

SDWEG's New Board of of Directors for 2018

Based on the elections held in October, SDWEG kicks off the new year with a new board of directors, as follows:

President - **Mardie Schroeder**

Vice-President - **Bob Doublebower** (he is also Publicity chair)

Secretary - **Laurie Asher**

Treasurer - **Marcia Buompensiero**

Membership chair: **Rick Peterson**

Directors-at-Large

Gered Beeby

Janet Hafner

Frank Newton (also newsletter editor)

Adolfo Sanchez

Ken Yaros

Social Media Manager - **Sandra Yeaman**

Past-President - **Anne Janda**

SDWEG would also like to express thanks and adieu to its outgoing board members — **Simone Arias, Dave Feldman** and **Val Zolfaghari**.

Paula Margulies ~ Guest Speaker on January 22

The Tao of Book Publicity is about book promotion strategies that work!

In her workshop, book publicist Paula Margulies will cover techniques that help authors successfully promote their publications. Workshop topics include: how to build an author platform, guidelines for creating blog tours, how to set up a successful speaking tour, and how to obtain interviews with the media. She will also discuss social media, book pricing and promos.



**Paula Margulies
speaker on Jan. 22**

Schedule of Upcoming Speakers at SDWEG Member Meetings

Mark Your Calendar...

February 26 - Lee Wind

March 26 - Jean Forsythe

Penn Wallace offers "E-mail Marketing" class on January 20

What's the big deal with mailing lists? Marketing experts will tell you it's an important tool in your tool kit. **Penn Wallace says it's your second most important marketing tool.** You don't have one? Here's how to get started. Need help building and using you list? We'll cover those topics too.

Our email marketing class will start with the question "Why do you need an email list?" Then we'll move on to how to build your list.

We'll dig into the topic of "How do I manage my email list?" I'll give specific examples of things

the students can do today to start building a business tool.

We will also do a live exercise on how to use Mail Chimp. We will have wi-fi, so bring your laptop. We'll set up accounts for those that don't already have one, then we'll send out a sample mailing to everyone in the class.

Next, we'll move on to how to use your mailing list for fun and profit — for example, writing newsletters, running promotions, rollouts and special loyalty rewards programs. *(continued on Page 2)*

SDWEG's 2017 Holiday Party



President Mardie Schroeder and Greg Fournier



Boardmembers Bob Doublebower and Rick Peterson



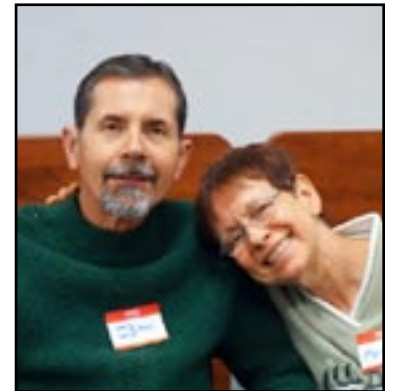
Anne Hoiberg and Wayne Harmon dig into the holiday repast.



Boardmembers Sandra Yeaman and Janet Hafner



Val Zolfaghari enjoys a conversation with Myrna Beeby & boardmember Gered Beeby.



John and Marie Dimercurio



Treasurer Marcia Buompensiero



Elke Ertle



SDWEG's 2017 Holiday Party on December 11 was delightfully convivial. It was a fine ending to a great year for the Guild.

E-mail Marketing class (continued from Page 1)

All of this leads to the topic of reader loyalty. We'll give concrete examples of things you can do today to start building that loyalty, from giving away special promotional items to how to handle your fan mail.

How & Where To Attend

Who? Admission is free for SDWEG members. For non-members, the admission fee is \$5.

When? Saturday, Jan. 20, 2018, 9:30 a.m. – noon.

Where? San Diego Country Health Services Building, 3851 Rosecrans, San Diego, CA 92110. (This is SDWEG's regular meeting place.)

How can I register? Go to our SDWEG website at <https://sdwritersguild.org/Event-Registration> and complete the registration form.



Tip of the Hat

SDWEG Members Around the Town

SDWEG is proud to note when its members are engaged in creative activities with other organizations around San Diego and beyond.

Several members are giving lectures for **Oasis of San Diego**, an organization dedicated to life-long learning for older adults. The following SDWEG members are serving as lecturers in the “Spring semester” of Oasis classes.

Philip Pryde — His two 90-minute lectures this term are titled “Bird Migration: Marvels, Myths and Mysteries” and “The Uniqueness of the San Diego Region,” which is based on his book *San Diego: An Introduction to the Region*.

Richard Lederer — Popular columnist and radio personality on all matters linguistic, Lederer will conduct two Oasis lectures: “Dances with Words” and “An Afternoon of Language and Laughter.”

Chloe Edge — In Escondido, Chloe will be conducting two six-session writing workshops titled “Creative Writing,” where she will encourage writers to expand their writing experience.

Frank Newton — SDWEG’s newsletter editor is conducting three 90-minute history lectures: “The Pizarro Brothers and the Inca Conquest,” “The Bloody French Revolution,” and “Napoleon’s Imperial Launch (and crash landing in the South Atlantic).”

Ruth Leyse-Wallace — In Escondido, Ruth’s expertise as a nutritionist will be brought to bear in her lecture “How Do Nutrients Affect Mental Health?”

Anne Hoiberg — Anne is an inductee into the Women’s Hall of Fame and she is also President of the Women’s Museum of California. Her two Oasis lectures are titled “Inspiring Women from San Diego’s History” and “Pioneering Women in Politics.”

Lola Sparrowhawk — Although not currently a member, Lola is a long-time SDWEG member and an avid supporter, and she will be conducting a 5-session workshop titled “Introduction to Creative Writing” as well as a 6-session workshop on “Creative Writing.”

SDWEG Reaches Milestone on Meetup.com

Since 2014, SDWEG has been using the Meetup.com social media platform as a means to reach out to and make contact with prospective Guild members. The Guild’s Meetup group recently achieved a milestone of attracting its 500th member.

Of those 500 contacts, about 30 have attended SDWEG meetings, with half of those actually joining the Guild.

The SDWEG Board will reach out to those who have not attended, inviting and encouraging them to get to know the Guild and become members.

Upcoming Writer Events

Feb. 16-18 — Southern California Writers’ Conference, Crown Plaza Hanalei, San Diego.

The SCWC is aimed at empowering writers by providing authoritative guidance through workshops and one-on-one evaluations. For details and registration, go to writersconference.com/sd/.

Feb. 19-23 — Writer’s Symposium by the Sea at Pt. Loma Nazarene University.

A stellar line-up of guest speakers is a special feature of the conference, including Jane Smiley, Kareem Abdul-Jabbar and Deepak Chopra. For details, go to pointloma.edu/events/.

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General meetings are held on the 4th Monday of the month, 6:30 p.m.

A **Marketing Support Group** for writers precedes the general meeting, from 5:30 to 6:30 p.m.

Meeting Location: the San Diego County Health Services Complex Bldg., 1st floor, 3851 Rosecrans Blvd., San Diego

Visit our website for a map.

Membership dues: \$36 / year

Guests: \$5 / meeting

Board of Directors (Term expires)

President: Mardie Schroeder (2019) president@sdwritersguild.org

VP & Publicity Chair: Bob Doublebower (2018) vp@sdwritersguild.org

Secretary: Laurie Asher (2018) secretary@sdwritersguild.org

Treasurer: Marcia Buompensiero (2018) treasurer@sdwritersguild.org

Membership Chair: Rick Peterson (2018) membership@sdwritersguild.org

Directors-at-Large:

Gered Beeby (2018) gered@sdwritersguild.org

Janet Hafner (2019) janet@sdwritersguild.org

Adolpho Sanchez (2019) adolpho@sdwritersguild.org

Ken Yaros (2019) ken@sdwritersguild.org

Newsletter Editor: Frank Newton (2019) editor@sdwritersguild.org

Social Media Mgr: Sandra Yeaman (ex officio) webmaster@sdwritersguild.org

Past-President: Anne Janda (2017) pastpresident@sdwritersguild.org

Mission Statement: The San Diego Writers and Editors Guild shall promote, support and encourage the writing arts for adults and youth.

Benefits of Membership. SDWEG supports members and promotes the writing arts through: educational meetings with guest speakers on timely topics for writers; networking with writing/editing professionals; manuscript review services and the opportunity to submit your work for publication in the annual anthology; information about communitywide writing/editing classes, conferences and other events; links to writing and editing resources on the website; publicity for members' creative works on the "Members' Works" web page; and the opportunity to be included in the Speakers Bureau.
