



Women's National Book Association
Los Angeles Chapter
 The Ultimate Resource for the Book Community

Newsletter

April 2009

In this Issue

- Expert Tips
- A word from Kelly
- Recent Events
- Upcoming Events
- Member Events
- Website & Newsletter News
- Featured Member of the Month
- Member Stories
- Member News
- Member Services/Requests

Expert tips from our Members

Donna's Monthly Publishing Tip

Before you even begin writing your book, ask yourself:

1. Does my book hit a universal nerve?
2. If yes, what is that nerve?
3. Does my book provide a solution or at least temporary escape from that universal nerve?

Kelly's Monthly Dream Symbol

Agent - Dreaming of an agent or advocate represents your own inner support for your product, service or of who you are. This dream can also be a wish fulfillment dream about your desire for support in your life and in making your dreams come true. The agent in your dream can represent the aspect of yourself that has healthy self-esteem.

DEAR CHAPTER MEMBERS,

Welcome to our April Newsletter!

This month is packed with exciting events, hosted by WNBA/LA as well as our member community. You'll also notice when reading this issue of our newsletter that we have enlivened the content with some expert tips by various members--from dreams to publishing tips to travel. Please pay special attention to the section containing our [WNBA/LA website](#) news. We have added several new features, including "[Meet our Members](#)" and "[Member Books](#)," as well as an [online membership signup](#) for convenience.

A word from Kelly...



THREE IN ME

*Sometimes I'm a maiden running free
 Rockin and rollin in fantasy
 Gathering the blossoms of coming spring
 With the promises of kisses
 My beloved does bring.*

*Sometimes I'm Mother full and round
 Nesting and cooking and tilling the ground
 Nurturing babies and giving them life
 Celebrating my children.
 I've lived the good life.*

*Sometimes I am wise, I know I'm the Crone
 I see the thread and the seeds we have sown*

Julia's Travel/Living Well Monthly Tip

Clear your mind and spark your creative muse with an Easter Picnic in beautiful Topanga State Park. Before you go, stop by the newly opened Canyon Gourmet, a tiny culinary heaven, focusing on local wines, cheeses, meats and treats. Gather up a basket of your fancy or call in advance to have it prepared for you. Call (310) 455-4200 or visit www.canyongourmet.com.

Inessa's Feng Shway Tip of the Month

Ditch those faux plants and flowers. Live plants not only oxygenate the air in your environment but they can transform stagnant energy and enliven your home!

BOARD MEMBERS

President:
Kelly Sullivan Walden
Corresponding Secretary:
Suzanne Kleinbub
Vice-President:
Melinda Woolf
Immediate Past President:
Ruth Light
Membership Co-Chairs:
Suzanne Kleinbub and Ruth Light
Recording Secretary:
LaVergneRosow
Newsletter Editor:
Julia Drake
Bookwoman Correspondent:
Karin Lightstone
Treasurer:
Jeff Slottow
Photo Album Coordinator:
Diane Scott
Publicity Chair:
Laurel Shapiro
United Nations Representative:
Kelly Sullivan Walden
Annual Auditor:
Holly Shaffer

Join our Mailing List!

*Watching and healing, transforming with sound
Praise be to the Goddess:
Three in me unbound!"*

~ Holley Rauen

Dear Bookwomen,

Spring has definitely sprung! I've been feeling a renewed vigor and creativity in the last couple of weeks...more so than normal. Haven't you? In LA we rarely see a change in the seasons. However, this last year I've been living part time in the City of Angels (LA) and in the Land of Enchantment (Santa Fe, New Mexico), and I've been noticing "seasons" for the first time in my life, and thus feeling the effects of weather on my mood and in the emotional climate of the people around me.

On the Spring Equinox a few friends and I did a wonderful ceremony up on our "medicine wheel" here in New Mexico. We honored the 4 directions (air, fire, water, and earth), and set intentions for this new season. If you haven't yet set an intention that you would like to "spring" into, I suggest that you take a moment (how about now?) where you breathe in and connect with a quality of being that you would truly like to embody in the coming months, such as serenity, creativity, productivity, joy, health, vitality, or passion.

When we put attention on an intention we create wonderful manifestations in our lives. Another way of saying this is where attention goes, energy flows, and results show!

Good news/bad news

Bad news: Our chapter is experiencing growing pains. Good news: Our chapter is experiencing growing pains! WNBA/LA membership is expanding and we are working out the kinks on the most effective ways to accommodate our new members in the most best way. We have recently adopted Paypal on our website as a convenience for new members to join and for current members to sign up for our events. This process has not been without its bumps, but we have most of the learning curve behind us and a thriving and spectacular membership to show for it. If you are one of our new members and I haven't yet personally rolled out the red carpet to you...allow me to do so now: WELCOME!

On March 7th we had a hugely successful event entitled, "Get Published in '09". The event was led by strategic marketing and branding expert and author, Ruth Klein, and Rapid Networking president, Renee Plane. The event began with a 1 hour high-energy workshop on the Secrets of Making a Great Presentation and how to create your niche pitch. Once the attendees felt confident presenting their book's niche' pitch they were set up on 5-

minute dates with agents, publishers, and members of the media. Among our celebrity guests was our own past president Meg Flanders, a publisher from McGraw Hill, Michael Hamilburg from the Mitchell Hamilburg Agency, Rocky Lang from Books To Film, Jay Jones from FOX 5, Teresa Fogarty, the Marketing/ Publicity Manager for Independent Book Publishers Association (formerly PMA), David Brown from Inside Out-Blog Talk Radio, Steve Allen from Steve Allen Media and PR, and our new member Donna Sozio, who is an author and branding expert.

Look for an announcement about our event featuring Marie Diamond ("The Secret") who will teach our members how to use the secrets of Feng Shui to allow for more writing success.

May all your dreams come true!

Kelly Sullivan Walden

Recent Events - A Review

March 7: Get Published in '09 Rapid Networking Event By Ruth Light

Our March 7th event, GET PUBLISHED IN '09, was expected to be a huge success with about 20 attendees, and there were 37! We met at PI restaurant on Sunset Blvd. and spent a two-tiered afternoon---first "workshopping" how to make a pitch to an agent or a publisher, and then getting face time with real agents and publishers!

The two main presenters were Renee Piane, president of Rapid Dating and Rapid Networking for Business, and Ruth Klein, author of several books, including Time Management Secrets for Working Women, and De-Stress Diva in the Kitchen. And by the way, Renee and Ruth are both new members to our chapter. WELCOME to them both!

Renee and Ruth got us started with energy-producing exercises, and then they presented information about how to give a concise, appealing "pitch". Soon, several of us were up in the front of the group practicing! And then we attendees met briefly with ten or more professionals in the field of publishing.

The afternoon, thanks to the endless hard work of Kelly Sullivan Walden and Melinda Woolf, was energizing and motivational. The networking was everywhere, and people came away with lots of business cards from the professionals, and fresh ideas about how to get published.

March 8: WNBA/LA Board Meeting at Ruth Light's house By Ruth Light

On March 8th, the day after our hugely successful publishing event, the chapter board met to discuss many topics relevant to the running and organizing of our chapter's activities. Here are a few of the things we talked about:

· The JUDY LOPEZ MEMORIAL FOUNDATION AWARD DINNER---
The dinner is scheduled for Sunday June 14th. It begins at 5 pm and includes dinner and the presentation of the awards. President Kelly Sullivan Walden appointed a liaison member to focus on helping out with the organizing of this event, which is a national award, and is in its 24th year of presentation. We decided to ask chapter members if they could help with this excellent literary prize by offering a guest room to one of the winners if they need accommodations. Another way that chapter members could help is by offering free airline miles to be used by a winner if they need to fly here to accept the award. More on these details later!

· The SILENT AUCTION---Our 3rd annual SILENT AUCTION is scheduled for June 27th. And we need donations! Ruth Light will be calling on every member to find out what you will donate, and what you will do to help with this annual fund-raiser!
President Kelly Sullivan Walden appointed two other people to help with hospitality at our events, and to form a connection from our chapter to Toastmasters 4 Writers.

The meeting was energetic and productive. Hope you can attend the next one!

Upcoming Events A Sneak Preview

Our next WNBA/LA event with Marie Diamond ("The Secret") is in the works! Marie will teach members how to use the secrets of Feng Shui to allow for more writing success. We'll send out more detailed information on the event, time and date shortly. You can also check our website: www.wnba-books.org/la for updates!

Member Events

April 19-24: The Voice of Essence: A Writing Workshop with Lisa Doctor

Lisa Doctor writes: "Through a series of meditations, writing exercises, and discussion, we will seek our own clear, strong, and unique voice of essence as we write and revise a story from our lives. Throughout the week we will activate the five senses, create dialogue that moves story and characters forward, weave in details, 'interview' characters in order to deepen our understanding of them, and bring a new level of meaning to our work. By the end of the week each writer will have a written piece that has benefited from focused exploration and revision."

Reservations Information (Accommodations & Pricing):
<http://www.esalen.org/workshops/reservations.html>

**April 20: What you need to attract agents & publishers with
Renee Piane & Ruth Klein**

Media & Networking Expert Renee Piane and Best-Selling Author & Brand Strategist Ruth Klein will guide you through "what you need to do" to attract agents & publishers.

What You Get:

- Focus on YOUR Book Brand
- Help Scripting Your Book Pitch
- Three Things You Must Do Before You Ever Meet with an Agent
- What Makes a Great Pitch
- Book Proposal Analysis via Video/Audio Tape
- Receive the Best Video & Audio of Your Book Pitch
- Individual Interview That You Can Utilize on YOUR Website

When: 10 am - 4 pm (includes lunch!)

Where: 101 Ocean Ave. F-501, Santa Monica, CA. 90402

Phone: Ruth- 310-741-1853 or Renee 31-827-1100

Parking: Go to the security guards and have them park the car...if there is no room, you will be directed to park on the street. There is usually enough parking and the meter is for five hours...you will need a roll of quarters

Investment in yourself: \$697.00

Early Bird Discount: ONLY \$497.00 until April 13, 2009 at midnight

To order tickets go to:

www.reneepiane.com/rapid_networking/rapid_networking_events.html

April 25: Win/Win for Women with Matthew Mitchell

You are invited to attend an amazing opportunity for women. Matthew Mitchell--Kelly Sullivan Walden's business coach and friend--will lead a One-Day Negotiation Seminar for transforming business & life agreements.

Matthew is a negotiation skills expert, transformational speaker and consultant to the fortune 100 who has had a huge impact in improving the way individuals and companies generate successful outcomes in all areas of business and life.

This is a unique opportunity to spend the afternoon with Matthew and experience his expertise and gifts. This event promises to be transforming and inspiring!

When: April 25, 9 am - 4:30 pm

Where: Santa Monica at the Double Tree Guest Suites

This one-day seminar is being offered at a special price of \$250.

Space is limited, register online now:

www.matthew@matthewmitchell.com/win

For more details, visit:

<http://www.matthew@matthewmitchell.com/win>
<http://www.youtube.com/watch?v=2Lcs5Ua33fs>
<http://www.youtube.com/watch?v=-15n8V7wmSk&feature=related>

Important Website & Newsletter News

We are in the process of building our "[Meet Our Members](#)" and "[Member Books](#)" pages for our website. If you would like to be included, please send our web mistress Terri Negron (terriwnba@yahoo.com) the following information:

Meet Our Members:

- Your Name
- Your Website (if applicable)
- 100-word description of you
- A thumbnail jpg photo of you (72 dpi, 125 pixels x 125 pixels-approx)

Member Books:

If you have a book that you would like to list on our Website, please email Terri Negron (terriwnba@yahoo.com) the following:

- Your Name
- Title and subtitle of your book
- Publisher, publishing date, and list price
- A 100-word description of your book
- The URL of the Website you would like to direct the public to for information and/or to purchase your book
- A thumbnail jpg of your book cover (72 dpi, 125 pixels x 125 pixels-approx)

Updated Features on our WNBA/LA website:

www.wnba-books.org/la

[Home/News/Events](#): Find out what's happening in our member community. Stay updated on recent and upcoming events as well as member news: Who has just published a book? Who's preparing for book signing? Who's hosting a media event?

[About us](#): Learn about the origin and history of WNBA and our local LA chapter.

[Become a Member/Member benefits](#): What benefits do I enjoy as a member of WNBA? We have added an online membership application form for new members to join WNBA:

www.wnba-books.org/la/membership.php

To join WNBA, it's as simple as 1, 2, 3:

1. Click on the "[Join Now](#)" button
2. Fill our on-line application and press "submit" button

3. Pay Your Membership fee through our secure website (\$40 + \$2 convenience fee, total=\$42) Or if you prefer, you may send a check for \$40 to: WNBA-LA, 944 Centinela Ave. Santa Monica, CA 904031.

[Member Books](#): a list of books, published by our members

[Meet our Members](#): Please note that our "Member Blogs" page has been combined with our new "Meet our Members" page. This is your chance to connect with other members, and share with them and the world what you're about and what's cooking in your career.

[Contact us](#): Questions, suggestions or concerns? Find out who to contact.

[Judy Lopez Memorial Award](#): Get information on our annual gala event in June.

[Dream Project](#): Learn more about the Dream Project. Headed by our president Kelly Sullivan Walden, this grade 6-12 educational program empowers students to discover and invent solutions to the United Nations Millennium Development Goals.

[Newsletter Archive](#): Missed a newsletter? Just download it on PDF. You can also download the [Newsletter Submission Guidelines](#) & WNBA style sheet. Refer to these guidelines and send your story off to juliadrake28@gmail.com.

Featured Member of the Month



Five Questions for Inessa Freylekhman

1. Who am I?

I love to bring sparkle, humor and Fun Shway into all of my interactions. On my days off from rearranging peoples homes and lives, you can find me at the beach, drinking a Chai latte and gazing out into the ocean!

2. My favorite read is...

A Female Nomad, Eat Pray and Love, The Huffington Post, Move Your Stuff Change Your Life, The Power of Now, From Funky to Fabulous!

3. One personal/professional accomplishment that I'm proud of is...

My Masters Degree in Spiritual Psychology! This is where I truly understood that I am a divine being having a human experience.

4. An experience that changed my life...

I spent a month in Bali, Indonesia in September of 2008 and studied clutter and space clearing. Since then I have reduced my life to 3 large plastic bins, my laptop and of course my clothes. I'm on my way to a total portable life style!

5. My advice to other WNBA-LA bookwomen is...

What separates a creative block from a creative flow is only your definition!

Member Stories

This month, we're featuring a great piece of travel fiction and an exciting interview with writer/actor Paul Castro.

Carol Ann Howell: Book excerpt from [You Are on Vacation](#) (1,900 words)

Inessa Freylekhman: [Interview with Paul Castro](#) (2,000 words)

Member News

Sharmagne Leland-St. John

April 2, Sharmagne Leland-St. John, Pushcart Prize nominee, is one of 5 poets chosen to feature for National Poetry Month at Avenue 50 Studio in Highland Park. Each Poet will read a favourite poem written by a well-known poet and then read his or her own poem inspired by that poem or poet. Sharmagne has been asked to read her poem Rite of Passage about the life and death by suicide of Virginia Woolf.

When: 7 pm

Where: 131 N. Avenue 50, Highland Park - 323 258-1435

April 5, Sharmagne Leland-St. John will join other San Gabriel Valley poets at the Altadena Public Library for their annual publishing party for the anthology Poetry and Cookies. Several poets included in the anthology will be reading their published poem.

When: 2-4 pm

Where: 600 East Mariposa, Altadena CA 91001

Donna Sozio

I'm the author of the hit dating book Never Trust a Man in Alligator Loafers. I will be appearing at the Macy's Shoe Diva event on April 3, 5:30 pm in Pasadena to give my signature Shoe Personality Predictions.

My publishing consulting client Sam Stephens just won the Border's

Books James Patterson Thriller competition and is up for a major book deal. To learn more about my publishing consulting services please visit: <http://donnasozio.com/author.html>

Julie Spira

April 25, I will be signing copies of my new best-selling book, *The Perils of Cyber-Dating: Confessions of a Hopeful Romantic Looking for Love Online* (Morgan James Publishing, February 2009) at the Los Angeles Times Festival of Books at UCLA at 4pm in booth #610.

Click here for more information:

<http://www.1888pressrelease.com/best-selling-author-of-the-perils-of-cyber-dating-julie-spi-pr-106458.html>

Julia Drake - Testimonials

I want to extend my sincerest appreciation and gratitude to all of you who have responded to my email about a testimonial for my newsletter skills. Although I didn't get the particular job I'd been applying for, life had its way to reward your and my efforts. My newsletter and editing skills as well as my membership in WNBA/LA got me a job working as a creative assistant for an award-winning author who needs help with the launch of her 5th book, her book tour and internet marketing. So thank you so much!

My article, *Lees Ferry--Discover Your Frontier Spirit*, just got published in the *Travel Post Monthly*. Click here to read it:

http://www.travelpostmonthly.com/archive/frontier_spirit/

If you're looking for unique spring or summer travel deals, visit or subscribe to my weekly travel blog on the LA Examiner.com:

<http://www.examiner.com/x-2651-LA-World-Travel-Examiner>

Ruth Klein

Many of us are under way too much stress today and new WNBA/LA member Ruth Klein has written a book that gives you proven strategies for overcoming seventy-seven common stressors, with practical tips and techniques that you can put to work immediately to rebalance and re-energize yourself. It is called, *The De-Stress Diva's Guide to Life...77 ways to recharge, refocus and organize your life*.

If you purchase and support the launch of Ruth's book on amazon.com, you'll receive hundreds of dollars worth of bonus gifts...

1. Step 1: Go to <http://www.ruthklein.com/amazon.html> and purchase the book (\$10.17 rather than the full price of \$14.95):

2. Step 2: Put the authorization number from the purchase of the book, with your name and email address in Step 2 and hit

submit...you'll automatically receive the bonus gifts.

Pick up your copy of The De-Stress Diva's Guide to Life TODAY (limited time offer) and receive your Bonus Gifts.

Barbara Meltzer

WNBA/LA chapter member Barbara Meltzer serves as a commissioner on the LA County Commission on Aging. In addition to co-chairing the Baby Boomer Committee, Barbara writes/edits the Commission's newsletter, The LINK. The most recent edition includes an interview Barbara did with Dr. Fernando Torres-Gil, the nation's first-ever Assistant Secretary on Aging. In it he discusses many of the issues and challenges we face due to a rapidly growing aging population. To access The LINK, click on <http://css.lacounty.gov/> and then click: The LINK Newsletter by the L.A. County Commission on Aging.

Member Services & Requests

News from our New York Chapter

Our New York Chapter just hosted a very successful event about online marketing. There was a huge turnout and quite a bit of online coverage-including a YouTube video posting (by one of the panelists) and a lot of Twitter activity for our panel discussion about online book marketing. Here's some links to follow.

The link to the YouTube video: <http://tinyurl.com/cwcfwif>

This is a link to an article on PR Week: <http://tinyurl.com/dau52u>.

The twitter thread can be found through the ID number, called a hashtag, #wnba318. The direct link is: <http://search.twitter.com/search?q=%23wnba318>.

The audio will be available in a month or so on the NYC website. We'll keep you posted.

WNBA-LA President, Kelly Sullivan Walden is looking for a building to be a headquarters for the Dream Project (see www.dreamprojectun.org) --if you know someone who owns a vacant commercial property that is looking for tax write offs and/or is willing to give a great deal to a worthy non-profit organization...please e-mail Kelly at: kelly@dreamprojectun.org

So that's it for April. Please note that the deadline for submissions to the May newsletter is **April 16th**. Please refer to the submission guidelines and formatting requirements posted on our WNBA/LA website: [CLICK to download](#)

Feel free to contact me with any questions or concerns at

juliadrake28@gmail.com

Thank you for your submissions!

Julia Drake

Newsletter editor

juliadrake28@gmail.com

[Forward email](#)

✉ **SafeUnsubscribe®**

This email was sent to ttorq@aol.com by boehringer28@gmail.com.
Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Email Marketing by

