that poetry lost its way in the 20th century, to the point that mainstream readers have forgotten how moving language alone can be. As a result, most people learn to find their feelings in music, movies, and novels, while poetry languishes. On average, poems in Rattle are published six months after they are submitted. Then they appear online six months after that. Real poetry is timeless, of course, so usually it doesn’t matter—but this is the age of information. News cycles rarely last more than a week. Moreover, poets do often respond to current events in real-time, so why make them wait for our print schedule? Our solution is Poets Respond.

Poets Respond: (online only) — Every Sunday we publish one poem online that has been written about a current event that took place the previous week. This is an effort to show how poets react and interact to the world in real time. Selected poems will appear as the Sunday poem at Rattle.com, and be fed to over 5,000 people via our RSS feed and daily email service. The poems must respond to news that occurred since the previous Friday, and have been written in the time since.

Submission: We request that these poems only be sent to us through the submittable portal. (https://rattle.submittable.com/submit/30232) Deadline each week is midnight Friday. Include your contact info somewhere within the document, and a brief explanation as to what the poem is about. Feel free to submit to this category as often as you’d like, even within the same week, and even if you have other general, tribute, or contest submissions pending.

Pays: $25 and a one-year subscription.
Music in Poetry

In poems, “the beat goes on” according to the words and the syllables in the various lines. For example, unique has two syllables (u – nique), the heavy beat on the nique. The word reference has three syllables (ref-er-ence) with the stress on the ref. The word traditional has four syllables (tra-di-tion-al) with the heavy beat on the di and so on. These syllabic beats occur in everyday speech and prose, but in rhythmic poetry the beats take on definite, predictable patterns.

Whose woods these are I think I know,
His house is in the village though

Rhythm and Meter

The following combinations of stressed and unstressed syllables are referred to as feet.

- The iamb (delay) - unaccented syllable, accented syllable
- The trochee (only) - accented-unaccented
- The anapest (in my heart) - two unaccented-one accented
- The dactyl (happily) - one accented-two unaccented

Two feet in a line is called...dimeter.
Three feet...trimeter
Four feet...tetrameter
Five feet...pentameter
Six feet...hexameter

Thus...and the sheen on their spears was like stars on the sea is called anapestic tetrameter and...beside the lake beneath the trees is called iambic pentameter.

The master poets were experts in combining words with rhythm and music. If you enter these waters and choose to follow a basic rhythm pattern, you must be consistent throughout. If you drop the pattern even slightly, the reader will spot it and the poem will be ruined in the same way a pin can destroy a balloon.

Rhyme

Rhyme is the repetition of the same sound or of a similar sound.

He clasps the crag with crooked hands,
Close to the sun in lonely lands
Ringed with the azure world he stands.
But usually poets alternate the rhymes.

“You are old, Father William, “ the young man said,

“And your hair has become very white,
And yet you incessantly stand on your head.
Do you think at your age, it is right?”

A single word can also rhyme with the end of a longer word.

Worships language and forgives
Everyone by whom it lives.

Further on in the same poem, the last syllable of a three-syllable word rhymes nicely with the last syllable of another three-syllable word.

Time that is intolerant
Of the brave and innocent.

When the rhyme is in the last syllable, as in the lines above, it is a masculine rhyme, generally a more forceful sound, whereas the agreement of sound in two consecutive syllables is a feminine rhyme, usually more light and delicate, as in laden and maiden below.

With rue my heart is laden
For golden friends I had,
For many a rose-lipt maiden
And many a lightfoot lad.

Some poets won’t attempt rhythm and/or rhyme and they write free verse. If you attempt a rhythm pattern and you carry it off, however, the words of your poem can provide a beautiful musical background as it speaks, as Shakespeare did in Sonnet 73t.

That time of year thou may’st in me behold
When yellow leaves, or none, or few, do hang
Upon those boughs which shake against the cold,
Bare ruined choirs where late the sweet birds sang.

In me thou seest the twilight of such day
As after sunset fadest in the west,
Which by and by black night doth take away,
Death’s second self, that seals up all in rest.

In me thou seest the glowing of such fire
That on the ashes of his youth doth lie,
As the deathbed whereon it must expire,
Consumed by that which it was nourished by.

This thou perceiv’st, which makes thy love more strong,
To love that well which thou must leave ere long.
THE DUST OF TIME
By: Keyle Birnberg

The dust of time comes
With its quiet ticking teeth
Chewing away my memories
Erasing what was left of today.

My books in the basement
Are mildewed with age
With paper warped and twisted
Stuck together
All forgotten to be read-

But the thirst for knowledge
Has a need to be quenched
Future beings will unlock the mind.
To enter my space
Where meaningful thoughts
Have a definite place-

Some tomorrows will come
As sure as the earth is round,
When someone's curiosity
Will lift my thoughts
From the dust of time-

IONS ARE ALIVE
Norman Molesko

They are tiny.
They are mighty.
They create miracles.

They are charged electrons,
mighty agents for controlling
man's mind and man's spirits.

They run along neuron surfaces,
move across synapses they meet.
Somehow they manage me.

Ideas, memories and emotions
are handled by these tiny things,
each fraction of a second daily.

Make A Splash — STATE-WIDE!!
Advertise in The CWC Bulletin!


Each issue of The Bulletin — published three times a year — reaches close to 2,000 published and aspiring writers, in 21 branches throughout the state.

Now, for the first time ever, we are accepting advertising from businesses, CWC members, and individuals who wish to reach our target market at reasonable prices.

Two tiers of ads are being offered:
Business card size (2” x 3.5”) ads for $35. These will appear in the index section of The Bulletin.
Index card size (3” x 5”) ads for $60. These will be interspersed throughout The Bulletin as appropriate.
All ads submitted must be self-edited, print-ready, and will be published as received.
All ads must be emailed as a JPEG file to RustyLaGrange23@gmail.com.
A physical copy of your ad must be mailed with the payment. Please include your return address and telephone contact number.

Deadline for advertising submissions for the next issue is Friday, October 30, 2015. Capacity for advertising will be determined by the Editor-in-Chief. In case we receive more ads than can be accommodated, submitters will be notified of the option to reserve space in the next issue.

Space is limited and ads will be accepted on a first come, first served basis. A copy of The Bulletin will be emailed to advertisers upon publication. Please include your preferred email address along with your ad submission.

Checks or money orders for submitted ads must be made payable to CWC Central Treasury and mailed to: HDCWC, The Bulletin Advertising Department, 20258 Hwy 18 STE 430 PMB 281, Apple Valley, CA 92307
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(Directions & Map on last page)
UPCOMING MEETINGS
November 7th, 1 p.m.
Naomi Hirahara
Flourishing in Blockbuster Times
Details on our website: CWC-SFV.ORG

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to The Valley Scribe. This is your newsletter, and you
should be part of it.
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Please type “SUBMISSION” in the subject line.
(We regret that we cannot accept ‘hard copy’ submissions.
We simply do not have the personnel to re-type them.)
Size limits (with a tiny bit of latitude):
Articles/Essays - 500 words or fewer
Short Stories - 800 words or fewer
Poetry - Limited to 40 lines
Book Release Notices - 150 words or fewer + front cover
Submission deadlines:
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Submissions: TENTH of the previous month.
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.

Check out our writers on the
So-Cal Writers Showcase.
http://www.socalwritersshowcase.com/

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Send your URL to:
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November BIRTHDAYS!
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Rita Keeley Brown Nov 24
Erica Stux Nov 29

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Katzenberg Pavilion
23388 Mulholland Drive
Woodland Hills, CA 91364

Directions:
From the 101 Freeway exit on Mulholland Drive South. Proceed to Steven Spielberg Drive and turn right into the campus. (If questioned at the gate, tell the official that you are attending a CWC meeting.) At the ‘T’, turn left and follow the road to the large parking lot on the left for Villa Katzenberg. Parking is free in any of the lots. (Please do NOT park on any of the streets. You will be ticketed!)
Interactive maps at:
http://cwc-sfv.org/Meetings/Location.php

The Valley Scribe
The Newsletter of the San Fernando Valley Branch of California Writers Club

is published monthly. We solicit submissions from members. (See Bulletin Board: “SUBMISSIONS”)

Editor
Ray Malus

Staff
Proofreaders: Ethel Ann Shaffer, Doug Douglas, Sharron Malus
Columnists: Andrea Polk, Mary Freeman, Dave Wetterberg, Ray Malus

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California Writers Club
San Fernando Valley Branch

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Pre-Session Leader, Bill Sorrells N/A
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