



Women's National Book Association  
**LA BookWoman**  
 Los Angeles' Ultimate Resource for the Book Community

Newsletter

December 2009

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- A word from Kelly
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**Expert tips from our Members**



**Karen Melamed & Barbara Wellner - founders of MediaWise**

[mediawise-consulting.com/](http://mediawise-consulting.com/)  
 Learn to speak in sound bites. Before you try to pitch your book to a show, or give an interview, you need to learn how to talk in sound bites to effectively convey your message. Sound bites, a distillation of your message that gets to the core of the matter quickly. Otherwise, you will lose your audience.



**Teresa Fogarty's Publishing Basics** [bookstofilm.tv](http://bookstofilm.tv)  
**The Bumpy, Angst-Ridden, Star-Studded Thrill Ride - Worth it or not?** Rocky Lang's book, *How I Broke Into Hollywood, Success Stories from the Trenches*, provides secrets shared by the

**DEAR CHAPTER MEMBERS,**

Welcome to our December Newsletter!

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**A word from Kelly...**

"He who binds himself to joy does the winged life destroy. But he who kisses the joy as it flies, lives in eternity's sunrise." ~**William Blake**

So far, this season has been a busy one for me, with lots of traveling. In addition to holiday songs I've got Willie Nelson's, "On the road again" playing like a movie soundtrack in the background of my mind.

Like the William Blake quote from above, all this traveling is making me feel very unbound, yet deeply appreciative of the sweetness of the simple things.

The theme of letting go actually began last month with the death of my husband's father. Dana and I drove from Los Angeles, to the Grand Canyon, to New Mexico, through Texas, Oklahoma, Missouri, all the way to Illinois for my father-in-law's funeral. As with a death of a dear one, there are tears of sadness and joy...and opportunities to appreciate the gift of life, as precarious, vulnerable, and temporary as it is. Duane Walden, Dana's father, the last living blimp pilot from World War II was buried at Rucker Chapel, in the "Walden" family cemetery, surrounded by tall, whispering cornfields. Dana and I were shown where our burial plots would be, if we decided to "join the family" in the tradition. Talk about having an existential moment! I felt like Stephen King was spying on us behind a nearby row of corn, taking notes for his next novel...very eerie.

survivors in the industry. Read this book to hear from those who made it, what drew them to the business, and what made them stay, what was their inspiration and what were their secrets to success and stardom. (A good attitude and an unflappable ego don't hurt.)



**Sizzles Reels are a great way to build your platform.** [Books To Film.TV](#) just did one for Dan Poynter who has had over 120 books published and is an international speaker. [www.bookstofilm.tv](http://www.bookstofilm.tv)



**Donna Sozio**  
[ImPublished.com](http://ImPublished.com)  
When you're a writer taking the time to understand the publishing industry is as important as researching childcare.



**Marcy Morrison**  
[careerswithwings.com](http://careerswithwings.com)  
Take into consideration that all of us are naturally talented in certain areas. Take the time to think about what comes naturally to you and where you excel. Leveraging your strengths is the key to overcoming the hurdles that you may encounter. Once you are clear on your strengths, you will be more confident in marketing yourself.



Paul Ryan

Our travels continued as we drove through Kentucky, Tennessee, Georgia, all the way down Florida to the aquamarine beaches of Miami. As I write this I am sitting on a deck overlooking the white sand beach of Sunny Isles, breathing in the salty air, after having awoke to a tangerine sunrise this morning.

Dana and I here to have meetings with two UN ambassadors about expanding the [Dream Project](#) and creating a country-wide awareness plan to disseminate the [United Nations Millennium Development Goals](#) via the curriculum and teacher training I wrote. Very exciting.

Then last week I flew to New York, in all of its bright lights and seasonal flare, to have the honor of being a guest on the Dr. Manny Alvarez Show (FOX New's Health Correspondent) in lovely NYC in a about dreams and my book, "[I Had the Strangest Dream](#)". After the interview I met Jill Tardiff (WNBA's past national president, delegate to the UN, and chair of National Reading Group Month) for some tea and catching up at the historical [Algonquin Hotel](#).

Speaking of holidays, I'd like to suggest a few sources of great holiday gift ideas. When in doubt as to what to get the special people in your life, consider purchasing books from our WNBA-LA authors [www.wnba-books.org/la](http://www.wnba-books.org/la). On our home page you can choose from the carousel of rotating book images from our member authors. For the non-book people in your life, consider purchasing them a gift through [Heiffer International](#), where you can give meaningful gift to a loved one and help children and families around the world receive training and animal gifts that help them become self-reliant.

I am looking forward to being home for the holidays, to finishing reading Dan Brown's "The Lost Symbol" and to seeing all you WNBA-LA members at our annual Holiday Gathering at Meg Flander's home.

I wish you all very happy holidays and a wonderful winter solstice. May you have meaningful moments of presence with your families as well as time for writing and reading and all the things that feed a BookWoman's soul!

*Kelly Sullivan Walden*

## Recent Events - A Review

### WNBA READS IT'S OWN

New to reading in front of her peers, despite being a 30-year professor of English and Spanish-Diana Aylward showed courage also, for reading at all-from her newest book (she has two-or is it three?-other books published and doing well out there), *32 Ways to Raise Your Frequency*, and by so doing, raised ours! Since it has already garnered yeses from four publishers, adding my assurance that it will fly is hardly a major intuitive prediction.

[Read More](#)

## Upcoming Events

**Please save the date and join us for our annual WNBA/LA Holiday Party!**

**Sunday, December 20, 5-8 pm**

**Who:** All current members of WNBA/LA and all members of the 2009 Lopez Award Selection Committee are cordially invited. Each member is welcome to bring a guest.

[paulryanproductions.com](http://paulryanproductions.com)

**At work, have a comedy break instead of a coffee break.**

Let's get healthier and funnier at the same time. Humor is caffeine free. Having fun with your fellow employees brings camaraderie to the workplace and you'll get to see your associates in a whole different light. Here's a suggestion for a simple two-person comedy scene. Two people meet at a bus stop, and each one has a different silly occupation. The two banter back and forth.



Sharmagne

Leland-St. John

[Quillandparchment.com](http://Quillandparchment.com)

When you write there is the sound that each word makes as it falls against another word, and there is also the sound of silence in between the words. I listen for those silences.



Michelle Matro

[BusinessHelpSimplyPut.com](http://BusinessHelpSimplyPut.com)

**Business Moments:**

3 questions to answer for your personal life and then your business life: What did I do this year that worked exceptionally well? What did I struggle with this year that I haven't yet mastered? How would I describe the prosperity I want and deserve in 2010?



**Inessa Freylekhman's Feng Shui from the Heart tips:**

[fengshuifromtheheart.com](http://fengshuifromtheheart.com)

Raise your home's CHI by practicing the 3 R's this holiday season:

**Release** what you don't love, use and need.

**Replace** with symbols that inspire, support and encourage growth.

**Where:** Meg Flanders's home at 1225 Selby Avenue, Los Angeles, CA 90024. Please see directions and parking information below.

**Glorious Food:** In keeping with a long WNBA/LA tradition, this will be a pot-luck buffet. We have enough volunteers already for desserts, but please feel free to bring anything else you'd like to share—a casserole or cheese plate, side dish or salad, etc. (Our founding president, Lee Levy, used to bring delicious potato latkes.)

**Good Books for Gifts:** In another tradition, we'll have on hand selected collectible books for children and adults—donated by publishers, authors, or members—for purchase as last-minute gifts (or holiday reading for oneself). Contributions in saleable condition are welcome at the event. Proceeds will be shared by WNBA/LA and the Lopez Foundation.

**Friendship:** This purely social evening offers an opportunity for all of us who write, design, publish, and/or simply love good books to deepen existing friendships and initiate new ones.

**RSVP:** So we'll know how many to plan for, please RSVP either to Meg at 310-474-9917 or [meg.byron.flanders@gmail.com](mailto:meg.byron.flanders@gmail.com), or to Ruth at 310-397-4503 or [ruthabc@ca.rr.com](mailto:ruthabc@ca.rr.com).

**Directions:** Going east on Wilshire Blvd., Selby is the second stoplight after Westwood Blvd. Going west on Wilshire, it's the third stoplight after Beverly Glen. The Palomar Hotel is on the southeast corner of the intersection. Turn south on Selby. Meg's building is in the first block south of Wilshire, on the west side of the street. There are only 2 buildings in this block of Selby: a high-rise facing Wilshire, and a white colonial-style 2-story triplex facing Selby. That's it. There will be colored lights strung along the porch railings and lanterns outside.

**Parking:** Somewhat tricky, so car-pooling is good when possible. About five places will be available in the carport/driveway and another two via permits on the street in front. Anyone with limited mobility should let Meg know so that she can reserve one of these spaces. Short-term parking is fine in the drive or in front to drop off passengers, food, books. Parking is unrestricted on Wellworth Ave. (go one block farther south on Selby, turn east/left) and also on Rochester Ave. (go two blocks south of the house on Selby, turn west/right). These are short blocks down Selby, just two houses on each, and we can provide an escort service if desired. (Give Meg a call from your cell phone.) It's a safe neighborhood, however.

**Good News - the Women's National Book Association is thriving!**

In 2008/09, we launched two new chapters - Seattle and Charlotte - and we are bringing Dallas back after a two-year hiatus.

Publishing industry professionals in Chicago, Minneapolis and Austin have all expressed interest in starting up chapters in 2010/2011.

Our LinkedIn WNBA National Group has more than 175 members and WNBA is on Facebook and Twitter too. Look for, and join the conversation, by using tags on your Twitter posts\*\*

Our newest marketing initiative, October is National Reading Group Month, Celebrating the Joy of Shared Reading - in its third year, is receiving attention from many facets of the book community and media. The NRGW web site has had over 5 million exposures according to our 2008 statistics.

All ten chapters, as well as book clubs, reading groups, bookstores and libraries have planned inspiring activities.

**Reinforce** every new thing you introduce into your space with your Intention (out-loud) for your heart's desire.



**Julia Drake**

[www.juliadrake.com](http://www.juliadrake.com)  
[www.myholistictravel.com](http://www.myholistictravel.com)

Invite your friends to a winter cook-off at your house. Ask everyone to bring a recipe of their choice that they've never made before and share the adventure of learning new skills.



**Jude Latrell**

[over40fitandfab.com](http://over40fitandfab.com)

If we want to continue to be stressed and watch our body react in negative ways then we will always stay in a place of being disempowered. We need to ask ourselves how living this way serves us in our lives. If the answer is "It doesn't" then we need to go back to the drawing board.



**Jodi Seidler**

[makinglemonade.com](http://makinglemonade.com)

**Thank yourself for the job you did.** Treating yourself during this transition is very important as well. Go to more movies (matinees or first show of the day are less money). Take yourself on a date, a day trip or spa or to dinner; remember you succeeded in raising a child on your own. Congratulations!



**Kelly's Monthly Dream Symbol**

This year we are in the process of re-designing the National web site to include:

- \* Blogging platform
- \* Social networking connections
- \* New author page with colorful book jackets
- \* More flexible design to be updated often by WNBA- designated members

The national website is our calling card to every professional who reads, hears or learns about WNBA. It is the link to chapters and the latest news. Our target for the Web site re-launch is early 2010. As you can imagine, this significant undertaking requires time and money.

Our hope is that with each member contributing just a small amount - from \$10.00-\$50.00, we will have the additional funds to complete the launch of the new site and continue offering our grants, awards and other marketing initiatives to "bookwomen" around the country.

THANK YOU for your continued enthusiasm and support for the Women's National Book Association - Promoting the value of books and reading since 1917.

Please send all contributions to Margaret Auer, WNBA National Treasurer, with your chapter notated on your check.

Margaret E. Auer, Dean  
University Libraries/Instructional Design Studio  
University of Detroit Mercy  
email: [auerme@udmercy.edu](mailto:auerme@udmercy.edu)

**Los Angeles, Saturday, December 12 - author and community leader *Estherleon Schwartz***

will be signing and performing from her newly released memoir, Tears of Stone and My Deal with God, at Barnes and Noble at The Grove. A child Holocaust survivor, Estherleon has transmuted a life of relentless adversity into a fulfilling and uplifting life of service. Her faith has led her to become a Cantor, a UN ambassador for peace, and a community leader who is dedicated to strengthening community ties by recruiting volunteers to serve and feed hungry children. Because singing and songwriting have played such a pivotal role in Estherleon's metamorphosis, Saturday's signing will also feature the International Children's Choir singing holiday music and a song created by Estherleon expressly for FEED THE CHILDREN. The Los Angeles Food Bank will be collecting non-perishable foods for the hungry, and one dollar of every book sale will be donated to FEED THE CHILDREN.

**When:** Saturday, Dec. 12 - 2:00 pm  
**Where:** Barnes and Noble at The Grove  
189 Grove Drive Suite K 30  
Los Angeles, CA 90036

**IWOSC's** monthly drop-in satellite sessions are free and open to all writers-both members and non-members. Bring your writing ideas, problems, questions, and complaints. Receive support, laughs, juicy conversation, and plenty of networking opportunities! [More Info!](#)

comes from her book, "[I HAD THE STRANGEST DREAM](#)" **Computer** - Dreams of a computer represent your unique access to the universal mind. Throughout all eastern religions, including Hinduism, Buddhism, the Goddess Religions, even Masonry, there is the belief in the one supreme mind and being that interconnects us all. The computer is often used as a symbol of the one mind and your desire to connect and express yourself to others.

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**Marie Diamond**  
[mariediamond.com](http://mariediamond.com)

**Sparkle of Wisdom**

Upset about the mess in your closets? Take some time today to clean up at least one closet. Try the Diamond way: Take 4 bags and put these names on them: garbage bag, friends bag, donations bag, and change bag. Take everything out of the closet. Take an item in your hands and decide: If it is garbage, put it in the garbage bag. If it can be given to a friend that can use it, put a sticky note on it with the name of the friend, and put it in the friends bag. If it can be donated, put it in the donations bag. If you want to keep it, but it is not in the right closet, put a sticky note on it to indicate which cabinet or room it needs to be in. Then put it in the change bag. If you want to keep it, place it back in the closet in front of you.

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**Hariette's monthly Oracle Life Advice**  
**Quote 7: HOW I LOVE ME IS EXACTLY HOW I LOVE YOU.**

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## Member Book of the Month



**AUTHOR DORI CARTER ~ We Are Rich**

We Are Rich is the story of Rancho Esperanza, a fictional California town where Old Money and New Money live in loathing proximity.

Twelve characters with distinctly different voices tell their tales of lust and longing spanning the years from World War II to the present - each story a portion of a jigsaw puzzle. Characters appear and reappear throughout the book, but from different points of view. The book begins in 1943 when Rancho Esperanza was the bastion of good, solid, Anglo-Saxon Republican propriety. As brash New Money start eviscerating their town's venerable estates, the Old Guard finds itself becoming irrelevant; age, inheritance taxes, and an abhorrence of ambition takes its toll. These people are the last generation of rich white males who once ran this country. Now they are dinosaurs doddering toward extinction. When the last piece of jigsaw puzzle is put in place, secrets and lies, guarded for generations, are revealed and we realize not everyone in our little town was telling the truth. We Are Rich foreshadows the current economic conflagration, and the unwitting arsonists of the American Dream.

[Click here to Purchase book](#)

## Members News

**Julia Spira** was featured in the news three times in November! She was a guest on E! Entertainment's THAT Morning Morning Show. [Here is the link](#)

She was also a guest on KTLA News at 10 talking about Mobile DatingWatch!

Julia was also featured in Chicago Now's Red Eye. [Read More](#)

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**WNBA Member Dori Carter** has some updates on her novel, "**We Are Rich**"

Santa Barbara Magazine November/December issue is just hitting the news stands. It includes an extensive interview with her about the book.

C Magazine September issue had a short mention with book jacket photo.

The latest review just came in from Jackson Hole Weekly,!

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**Lucia's Dating & Relationship tip:** [theartoflove.net](http://theartoflove.net)

Dating is like walking across a minefield. The main difference is that minefields are strewn with mines (literally) that aren't visible, whereas in dating the mines (figuratively) are marked with red flags. The more red flags you ignore, the more scars (baggage) you will end up with as you cross the minefield of dating.



**Delicious Diversions from Allana Pratt - Sexy Mom Expert**  
[HowToBeAndStaySexy.com](http://HowToBeAndStaySexy.com)

You are ageless, not because of a face lift, but because you've simply stopped resisting your age.

**BOARD MEMBERS**

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**[Join our Mailing List!](#)**

**WNBA-LA member, Donna Sozio** is offering a Publishing 101 A-Z crash course for writers who want to get a literary agent and get published in record time. For WNBA members who sign up before 11/17/09 you'll get a free 1-hour Publishing Coaching Session valued at \$250. To learn more visit:

[www.secretrulesofpublishing.blogspot.com](http://www.secretrulesofpublishing.blogspot.com)

**Margaret Karlin** will be the guest on a one hour show on KOCE called Reconciliation. It is a program on spirituality and how one survives life's traumas. She will be interviewed by Rabbi Ben Kamin and the director is Robert Kline.

It is scheduled to air on January 31, prime time with promos appearing any time now. She will also be on a radio show on radio one on January 16th morning. Will have more details later.

Her book signing of **VIRTUOUS WOMEN** at a friend's house was a sell-out, Ruth Light represented WNBA.

**Featured Member of the Month**

**Six Questions for Dori Carter!**



**1. Who am I?** Like most writers, I never get tired of observing human behavior. Selfishness, insensitivity, pomposity, self-delusion - you can either let people drive you crazy or write about them with a sense of humor and irony. My characters are the voices in my head. Through the written word I can express things I'd never be able to say. Writing is how I set the record straight. So I guess you could say, I'm a person who has a sense of personal justice.

**2. My favorite read is..**one in which I can completely enter another world. Besides being entertaining, I love a book that can also teach me something. The most engrossing book I read this summer was *The Lost City of Z*: a tale of deadly obsession in the Amazon. A true adventure story that read like a thriller. I never knew there were so many truly disgusting things that could invade the human body.

**3. One personal/professional accomplishment in my life that I'm proud of is...**my last book, *We Are Rich* - eleven short stories in different voices, where characters and incidence overlap and play off each other. It took me five years to get all the pieces to fit together.

**4. My secret talent is..**sculpting in clay. **Faces.** It's kind of like writing in 3 D but a lot easier.

**5. An experience that changed my life...**climbing Mount Whitney. Once you push yourself to the end of your physical endurance and succeed, it gives you the confidence to take other chances - not only physically but intellectually as well.

**6. My advice to other WNBA/LA members is ...**keep reading, keep learning, keep exploring new places, keep challenging yourself. It's the best way to stay vital.

**Featured Member Stories**

by Carol Ann Howell

Villa Comaltitlán, Chiapas , wasn't much more than a bus stop on the highway through the lush lowlands of southern Mexico. I found a family with a carpenter shop. It took them four days to build sides onto my pick-up truck. In the meantime, the family adopted me. They wouldn't let me stay in the hotel. For four nights the father gave up his bed and slept on the concrete floor. They fed me all sorts of delicacies like corn empanadas, torito pinto tamales (made with black beans and white cornmeal), and varieties of fruit I'd never heard of that grew in their garden. We sang songs, and they told me stories of the grandmother who had recently died at the age of one hundred fourteen -- and they showed me how to make CHOCOLATE! [read more](#)

## MEMBER REQUESTS

**WNBA member Renee Piare writes:** Congrats to WNBA on it success and I am proud to be a member!

I'd LOVE TO INTERVIEW YOU! Any WNBA member... if you have a relationship related book, a great love or break up story and want to be interviewed on my LOVE Mechanics Radio show please [contact me!](#) and get exposure on Blogs, [my newsletter](#) and my list of over 15,000+ members. [read more](#)

## Important Website & Newsletter News

### Attention WNBA-LA Members!

If you would like to be included in our [Meet Our Members](#)" , "[Member Books](#)" or "Members Only" pages for our [WNBA-LA website](#), please send our web mistress Terri Negron ([webmistress-la@wnba-books.org](mailto:webmistress-la@wnba-books.org)) the following information:

#### Meet Our Members Page:

- 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 Page:

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

#### Members Only Page (login required):

This section includes free gifts from other members (ie, audios, cds, consultations, etc. - if interested in participating send:

- Your Name
- Name of Product
- Description of Product - 25-50 words
- Image of Product (72 dpi, 72 pixels x 55 pixels-approx)
- Value of Product
- How to access the product via URL, phone call, or email

**Newsletter Expert Tips section:** Interested? Please send to our newsletter editor Inessa Freylekhman

([fengshuifromtheheart@yahoo.com](mailto:fengshuifromtheheart@yahoo.com)) this information:

- Your Name
- Your Photo (72 dpi, 125 pixels x 125 pixels approx)
- Your URL to direct traffic

- Name of Tips
  - approx. 25-50 words for each tip
- 

**Updated Features on our [WNBA-LA website](#):**

[Home/News/Events](#): Check out our **new feature** of rotating author's books with clickable links to purchase! Plus, 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?

[Become a Member/Member benefits](#): What benefits do I enjoy as a member of WNBA? We are getting great results with our new online membership application form for new members: [www.wnba-books.org/la/membership.php](http://www.wnba-books.org/la/membership.php)

**Pass it on... 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.

**NEW! Members Only Area:** Featuring gifts from other members, a new member directory and much more! (email Terri at: [webmistress-la@wnba-books.org](mailto:webmistress-la@wnba-books.org) for login info)

[Newsletter Archive](#): Missed a newsletter? Just download it as a PDF. You can also download the [Newsletter Submission Guidelines](#) & WNBA style sheet. Refer to these guidelines and send your story off to Inessa Freylekhman, [fengshuifromtheheart@yahoo.com](mailto:fengshuifromtheheart@yahoo.com)

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**So that's it for December.** Please note that the deadline for submissions to the January newsletter is **Thursday, January 17**. 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: Inessa Freylekhman -- [fengshuifromtheheart@yahoo.com](mailto:fengshuifromtheheart@yahoo.com)

**Thank you for your submissions!**

Inessa Freylekhman  
Newsletter editor