Promoting in a Pack

By Ann Parker

When it comes to promoting, some authors go it alone, by choice or necessity. However, as someone with a "pack mentality," I'm here to sing the praises of group promotion. True to form, before I set fingers to the keyboard, I asked a few mystery-tour buddies—Margaret Dumas (Married to Mystery series), Camille Minichino (Periodic Table series), and Penny Warner (Connor Westphal series)—the pluses of joining forces for promotion. This list is distilled from our collective ruminations:

- Plan together: From "where should we go?" to "should we have giveaways?" you've got others to bounce ideas off of.
- Share the workload: Divvy up your contact lists so one person doesn't have to make all the calls. Too, if there's a design whiz amongst you, she can design the flyer, while someone else handles the mailing.
- Share the costs: Materials, mailing, and travel (gas, hotel) expenses are more manageable when shared. And let's not forget the good "environmental karma" you'll rack up by carpooling, using one flyer to hawk three authors, and so on.
- Offer a "two-fer": In my experience, most venues prefer hosting an event with multiple authors. They can advertise once, prepare once, and (fingers crossed) get more people in the doors.
- Encourage cross-fertilization: People who are interested in your fellow author might, upon meeting you, decide to give your book a try... and vice versa!
- Avoid awkward moments: During the event, if there's a dead silence from the crowd, you can ask each other questions. Similarly, you can feed each other straight lines and set up each other's stories.

Group benefits apply in the virtual world as well. Interested in blogging, but find the idea of posting a daily message too much? Form a "group

blog," where each author is responsible for posting an entry weekly.

If you want to give group promotion a try, here are some tips from my "partners in crime:"

- Approach authors you know or have heard speak elsewhere, so you know their styles/personalities and yours will "mesh."
- Find a catchy title for your group, something that underlines your commonalities or plays up your differences.
- Appoint a "moderator" from amongst you, if your group is three or more, for each event. The moderator can keep a list of agreed-upon questions handy, be sure everyone gets heard, and handles questions.
- Read the others' work, or at least sound like you have.

Compliment each other; praise always sounds better coming from someone else.

So, next time you have a book coming out the chute, maybe there are other folks you can join forces with to bring the power of numbers to promotion.

- Ann Parker is the author of the Silver Rush historical mystery series, including Silver Lies (Winner of the 2004 WILLA Award for Historical Fiction) and Iron Ties (released in 2006). She is currently at work on the third book in the series. Visit Ann at http://www.annparker.net



www.womenwritingthewest.org Newsletter Volume XV Issue I Spring 2007

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The Colorado Springs Marriott has blocked a group of rooms just for our 2007 conference.



They will only guarantee these rooms and our \$99 rate until September 21st.

After that date you might pay a higher rate or you might find no rooms available. Please contact the hotel directly at: http://marriott.com/hotels/trav el/cosmc-colorado-springs-marriott/?groupCode=weeweea&a pp=resvlink . Group Code for our rate is "weeweea." Or by phone: 1-800-932-2151.

For all the latest WWW news: www.womenwritingthewest.org

Sustaining Members

These members have chosen to contribute dues beyond the regular annual dues to help WWW sustain its activities for the benefit of all members. We thank them for their generosity.

Donis Caseu V. June Collins Kathy Lynn Copeland Sandra Dallas Liz Duckworth W. Michael Farmer Carolyn Wing Greenlee B.J. Harris Fern J. Hill Laurel Anne Hill Gail L. Jenner Gloria Kelleu Jacqueline King Jane Kirkpatrick Joyce B. Lohse Priscilla A. Maine Bonnie Buckley Maldonado Cunthia Leal Massey Julie Miller Sharan Newman Jan Falke Olsen Ann Parker Nell Brown Propst Dorothy N. Ramsey Paige Ramsey-Palmer Sarah Burn Rickman Eastern Cowairl Fern Robbins Harriet Rochlin Cindy (Irene) Sandell Ann Storu Joanne Sundell Alice D. Trego Diane Tribitt Mary E. Trimble

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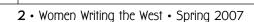
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– 300 dpi resolution, and black and white or greyscale only.



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2007 Conference

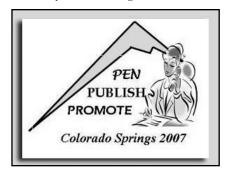
New Ideas, New Approaches, New Friends

By Jacque Boyd 2007 WWW President 2008 WILLA Chair

President's Letter



So, let's talk Conference! You should have information for registration for the Fall conference and yes, the price of registration has gone up. Your Board of Directors wrestled with the issue before a decision was made. However, last year's (and thankfully this year's also!) Conference VP, Cynthia Becker, came up with a spreadsheet of information on conference costs. With all costs taken into account, last year \$207 was spent on each conference attendee! With that in mind, you can see we didn't cover our costs with last year's registration fee. We know the fee of \$195 before June 30 is higher, so take



advantage of early registration. But even with the member's registration fee of \$215 after June 30, you'll still get a bargain!

PEN, PUBLISH AND PRO-MOTE is the theme and you'll be well rewarded for your attendance.

Make sure to bring your hiking shoes, or at least something comfortable. We're going to provide some specific "time off" for writing and enjoying the marvelous area around the hotel. Friday afternoon, after the tour, come take a hike with me. Don't be concerned about expending too much energy at Colorado Springs' elevation of 6100 feet - remember, I'm the 56 year-old, silver-haired, bad-kneed woman in charge! You'll have a special notebook and writing utensils in your registration packet. We're serious about writing-on-the-spot so be prepared to PEN.

The sessions this year are planned to be a little longer than those of previous conferences. We want to give you a more intensive opportunity to polish your skills and utilize the experience and advice of our session presenters. We know many of you are striving to be *PUBLISH*ed and we intend to provide a multitude of opportunities for you to pursue that goal.

Finally, just how do you market yourself and your work? We're going to help you tackle the third "P" in our conference theme with fresh ideas on how to *PROMOTE* yourself and your writing. A Saturday session will be headed by lawyers from last year, Julie Herzog and Susan Brushaber, to help answer your legal questions.

Make sure to delay your Sunday flight plans as much as possible. Sunday morning will include something special, along with the Annual Women Writing the West business meeting.

On your registration form we've asked you a question: "This will be my first time attending a WWW Conference." I'll be making a special note of your "yes" or "no" response and passing that along to the 2006 Green Dots. You say you don't know who they are? Well, you will if you come to Colorado Springs!

There's no doubt about it: COME TO COLORADO SPRINGS and you'll come away with new ideas, new approaches and new friends.

 Jacque Boyd, a licensed pilot and aviation educator, serves as a columnist for Ninety-Nine News, Inc., and writes about current issues pertinent to the aviation field for Aviation for Women magazine.



WILLAs - Biggest Year Yet



Five of the seven 2006 WILLA Winners accepted their glass awards at the WWW October conference. From left, Dee Marvine, Sandra Dallas, Susanne George Bloomfield, Linda Jacobs and Linda Crew.

By Jane Kirkpatrick 2007 WILLA Chair

With a record number of entries in the 2007 WILLA Literary Award competition, coordinators have already sent books to the finalist library judges. Chosen for their interest in reading and critical eye for quality, library judges have been a hallmark of the WILLA Literary Award competition.

This year, after much discussion, the WILLA Literary Award Board (composed of previous past-presidents and the current WWW President and the award chair) voted to change the Nonfiction category and Memoir and Other Nonfiction into two categories, Scholarly Nonfiction and Creative Nonfiction. Each received the highest entries this year and preliminary judges were busy reading and preparing books to be sent to the judges.

For the past two years, several WWW members have worked to better refine what qualities the WILLA Literary Award seeks to honor. Kathleen Ernst (WWW President-elect), members Dianne

Gray, Melanie Chrismer, Ginger Wadsworth, Carolyn Niethammer, Mary Trimble, as well as previous coordinators, assisted in creating rubrics that include Characterization, Setting, Women of the West Theme, Content, Ideas and Organization, Narrative, Voice and Literary Qualities. It's hopeful that such rubrics will help judges better particularize those books deserving of this prestigious award.

While Women Writing the West, which sponsors the WILLA Literary Award, welcomes writers, male and female, who write about the West in a variety of genres, the WILLA Literary Award was created to honor books written to recognize superior stories about women set in the American West. We are pleased with the quality of entrants and the opportunity WWW provides, through the award, to raise awareness of excellence in the telling of women's stories.

Recipients will be announced in August on the website and in the newsletter. Join us in Colorado Springs in October when we'll make presentations to the Winners and Finalists and hear from Jann Arrington Wolcott, herself an award-winning author, as our keynote banquet speaker. Get ready to buy more fabulous books – by WILLA Winners and Finalists – to add to your collections and to recommend to a reading group. They'll inspire us all to be better writers ourselves.

– Jane Kirkpatrick, WWW's immediate Past President, is the award-winning author of 13 novels and two nonfiction works. Look for her April release, A Tendering in the Storm, Book Two in the Change and Cherish Series (WaterBrook Press/Random House).

WILLA Fund Donations 2007

Jane Valentine Barker -Boulder, CO Sybil Barnes – Estes Park, CO Valerie J. Brooks – Leaburg, OR Peggy Moss Fielding - Tulsa, OK Laurel Anne Hill – Orinda, CA Linda Jacobs - Las Cruces, NM Jan Falke Olsen – Haslett, MI Jane Kirkpatrick - Moro, OR Dottie Ramsey - San Antonio, TX Sarah Byrn Rickman – Centerville, OH Gladys Smith – Hamilton, MT Florence Byham Weinberg – San Antonio, TX Julie Weston – Hailey, ID

Summer Newsletter Debuts Online

By Alice Trego 2007 Newsletter Editor

The Summer issue of the WWW newsletter will be in a new "medium" – online. For the first time, and on a trial basis, members will be able to access the newsletter via the WWW web site.

The Board considered the current newsletter development before the decision to enter the virtual

world was made, and they determined print runs, design costs, and printing and mailing costs were all key factors that WWW needed to scrutinize. In combining 2005 and 2006 figures, we had a total of 2,400, 20-page copies printed for nearly \$5,000.00. The design and mailing costs topped out at over \$2,500.00.

Given these figures, the saved funds from utilizing the WWW web site can improve the organization's

offerings, including conference workshops, decreased dues and other entities. There will be advance notification to members with all pertinent information on the WWW e-mail loop so access to the newsletter can be immediate and downloaded.

Please direct any questions you may have to WWW President Jacque Boyd (jacquebboyd@yahoo.com) or Newsletter Editor Alice Trego (alicetrego@utahbroadband.com).

Ahaa, Attagirl, Whoopee And Wow!

By Anne Schroeder

Ask the average woman reader what makes a compelling book and she probably can't tell you. Ask a publisher of western novels and she might not be able to articulate it in words—but she knows it when she sees it.

It's a combination of Ahaa, Attagirl, Whoopie and Wow!

Ahaa is the "I never thought about that—but she's right!" factor that we multi-faceted gals need in our novels. The deep primary storyline that pulls us through new territory or gives us a fresh look at nuances of human experience that we recognize, but haven't spent a lot of time musing over. It's writing fresh solutions to old problems. It's framing our ancestors' actions in a way that connects us to them. We begin with a premise that everyone does the best they can with the information they have, then we dig into our research and write a story that debunks myths and defends their hard choices.

Attagirl is the action element of a novel that keeps the story moving forward. We begin with a compelling female character and we give her a unique personality that might include quirky mannerisms, grit and determination, a handicap, a seemingly insurmountable problem, fallen virtue—whatever moves her quest forward. Then, using the maxim that "we do the best we can with the information we have," our heroine encounters larger-than-life setbacks while she pursues a solution to her story problem.

Whoopee is the romance and the sex. Every story needs it, but not always to the same degree. Often western writers shy away from the romance because they want to be taken seriously and not be seen as a romance writer. But they forget that the relationship aspect is important to women readers—and vital to a well-rounded story. The writer's cardinal rule is to make the story true to the character—and at the same time, to write for the reader. There are lots of tools to bring in romance without writing a torrid "Love in the Sun" scene. If the devil is in the details, so is the romance. Try nuanced dialogue and sweetness—a shy man thrusts a tin mug of water at a girl and spills it on her, a wilted wildflower left on a wagon seat, a dripping, unskinned rabbit as a supper gift. The key is to tuck those little surprises throughout and to portray a well-intentioned wooer who has more daring than sense. Wooers can be clumsy and unsuccessful. Girls can lose in love. They might reject their suitor or spoil their chances. They might choose

single-life. They might don men's clothing and become a muleskinner, but the romance needs to be shown—maybe as she witnesses a girl who took the other path to wife and motherhood. Regrets are part of romance, too.

Wow! is the grandeur of the western setting. Setting and place are central to a well-written western novel, as with popular male-oriented westerns that use setting as a main character with a man-against nature theme. Wow! demands authenticity. Western deserts have their own rules for those who would survive; western mountains and plains have other rules. Coastal states have earthquakes, fog and torrential rain. Farmers and ranchers endure different struggles within the same seasons. Women have a different way of relating to nature—often the more difficult chore of waiting. Because pioneer settlers' existence depended on the vagaries of weather, setting and circumstance, a compelling western novel should begin with the soil and work outward.

- Anne Schroeder's motto is "Let us not be disheartened by the smallness of our lives. I write so that my handful of pebbles, tossed each day into still waters, can create a ripple." She is writing her fourth western novel while she awaits word from her agent.

10 Steps Toward a Writing Career

By Joyce B. Lohse

One of the most popular features of the Women Writing the West Annual Conference is the opportunity to meet face-to-face with editors, publishers, and agents. Book professionals embrace the opportunity to meet our talented writers and to hear about their works-in-progress. Unlike some organizations, WWW does not charge registrants extra for these meetings at the annual conference.

I asked publisher Doris Baker from Filter Press if she has any particular likes or dislikes when she interviews writers.

"Talking with authors is what publishers do!" Doris said. "The talents and hard work of writers are the beginning and the end of publishing. Everything hinges on the writer's ability to inspire, inform, or entertain. When talking with an author with the thought of entering a business arrangement, I want to know that the author is serious in their approach to the work under discussion and to his/her career in writing. 'Serious' means the writer knows the basics of the publishing game, is engaged in improving the writing through critique groups, writing conferences, or other means, has some degree of marketing savvy, and is patient.

"It is generally true that no publisher, editor, or agent wants to hear from the author that (their book) is the only book on the subject and that it will appeal to everyone regardless of age, gender, literacy level, national origin, or dietary habits."

The WWW conferences provide a rare and fruitful opportunity to further members' writing careers. Both sides benefit if you prepare as follows:

- 1. Do it. Do not procrastinate. This is your opportunity to talk to professionals from the book world. Take advantage and sign up with the person who might help you most with your work, now or in the future.
- **2. Prepare.** This may seem a nobrainer, but you will benefit more from your meeting if you arrive with a sample chapter or an outline in hand, and your elevator speech memorized.
- **3. Be professional.** You and your work should reflect a real desire to succeed. Your resume and writing samples should be clean and tidy, proofread, and well formatted. Use one of many guides on the market to prepare your book proposal.
- **4.** What to bring. If you have a work in progress, bring a complete proposal. That means a cover letter, synopsis, chapter descriptions, two or three sample chapters, bibliography, author profile, and marketing platform. Bring your author packet. Don't have one? Create one in a folder with business card, post cards, flyers, and profile.
- **5. Your manuscript.** Is it finished? Bring a copy, but only if it is in standard submission format, i.e., double-spaced, proofread, edited, ready for professional presentation. Keep a copy for yourself. Save it until later if it is not yet finished. Usually, it is best not to submit or ask for consideration of an incomplete manuscript. On the positive, anytime you can pass your material to somebody by hand, which attaches a face to it, it will go to the top of the pile. However, keep in mind that different people like to see different things. Some may request that you send the manuscript after the conference. They may suggest that you put "Requested Material" on the envelope so they will know that you're sending it upon their

request. This, too, will help get your manuscript to the top of the pile.

- **6.** What they want. If you are unsure what the interviewer wants or needs, then find out. Do your homework. Learn about the interviewer and the company online. Ask during the interview what is expected, and what methods of communication are preferred.
- 7. Appointment etiquette. Show up on time and respect the time limit. Be friendly but not familiar. Save your life story until after the contract is signed. Get to the point. Listen carefully and stay on track.
- **8. Questions.** Prepare questions in advance. Present them in logical order. Be flexible and go with the flow of the conversation.
- **9.** Take notes. Write down anything that may be of value to you. After the appointment, review your notes and add additional information.
- 10. Follow Up. If you agreed to send a manuscript or more information, do it. This may seem obvious, but interviewers are disappointed when they do not receive a requested response. Keep in touch and follow up if your interviewer expresses an interest.
- Joyce B. Lohse is the author of several biographies for young adults and is the WWW Administrator.



2007 WWW Catalog Listing Application

Please use one form for each book listing. Must be received by June 1, 2007.				
Return completed applicatio Women Writing the West c/o Heidi Thomas, Catalog I 1314 Harrison St. Mount Vernon, WA 98273	ns and appropriate payments to: Editor Inquiries: 360-336-5803 * SAME or NEW listings may be submitted by E-mail: suncat@ispwest.com			
	ewing same listing as current catalog <u>must supply category</u> , <u>name</u> , <u>title and first</u> AME LISTING means there are NO CHANGES from the 2006 catalog! ING.			
CIRCLE ONE: NEW I	isting\$40 SAME Listing\$30YES, I am a current WWW member			
CATEGORY (Circle One)	Anthology, Fiction (General, Mystery, Romance), Juvenile (Picture Book, Middle Grade, Nonfiction, Young Adult), Nonfiction (General, Biography, Specialty Nonfiction), Poetry, Other			
AUTHOR'S NAME (as it will appear) last name first				
TITLE				
ISBN # (include dashes)				
PUBLISHER (imprint/publisher if applicable)				
FIRST COPYRIGHT YEAR				
DESCRIPTION Maxim	um of 30 Words			
(Please print cle	arly. No clarification calls will be made.)			
HOME STATE (required)				
_	is included in my check #which totals \$ and/or ads paid with this check:			

COPY FORM AS NEEDED FOR A MAX OF 5 TOTAL CATALOG LISTINGS.

Keep a copy of this information for your records.

2007 WWW Catalog Affiliate Member Focus

The Affiliate Member Focus is a listing of contact and applicable information. It is available to members who write for periodical/media genre **or** members who have out-of-print books **or** writer members who are not currently published (especially recommended for members who speak publicly).

- WWW Members only
- Affiliate members are featured on special page
- Personal listing cannot exceed **140 characters including spaces**. Should include, name, your choice and type of genre or speaking specialty and contact information.
- (example: count is 117 characters)
 Your X. Name, western cookbooks, Imagine Press, 7 My St., Our City, State 00000,
 555/555-5555, yourxname@yourxname.com (see WWW Affiliate Member Focus in last year's catalog at www.womenwritingthewest.org)

*Affiliate Listing Form must be received by June 1, 2007

Inquiries: 360-336-5803

Return completed form and fees to:

Women Writing the West c/o Heidi Thomas, Catalog Editor 1314 Harrison St. Mount Vernon, WA 98273

* Affiliate Member Focus Listings may be submitted by E-mail: suncat@ispwest.com

AFFILIATE LISTING – \$25				
Are you a current WWW member?YES, I am a current WWW member				
Fee for this listing is \$25 and is included in my check #				
E-mail Address				
Keep a copy of this information for your records				

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Complete Advertisement Request Form. Must be received by June 1, 2007.

Return completed applications, submitted items and fees to: Women Writing the West c/o Heidi Thomas, Catalog Editor 1314 Harrison St. Mount Vernon, WA 98273

POLICY – Advertisements must be submitted as follows: Author or Publisher must be current member of WWW. If publishing company is the member they may submit any book by one or more of their authors.

- Advertisements must be submitted by mail.
- Submit advertising copy as an electronic file in **GREYSCALE ONLY: NO RGB OR PMS COLORS.** Book covers, photographs, etc. may be included in the camera-ready ads if the entire file is submitted properly.
- Use a CD-R/CD-RW. NO FLOPPIES. Ad must be in high-resolution electronic format (300 dpi). Fonts must be Mac compatible; use Mac POSTSCRIPT fonts only. Do not use TRUE TYPE fonts, they can cause printing problems. NO PC fonts the catalog is built on a Mac and those fonts do not transfer. Embed ALL fonts. If not, then default substitution may occur. NO faux bold or italic fonts. If a PC file is sent, the file must be a .tif, or .eps AND the fonts MUST be converted to paths or imbedded in the file for the Mac to read it.
- Do not use gifs. If a jpg or pdf file is used, make SURE it is high resolution (300 dpi). Web site jpg files ARE NOT high resolution and are not suitable for print. The designer will be using Quark 6 to design the catalog.
- Must also submit a Black & White paper printed version (proof) of the ad (for comparison).
- It is the sole responsibility of the sender to check ad copy for correctness of information. WWW reserves the right to refuse any ad. *Ads must be in good taste and in keeping with the mission of the organization, which is to promote the writing of the Women's West.
- Include a self-addressed, stamped CD mailer if you wish your disk to be returned.

Note: <u>No magazine or newspaper clips</u>. **Ads will be placed in the catalog as space allows.** We will try to place ads in the requested category section in the catalog. However this is dependent upon the number of ads received and layout requirements.

RATES (CIRCLE CORRECT RATE):

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HALF PAGE	(7.5" x 4.75")	\$275			
QUARTER PAGE	(3.625" X 4.75")	\$175			
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Nonfiction, Young Adult), Nonfi	iction (General, Biography,	Specialty Nonfiction), Poetry,			
Other					
Author's Name					
Submitted By					
Contact Info					
Address					
Phone & E-mail					
Fee for this ad \$ is in	ncluded in my check #	which totals \$			
Total number of listings also pure	chased but paid with check	# is			
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Inquiries: 360-336-5803

E-mail: suncat@ispwest.com



13th Annual Women Writing the West Conference Peak Goals: Pen, Publish, Promote

October 19-21, 2007 Colorado Springs Marriott Hotel 5580 Tech Center Drive, Colorado Springs, CO 80919

THE PROGRAM: The evaluation forms returned by 60% of 2006 conference participants became the guiding force for all 2007 planning. Your overwhelming request was for more content that will help us all write better, get published, and promote our work more effectively. Thus the 2007 conference theme – *Peak Goals: Pen, Publish, Promote.* Here's what you can expect:

Agents, editors and publishers – the most popular conference feature – will again be available to talk about the market-place, explain what they are seeking in new work, and participate in pitch sessions.

Workshops will include many of the following "you asked for it" topics:

- Build better writing skills: plot, characterization, voice
- Benefit from critique groups
- Transition from research mode to writing
- Improve productivity with better work habits
- Write for periodicals, websites, and other sources you might not have considered
- Explore contemporary western writing
- Prepare a book proposal, synopsis, and submission letter that will get results
- Learn how to successfully pitch a book to an editor or agent at a conference
- Make sense of contracts, copyrights, and intellectual property issues
- Understand the publishing business; what happens after your manuscript is accepted
- Use the Internet as a promotional tool
- Market ideas from the author's perspective
- Tap the sales and distribution system for libraries and schools
- Present a reading that engages the audience and sells books

Networking with old and new friends begins at the Friday evening buffet in the Aspen Leaf room.

WILLA Awards 2007 Finalists will be honored at the Saturday luncheon and Winners at the evening banquet.

THE PRE-CONFERENCE TOUR: After a guided introduction to Carnegie Special Collections at Penrose Public Library you will have time to explore 115 years of regional history. Then, step into early day Colorado Springs at McAlister House, an authentically restored 1873 gothic-style cottage. By popular demand we return to the Garden of the Gods with time to soak up the ambiance, walk the garden paths, snap photos, and have lunch on your own at the Trading Post snack bar. The \$25 tour fee includes bus transportation and entrance fees.

THE HOTEL: The views are the same but wait until you see the new look of the Colorado Springs Marriott Hotel (formerly the Wyndham). Public spaces and guest rooms are newly renovated with elegant colors and furnishings. Beds have plush mattress toppers, down comforters, and lots of pillows. The spacious work area is perfect for writing and you can connect your laptop to the dual screen plasma TV. While Marriott now charges a fee for in-room Internet access, we have negotiated a half price rate of \$4.95 per day. The new chef has upgraded the menu choices and the hotel staff still provides outstanding service.

REGISTRATION: Be sure to read the registration form carefully. If you would like a free appointment with an agent or editor, the coordinator will contact you after all agent and editor participants are confirmed. Similarly, the bookstore coordinator will send ordering forms, if you request to sell your books in the conference bookstore. Make your reservations early. The hotel guarantees our conference rate and room availability only until September 21, 2007. After that date you could pay a higher rate or find the hotel is full.

Watch the website (www.womenwritingthewest.org/) for details and make plans to join us as we pursue Peak Goals.

13th Annual Women Writing the West Conference Peak Goals: Pen, Publish, Promote



Registration

First Name	Last Name		
Mailing Address			
City	State	Zip	
Phone	E-Mail		
• Please contact me to schedule and an edit	tor/agent appointment:	Yes () No ()	
• Please contact me about selling my books	in the conference bookstore:	Yes () No ()	
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ble. Go to http://marriott.com/hotels/travel/cos Group Code for our rate is "weeweea." By phor rooms and rates are "as available." Airport tran You must mention Women Writing the West for arrival is \$35.	ne: 1-800-932-2151. Rate gua sportation \$15 by Colorado S	ranteed through Septem Shuttle. Call 1-719-687-3	ber 21 st . After that 3456 for reservations.
(A minimum 20 participants required for to	e 30, 2007) nly; no meals included) dinner # guests # guests anquet # guests egistration fee) ersons our to take place)	TO REG \$ TO GU \$ TO TO TO \$	TAL GISTRATION TAL EST MEALS TAL UR TICKETS
Make checks/money orders payable to Women V Copy and send this form to: Jacque Boyd P.O. Box 13			CLOSED
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REGISTRATION DEADLINE: September 21, 2007 (no refunds after that date)

Conference questions: Cynthia Becker, VP Conference, cynipid@comcast.net or 719-543-4145

Researching Local History

By Diane L. Goeres-Gardner

(Editor's Note: The following article is an excerpt of a lecture Diane L. Goeres-Gardner presented in March at the Portland Willamette Writers meeting located in the Old Church.)

I've always been fascinated with the contrast between our present reality and our past. That contrast has been part of my entire writing career. For many (writers), history serves as a shadowbox you can pull details from to add interest and authenticity to your fiction. For others, the past is your subject. I like to think of historical facts as my subject and my authenticity.

I meet each week with a critique group in Roseburg. Five writers – three write fiction and two write nonfiction. The three fiction writers spend significant amounts of time in research to provide realistic details.

How do we find these wonderful historical details to write about? Many writers now use the Internet or resource books. However, there are other sources where you can find information specific to your local area and not available in books or the Internet. Here are some of my favorites.

The Oregon State Archives:

The Archives is located in Salem just a few blocks north of the capital building. It houses all the official documents issued by the state since it became a territory in 1851 and houses many of the oldest documents from the counties. I've found it particularly useful for its collection of prison, court and census files. Want to know how a trial was conducted in 1875? Go to the archives. Want to know how many women were sent to the penitentiary in 1890? Go to the archives. Ever wondered if prisoners were whipped for punishment in our state prison? Go

to the archives. While researching my nonfiction book, *Necktie Parties* – A History of Legal Executions, 1851-1905, I spent many days there. Legal records dating back to 1850 helped me research the monumental change Oregon experienced in those 50 years – emerging from a rough frontier-type justice to a modern criminal justice system. Holding a handwritten faded file tied together with ribbon in one hand and a typed and stapled file in another aptly demonstrates the change those Oregonians experienced.



Diane L. Goeres-Gardner recently lectured at the Portland Willamette Writers meeting where she showed copies of her local research she obtained during the writing of her award-winning novel.

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"To the Theriff of Wash Ore in your custody under senter Edward & Bradbury, you of your County until "Thursd proximo, and on that day, him

Besides census, divorce, birth and death records, the Archives also has the old state penitentiary files. Every inmate was issued a number when he entered the prison and, after 1899, pictures were taken.

The University of Oregon: The microform department on the first

floor of the Knight Library has a massive collection of Oregon's old newspapers. These are microfilmed and stored chronologically by city. I learned more about the way people lived in Oregon during the 1800's from reading old newspapers than I could from reading 50 resource books. Newspapers reveal what issues people were interested in. Advertisements tell the prices of goods and often show illustrations of fashions popular at the time. Articles name prominent citizens, and obituaries tell what diseases people died from. Newspapers are unique sources of information different from anything else available to the researchers. They were a fundamental tool in my research for Necktie Parties.

Another valuable resource is the numerous county museums located throughout Oregon. You never know from the outside what treasures you'll find inside. I was giving a talk in John Day, Oregon, and the curator of the Grant County Museum offered to open the museum for me even though it was closed for the season. It was a treasure trove of information.

The Oregon Historical Society is famous for its photograph collection and is located in Portland. If you are looking for photos to illustrate any subject about Oregon's past, the Historical Society is sure to have something for you.

The Portland Police museum on the 16th floor of the Justice building is a wonderful repository of information about law enforcement in Oregon. The local *county libraries* each have sources focusing on their county not available elsewhere, and let's not forget about local *cemeteries*, one of the richest in historical information.

 Diane L. Goeres-Gardner is the author of the award-winning novel,
 Necktie Parties – A History of Legal Executions, 1851-1905.

Things Begin to go Bump in the Night When Writing Memoirs

By Carolyn Wing Greenlee

When you know somebody's secret, do you tell it? For fifty years he believed it was forgotten, but his sister knew, and she told you. What about the murder, or the beatings your sister thinks you forgot about, though they continued for eleven years?

When you start to write a memoir, things begin to go bump in the night. Throbbing sounds from under the floorboards. A song, a smell, a season, and there it is. Then what?

A cousin from my father's estranged family, having read my book on his early life, yelled at me for two hours. "Grandma was never a prostitute," she shouted. "Mr. Sue never bought her, and she was not a terrible cook." She forbade me from "airing the laundry." When I said they were my dad's stories, she said, "Then change their names."

But I wanted the individuals to be traceable in the historical record. These were real people; it really did happen that way. However, in my new book, I changed some of the names because their actual identities weren't important.

Monty Roberts' father broke seventy-one of Monty's bones before he was twelve. Monty felt he needed to include details to explain why he, himself, was so driven to find a non-violent way of gentling horses. His daughter, Debbie Loucks, told me, "Dad now often shares his experiences with others (who) are struggling with the truth of their pasts. He invariably tells them that if he had to do it over again, he would have talked to his parents about the abuse before they died. He believes that he could have improved the latter part of their lives by making peace in the family.

"Now that they are gone, a few younger members of the family cling to the memory they have of the latter years when Dad's parents were kinder and gentler, denying that earlier violence was a part of his upbringing. Dad firmly believes these relatives would not be so conflicted and defensive had Dad brought this up while his parents were still alive."

How do you decide what to do? In my books, I'm leaving out the juicy secrets. People would be hurt. It doesn't add to the message of the book, and the drama isn't worth the damage. As for the murder, you have to consider libel, slander, law suits. Even if you can prove it, you could still be sued for mental anguish or something (similar). If it's a life-changing event, you may need to include it and take your chances. In my book, my parents had already left The Family so the murder did not affect them much. In the case of the beatings, I haven't decided what to do, but I intend to talk to my sister in order to make room for healing.

Memoirs are usually characterdriven — people changing as they go through their experiences. In the myriads of details before you, what is distracting or extraneous? Leave it out. But touchy, painful, pivotal things? You may have to pull up the floorboards to get to the heart of the matter. If you are in a place of privileged information, a child of polygamy or a descendent of lawbending Chinese immigrants, I believe you have a responsibility to place your artifacts into the public trust, preserving the rare and inaccessible for others in hopes they will see, understand, and grow. We shape the meaning with what we choose to include. Over the span of a lifetime, there is pattern, choice, consequence. Each life says something. What do you want yours to

- Carolyn Wing Greenlee has written three memoirs and has six to go. She has edited twenty books and written ten, and is in the process of adopting an ex-racing greyhound.



Desert Dwellers, Part One, The Reformer's Apprentice A Play Reading on its way to a Play

By Harriet Rochlin

One thing leads to another. The roots craze in the late 1960s awakened in me an obsession with the missing history of Jewish life in the West. That spawned a four-centuries-long social history jammed with pioneers of unimaginable diversity. The characters I'd come to know in person and in print, layered with my family lore, clamored for the undocumentable half of history, portrayable only in fiction. Once I'd outed their inner lives in a fictional trilogy, they wanted to see themselves depicted as they were—people, like you and me, driven by licit and illicit impulses. I've been trying to get away with a play reading. But no, in Tucson, Colorado Springs, and now in Los Angeles for the ALOUD series at the Central Library, the actors and audiences, alike, enjoy the reading. But they want more.

Dearest Harriet:

You done us all proud.... what a beautiful, spirited, funny play that brings Jewish history to life in such a palpable way. The cast was damn good and Scott did a great job... he made brilliant use of the space. And this all came from your imagination, from your own experiences. A wonderful range of characters, from the schlemiels to the Yiddisher cowboys. I'd love to see the play fully staged and I trust this will come to be.

Louise Steinman, Cultural Programs Director, Library Foundation of Los Angeles. The next performance of the Desert Dwellers, Part One, The Reformer's Apprentice, will be at 8:30pm, June 18, 2007, Association of Jewish Libraries Annual Convention at the Scottsdale Hilton, 6333 N.

Scottsdale Road, Scottsdale, AZ, 85250. WWW members: If you would like to attend, please contact me and I'll arrange for you to attend at no cost. (Harochlin@aol.com)



Harriet Rochlin shakes hands with director, Scott Weintraub, while the cast takes the stage at the Mark Taper Auditorium before the play reading of Desert Dwellers, Part One, The Reformer's Apprentice. (Photo courtesy Harriet Rochlin/Josephine Yatar)



Harriet signs books and meets audience members after the performance (Photo courtesy Harriet Rochlin/Josephine Yatar)

Two Things Every Writer Should Know about Copyright

By Teresa Bodwell © 2006, 2007

these basic copyright concepts:
 How is copyright created?
 What is copyrightable?
Copyright is entirely a creation of law. It is different from plagiarism—which is a moral principle. If I take Shakespeare's play, *Romeo and Juliet*, and publish it with my name as "author," I have plagiarized the work because it is not my creation. But I haven't violated any copyright because *Romeo and Juliet* is in the public domain. In fact, all works originally published before 1923 fall into this category. Works created

and first published between January

domain. The only way to find out is

to research the status of the specific

work. Other things that are in the

public domain in the U.S. include

documents created by the U.S. gov-

1, 1923 and December 31, 1963

may have fallen into the public

Every writer should understand

On the other hand, if you post this article on your website without my permission—you have violated my copyright even if you properly attribute the article to me. Why? Because this article is protected by copyright.

An "original work" is copyrighted at the moment of creation—as soon as it is fixed in a "tangible medium of expression" such as a piece of paper or a computer disk. A poem scrawled on a restaurant napkin is copyrighted as is a haiku scratched onto a rock.

Copyright does not depend on having a copyright notice, or registering the work with the copyright office. It is a good idea to place a notice on your work, as I have done with this article, because a notice makes it clear that you are reserving your rights and don't want your work used without your permission. Registration in the U.S. Copyright Office is also valuable. If your work is registered, you will be eligible for statutory damages and attorneys fees, should you succeed in an infringement law suit. But neither registration, nor a notice is required for copyright protection to attach to your work.

Besides being fixed, the work must be original. For example, I couldn't take my edition of *Romeo* and Juliet and claim a copyright in it. If I add original illustrations, special annotations, or an original commentary, I can copyright those original things I added to the work, though I still wouldn't have a copyright in Shakespeare's words.

The term original also means that the work must be more than a mere idea. It must be an original creative work. Take my novel, Loving Mercy. It started out as an idea: create a role reversal story, set in the American West with a strong female heroine and a hero who needs her help. That idea is not copyrightable—you could create your own novel based on the same idea without infringing my copy-

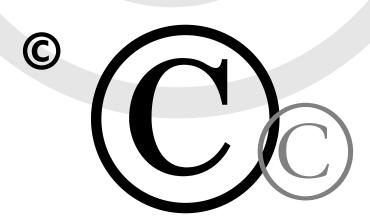
right. My novel became an original creative work, worthy of copyright protection when I created characters, setting and plot. A mere idea is not copyrightable, but a detailed outline could be.

In summary, your original work is copyrighted at the moment of creation— as soon as the work is developed enough to be considered an original work and is "fixed" by any means technology allows in a "tangible medium of expression."

The next question is—when is a copyright infringed? Between writing an original work that happens to be based on the same idea and copying the work in its entirety, there is a vast fuzzy area where infringement issues may be difficult to parse out. That is the subject for another article.

(This article appears in full at http://www.tbodwell.com)

- Teresa Bodwell is a graduate of the University of Oregon School of Law and has more than 20 years experience as an attorney and law school instructor. She is a 2006 dual WILLA Finalist for her Original Softcover Fiction Western historical romance novels, Loving Mercy and Loving Miranda.



Support Your Local WWW Catalog Great Marketing Medium for Authors Applications due June I, 2007

Time is running short to think about an ad or a listing in our 2008 catalog! Use this great marketing tool to get your name and title out to hundreds of libraries, bookstores, tradeshow participants, and more throughout the year.

Yes, you do have to purchase a listing or an ad—it's not an automatic entry with membership. However, the cost is reasonable for a quality publication that reaches up to 5,000-6,000 potential buyers.

Here are some ways to make your advertising even more cost-effective:

- * Contact your publisher to see if they will purchase an ad or split the cost with you (especially the WILLA Winners and Finalists). Some publishers will even have the art department design it for you.
- * Ask someone who writes in your genre, or who lives in your state

to split the cost and upgrade an ad size. With a writing style or home state as a focal point, your promotion effects can be shared for increased exposure.

- * We are offering one free listing to any member who purchases a fullpage ad.
- * "Same" listings from last year's catalog will save you \$10.
- * Don't forget the Affiliate Member Listing. Even if you don't have a book published yet, you can get your name out there for your speaking, editing, teaching, or other services, only \$25.

Support your catalog and help it continue to market our members' wonderful books!

Questions, contact Heidi Thomas, suncat@ispwest.com or 360-336-5803. (See catalog applications in this newsletter)

WWW Marketing Plans

By Sherry Monahan VP Marketing

As this year's VP-Marketing, I wanted to share some of our plans for this year. First, I'd like to announce that Alice Trego has agreed to be my Trade Show Coordinator. We don't have all the details just yet for some of the shows, but feel free to contact her if you would like to help with any of them.

We know we are attending the Wyoming Book Festival (see details on this page), and we are considering various shows but don't have the dates, cost, etc. Once we pin down the show details, we'll pass them along to you.

Also, remember that Joyce Lohse has a supply of catalogs, brochures, and newsletters if you would like to hand them out. Feel free to contact her and get some so you can display them at your signings and talks. Let's see if each one of us can recruit one new member this year!

Please send any suggestions about ways we can get WWW's name out there. I am also looking for some assistance:

- A PR volunteer who can work with the WILLA coordinator. This person would help gather data from the Winners and Finalists for promotional material and help with announcing the same.
- Someone who is willing to take on the role of e-marketer. This person would seek ways to garner us a better presence on the Internet. If anyone is interested, please contact me at sherry@wildwestinfo.com.

Wyoming Book Festival

Celebrate books, authors and reading at the first Wyoming Book Festival in downtown Cheyenne, Sept. 14-15, 2007.

The festival will have more than 50 authors, with a focus on those who write from or about Wyoming. Our goal is to reach an audience of more than 10,000 people and to reach beyond a core audience of avid readers to casual or even reluctant readers. Programs will include poetry and fiction, children's and young adult, history, women, trails and transportation, outdoor writing, crime in fact and fiction and Wyoming library resources.

A special track will be for writers wanting to learn how to hone their craft and/or how to get published. Currently, this is the only major book festival within a radius of 120 miles of Cheyenne: an area home to 3 million people, including two-fifths of Wyoming's population.

For more information about the festival, including how to donate and how to participate as an author, please visit our web site at www.wyomingbookfestival.org or contact Susan Vittitow, Wyoming Center for the Book Coordinator, at 307-777-5915 or svitti@state.wy.us.



MEMBER NEWS:

Accolades & Accomplishments



WWW members Jane Kirkpatrick and Molly Gloss were two of four Western Heritage presenters in little Moro, Oregon (pop. 300) that attracted 123 people from around the region to celebrate Women in History month and the Heritage of the West. The event was held in the 120-year-old Presbyterian Church, the only church in the community, and was funded in part from a grant given by the Oregon Historical Trust.

Jeanne Carver, co-owner of the Imperial Stock Ranch, one of the oldest ranches in the country still in operation, and Sherry Kaseberg, a Sherman county Commissioner, rounded out the event that included stories of women homesteaders, how women were portrayed in early western literature, the impact of place and art on stories of pioneers, women of color and the relationships of work and spirituality and landscape on women's stories. Even the chuckwagon lunch included an original 1880s chuckwagon and a story about the role of chuckwagons in settling the American West.

As they say in old Grange secretarial reports, "A good time was had by all."

Lori Van Pelt's short story, *The Wild-Eyed Witness*, will appear in the western anthology, *Lost Trails*, edited by Martin Greenberg and Russell Davis, scheduled for release in May 2007 from Pinnacle Books (Kensington). Lori is one of fourteen authors, which include Elmer Kelton, Loren D. Estleman, Johnny D. Boggs, John Nesbitt, Don Coldsmith, and Ken Hodgson, whose works appear in the book. A story by the late Louis L'Amour rounds out the anthology.

Carolyn Wing Greenlee, right, was recently named Artist of the Year, Professional, at the annual Stars of Lake County (CA) Community Awards banquet. She received a helping hand from her friend Pamela



Bening-Hale, who was nominated for Best Idea. During the presentation, Carolyn was commended for her WWW membership and as a presenter at three WWW conferences. Additionally, Carolyn says she had the opportunity to read poetry at the International Embassy of the Arts – Poets Laureate and Dance last January, and in August, 2006, was photographed and sketched for an All Poets Laureate event. The pictures hang in a courthouse in the Bay Area (CA).

Congratulations to WWW member and 2007 Spur Award recipient Laurie Wagner Buyer! She was presented the Winner in the Poetry category for Across the High Divide (Ghost Road Press).



K. Celeste Bryan's *Beneath A Crimson Sky* was an April 1 release through Whiskey Creek Press. Visit her author web site to learn more, http://kcelestebryan.com. Also, K. Celeste has recently contracted with Triskelion Publishing for a time travel his-

Kathleen Ernst, WWW President Elect, is happy to report that *Hearts of Stone* has won the 2007 Children's Literature Award from the Council of Wisconsin Writers. The book was also named to the New York Public Library's "Books for the Teen Age" list, and as an Editors' Choice selection in the February issue of

torical to be released later this year!

Historical Novels Review, http://www.historicalnovelso-ciety.org/editors-choice.htm

JD Squires announces that her children's book, *The Gingerbread Cowboy*, was a selected reading earlier this year at the Autry National Center. "I was invited to surprise the audience with a visit." JD said, "and I enjoyed answering questions from the children and adults." Visit JD at www.janetsquires.com

MEMBER NEWS:

Accolades & Accomplishments

Continued from page 17

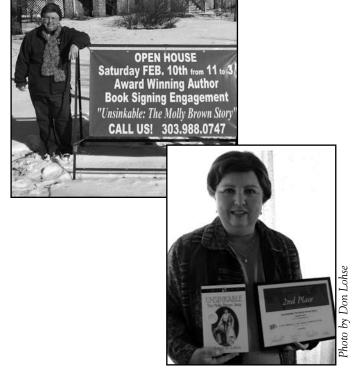


Sally Zanjani shown here with Jim Marsh, owner of the Longstreet Inn and Casino, was invited to be the keynote speaker at the 2007 Boomtown History Event in Amargosa Valley, NV. She says she sold 57 of her books (which include nine titles and two out-of-print titles) at the event, and she dedicated a bronze plaque commemorating Jack Longstreet, the desert frontiersman whose biography, Jack Longstreet: Last of the Desert Frontiersman, she wrote. Sally noted that this book has had a long publishing history, beginning with Ohio University Press publishing it in 1988, then reprinted by Nevada Publications – "...nearly twenty years in print," she said. Her book has been instrumental in the construction of the Longstreet Inn and Casino, the rebuilding of one of the Longstreet cabins in Amargosa by the U.S. Fish and Wildlife Service, and in annual camping trips by the "Longstreet Cult" to his mountain cabins.

The father-daughter team of Erwin A. Thompson and Janet Grace Riehl offered a free workshop, "Writing Your Family Stories," at the Oasis Alton Center (IL) in April. They discussed tools to research past generations; contrasting views of history and genealogy research applied to family stories; tools for spotting stories and turning oral history into writing, and how to create a



legacy for the future. Earlier this year, Janet, a 2006 finalist for Poet Laureate of Lake County, California, had a Muse book review interview at http://themusebookreviews.tripod.com/id107.html and was Yvonne Perry's guest on Writers in the Sky Podcast. Visit Janet at www.sightlinesbook.com



Joyce B. Lohse, WWW Administrator, has been busy marketing her latest book, *Unsinkable: The Molly Brown Story*. In March, the book and publisher Filter Press received a 2007 CIPA EVVY Finalist Award, Juvenile Division, from the Colorado Independent Publishers' Association. Joyce has been presenting and signing her new book at the Denver Woman's Press Club, Colorado Council International Reading Association (CCIRA), Colorado Ghost Town Club, Foothills Genealogy Society, Parker Area Historical Society, Molly Brown Summer House, Englewood Library Authors' Open House, Molly Brown House Museum, and she plans to sign books at Leadville Boom Days this summer. She is also writing articles about Western history for "Miss Kitty's Journal".

Jane Kirkpatrick's 13th novel (and 15th book) was launched in April at the Illwaco (WA) Heritage Museum. A local independent bookstore, Time Enough Books, hosted the public event. A Tendering in the Storm is the second book in the Change and Cherish series based on the life of a Missouri woman who makes her way West with nine male scouts to develop a new site for their religious colony in the mid 1800s. An online reviewer noted: "Emma Giesy emerges as a remarkable heroine: appealing and vulnerable, but possessing tenacious courage and true strength. This book kept me turning pages far into the night." Visit Jane at www.jkbooks.com

MEMBER NEWS:

Accolades & Accomplishments

Continued from page 18

Gail L. Jenner, 2005 WILLA Chair and WWW Past President, reports that her latest endeavor, State of Jefferson; Then & Now, is now in the hands of Arcadia Publishing. "The editor emailed me and said all looks great and we (co-author Bernita Tickner and I) did a bang-up job." Gail also mentioned that the title is "...a 'sequel' of sorts..." to Images of the State of Jefferson. "Because that book went into second printing in less than eight months, they called us and 'begged' us to do another!! Said it was one of the best-selling books in California." State of Jefferson is scheduled for release later this year. Visit Gail at www.gailjenner.com The year 2007 started with lots of ink for Cynthia Becker. She completed her fifth library-market book for educational publisher Thomson Gale. Immigration and

Illegal Aliens: Burden or Blessing? is due in print for Fall 2007. Cynthia also sold two magazine feature articles. "Breathe Life Into Your Family History," Family Chronicle, February 2007 and "Nothin' But Net," Colorado Country Life, March 2007.

Note: To be included in the Member News section of this newsletter, please send info regarding your accolade or accomplishment to Alice Trego at alicetrego@utahbroadband.com or via snail mail to 2954 W. Abbey Springs Circle, West Jordan, UT 84084.

The "Deadly Combination" appear on a panel for the Sisters in Crime San Joaquin Chapter in Fresno, California. Sitting, from left to right: Margaret Dumas, Ann Parker, Camille Minichino. Chapter president Carrie Padgett stands in the back.



WELCOME New Members

December 2006 thru April 15, 2007
* = joined at the Sustaining Level

JoAnn S. Ainsworth – San Leandro, CA – jsa@joannsmithainsworth.com Cindy Bellinger – Pecos, NM – cindy46@cybermesa.com Leslee Breene – Denver, CO – lbreene@aol.com Deb Carpenter - Chadron, NE - deb@leadersandlegends.com *Donis Casey - Tempe, AZ - donis1229@aol.com Bobbi A. Chuckran – Leander, TX – bobbi@bobbichukran.com *Kathy Lynn Copeland – Bentonville, AR – sunceria@hotmail.com Maxine Davenport - Santa Fe, NM - maxdav17@msn.com Casandra Firman – South Colby, WA – cfirman@wavecable.com Susanne Woods Fisher – Alamo, CA – Suzanne@suzannewoodsfisher.com Gail Wanman Holstein – Aspen, CO – info@thundercloudbooks.com *Jacqueline King – Tulsa, OK – jacquelineAking@sbcglobal.net Lyn Messersmith – Alliance, NE – erein@bbcwb.com Julie Miller – Four Lakes, WA – jrljlm@msn.com Monique Parker – Questa, NM – Monique@theyogaofwriting.com *Ann Story – Hayden Lake, ID – chanstory@aol.com *Diane Tribitt - Hillman, MN - tribitt@brainerd.net Susan Vittitow - Cheyenne, WY - vittmark@qmail.com Kim Wyatt - South Lake Tahoe, CA - kim_wyatt@sbcglobal.net Dottie Yeakle – St. Petersburg, FL – no e-mail



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