

The Valley Scribe

The Newsletter of the San Fernando Valley Branch

Vol. 9

August (Interim) 2016

No. 10

Next Meeting: August 6! Details: Page 2

Editorial

I doubt that many will remember, but this was the look of *The Valley Scribe* when I published my first issue as editor. It was August, 2009. We were rising from the ashes. The team I'd helped form had just succeeded in getting SFV's charter reinstated with California Writers Club. It was time to rebuild! I was conscripted as newsletter editor (and designer and builder of our new website!).

A lot has happened since then.

With the exception of a two-year hiatus (when the San Fernando Valley and West Valley branches reunited), I have edited this publication for seven years.

We have published fifty-five issues, all on time and (relatively) error free.

We have presented instruction, opinions, creative writing, tutorials, reviews, news, satire, contests and event notifications — all (with the sole exception, I believe, of Emma Lazerous' sonnet, *The New Colossus*) written by our members.

We have published supplements featuring excerpts from our members' major works.

In an effort to broaden your horizons, we have printed a wide range of work — from children's stories to 'adult' material (with suitable warnings).

Through it all, I have striven to present a platform for you to share your creativity, open your horizons, and publish. Many of you have seized the opportunity.

We have been aware that our audience is wider than just our branch; each issue is mailed out to the Presidents and Editors of all the other branches. Many of your efforts have been re-printed in other CWC newsletters.

In addition, each issue is posted on the Internet. We have tried to present a periodical that is worthy of such distribution.

I say, "we," not only in the 'editorial' sense, but because I have had a lot of help. Over the years, I have tried to credit and thank them. I will not list them here; seven years is a long time, and I'm sure to leave someone out.

This will be my last issue as editor.

To those who read... who contributed... who praised... who thanked... my thanks in return. --r--

June 'Guess The Theme' challenge.

There were three responses: one from our branch, and two from other branches. Two were correct, including the one from our branch, Yolanda Fintor's.

Brava Yolanda!

Solution

(Illustrations, by page)

1. Lagoon
2. Loon
3. Moon
4. Prune
5. Raccoon
6. Balloon
7. Cocoon
8. Noon
9. Saloon
10. Bassoon
11. Pontoon

... all rhyme with 'June', the issue's month.



Doo-bee doo-bee DUES be due dis month.
Renew your membership!

Bring your \$45 to the
Welcome Table at our
August or September
meeting

OR

Mail your check to:
CWC-SFV,
9625 Fullbright Ave.,
Chatsworth, CA 91311

Remember, members who renew AFTER SEPT 30, will be charged a \$20 reinstatement fee.

ANTHOLOGY REMINDER!!!

You have until August 15th to submit work for our up-coming CWC-SFV Anthology.

For information, go to our website, under 'Membership'.

OR

go directly to:

<http://cwc-sfv.org/Anthology/>

June Review: Self-marketing — Ideas that work ... or not.

John Klawitter

(Note: This is an excerpt from a longer piece. Notations have been added, and text that did not bear on the program was deleted.

Too bad! It was a fun article.)

After this [social] period, a man named Doug introduced a panel of three people who would discuss marketing. He jokingly said his job as head of the panel would be to run the time clock, allotting 15 minutes per panelist. This proved to be true.

The first speaker, Sherry Lynn Harris, talked about how she marketed her book, *When Your Parent Becomes Your Child: Alzheimer's Caregiver Support*. She had a variety of valuable marketing suggestions including speaking at caregiver support groups, talk radio, local newspapers. Her most frightening statistic was that 40% of Alzheimer's caregivers die before the patient does.

Next in the tank was a tall young woman named Shelly Cornelius. Shelly swiftly (she only had 15 minutes and Doug was efficient on the timer) plowed through an inspiring mess of Internet suggestions — from *Twitter* and *LinkedIn* to *facebook* and *Pinterest* and *Tumblr* — leaving a bewildered audience nodding in a way that said they wished she had another half hour... or 15 minutes less.

And then Janna Orkney took the stage. Janna's dad started an army surplus store after WWII, and his business venture grew to 31 outlets, and when you grow up in that milieu all sorts of interesting stuff happens. But you have to buy the book [*Growing Up With G. I. Joe's*] to read about that (I did). Janna's 15 minutes was good-naturedly spent sharing her own experiences promoting what she'd written. Relying on an extensive marketing plan, she attributes her success to social media, good contacts, and luck. (See Malcolm Gladwell's book *Outliers* for more information about how important good contacts are.)

August Member Social & Pot Luck Gathering

Saturday, August 6, 2016

Please bring your donation of FINGER FOOD

Cool beverages provided

Katzenberg Pavilion, MPTF

1:00 – 3:00 PM

Our annual members only social.

- POTLUCK Finger Food and Pot luck conversations.
- You're the program!
- Bring your creative self to our one big opportunity to learn about members you don't know well, yet!
- You may gather in small groups, or large. Words. Conversations about writing, the art, the frustration, the successes.
- What are you writing?
- What are your creative ideas for future writing, blogging, speaking, singing, dancing, painting?
- It is your day. Have fun!
- Ideas for club activities? Share them too.

If you cannot join us, please let me know.

andipolk4@gmail.com

CWC Lit Review Out!

If you haven't already received it, The the CWC Lit Review is on its way. It contains forty-one features, of which SFV contributed two: *A Connection in Time* by Rita Keely Brown, and *Can You Hear Me Now* by Sheila Moss.

To them, "Congratulations!", and to the rest of you, "Enjoy!"

The Bulletin Board

GUEST DONATIONS

Non-members attending meetings are asked to pay a \$5 (tax deductible) donation. (Members may sponsor 2 free guest visits during the year.) New membership is immediate upon application at door. For details, contact our Membership Chair at the sign-in table or e-mail andipolk4@gmail.com.

MEETINGS ARE HELD AT 1:00 P.M. ON THE 1st SATURDAY OF EVERY MONTH
Katzenberg Pavilion, Motion Picture & Television Fund
23388 Mulholland Drive, Woodland Hills, CA 91364
(Directions & Map on last page)

UPCOMING MEETINGS
August 6th, 1 p.m.
Annual Meet 'n' Greet

Details on our website: CWC-SFV.ORG

Check out our writers on the **So-Cal Writers Showcase.**

<http://www.socalwritersshowcase.com/>

Do YOU have a website?

Be the 'Member Website of the Month'
Send your URL to the Editor.

July/August BIRTHDAYS!

Michael Rains	July 3
Ethel Ann Shaffer	July 4
Gary Wosk	July 12
Karen Gorback	July 30
Gabriella Owens	August 9

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 Editor.

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):
- 500 words or fewer
- 800 words or fewer
- Limited to 40 lines

Articles/Essays
Short Stories
Poetry
Book Release Notices

Regular Features:
Submissions:

- 150 words or fewer + front cover
Submission deadlines:
TENTH of the previous month.
FIFTEENTH 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.

The Fine Print

**San Fernando Valley Branch
of California Writers Club
meets at:**

Motion Picture & Television Fund
Katzenberg Pavillion
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.

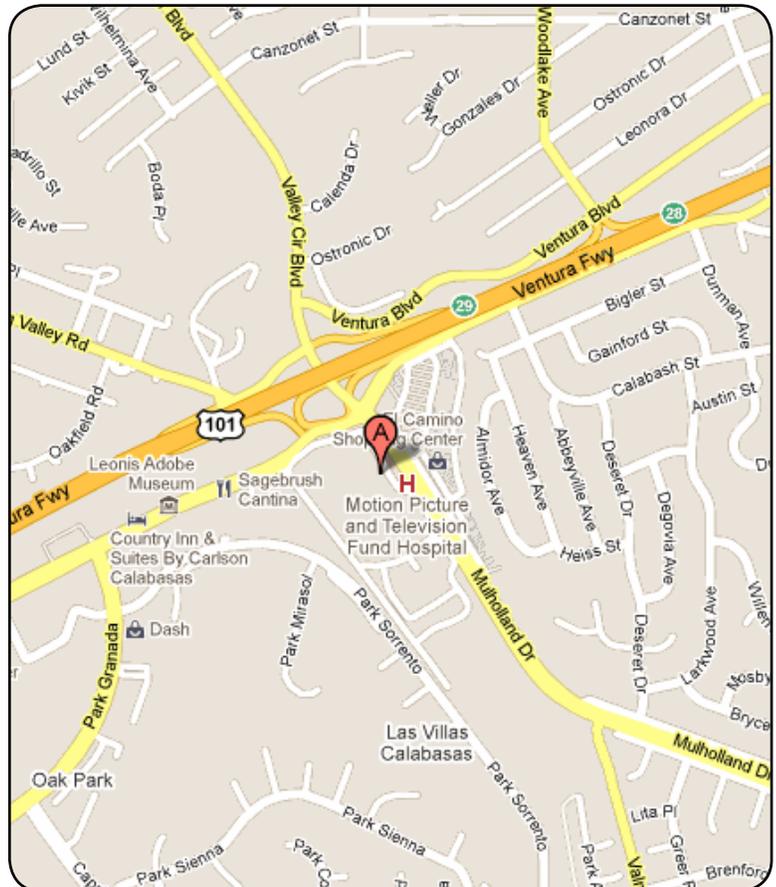
Parking is free in any of the lots.

(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")

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TBA

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Proofreaders: Doug Douglas, Sharron Malus

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California Writers Club
San Fernando Valley Branch

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LOTS of great information at our
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