

ARIZONA AUTHORS ASSOCIATION

Issue 12

Arizona Authors Association

April — May 2015

Index

Board Members Directory.....	page 02
President's Corner.....	page 02
Submissions.....	page 02
April Calendar of Events.....	page 03
About Arizona Authors Association.....	page 03
Additional Membership Benefits.....	page 03
Why on Earth Would You Want to Sell Books?.....	page 04
Did You Know?.....	page 04
Where Do Writers Get Their Ideas?.....	page 05
Complete Writing Services.....	page 05
Writer's Circle Report.....	page 06
Fast Road To Happiness/Journey Into Now.....	page 07
Goddess Retreat For Women.....	page 07
Classes Offered.....	page 08
May Calendar Events.....	page 08
Governor's Arts Award.....	page 08
Member News.....	page 09
New Book Releases.....	pages 10—15
Poetry Winner.....	page 16
Arizona Authors Tucson Booth Picture.....	page 16
Newsletter Requests.....	page 16
Haiku Expo 1015 Winners.....	page 17
Story Monster Ink.....	pages 17 & 25
Contest Information.....	page 18
The Inevitable Author—First Draft.....	page 19
Editing Services.....	page 20
The Authors' Struggle For Success.....	page 21
Quotes.....	pages 21 & 22
What Pounds My Cake.....	page 22
Read The 2015 ONEBOOKSAZ eBooks.....	page 23
Publishing Options.....	page 24
Writing Prompt.....	page 25
The Last Word.....	page 26

Writing Life Budget Cuts Affect The Arts

[Arizona Citizens for the Arts](#)

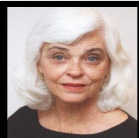
Advocates delivered the following talking points to legislators during Arts Congress on Tuesday, February 3, 2015:

1. We appreciate the \$1 million allocated to the Arizona Commission on the Arts from interest earned on the state's Rainy Day Fund in both FY14 and FY15. Through strategic investment, the Arts Commission translated each \$1 million allocation into:
 - New jobs in the arts sector,
 - Increased access to quality arts education for Arizona students, and
 - Innovative initiatives reaching deep into Arizona cities and towns, leveraging local arts assets toward economic development and community improvement.
- a. These \$1 million allocations bolstered an arts sector that, while resilient, suffered significant setbacks during the recession.
- b. These allocations also funded new entrepreneurial initiatives such as the Community Catalyst and Arizona Art Tank grant programs. These programs provide arts experiences to tens of thousands of Arizonans through activities which foster community and economic vitality.
- c. While these \$1 million allocations represent less than half of what the Arts Commission received from the General Fund prior to the recession, rigorous econometric studies show that for every dollar invested in Arizona's nonprofit arts organizations, an average of \$1.50 is returned to the economy.
2. Based on the impact made by the \$1 million allocation in each of the last two years, the Arizona Commission on the Arts requested \$2 million for the FY16 budget to double the investment and return in local economic activity, jobs and tax revenues.
3. Investments in the arts industry provide direct, positive returns. **We respectfully ask that as you deliberate about the FY16 budget, you consider the remarkable potential of a \$2 million investment**

Continued on page 16



Time ticks; write on.



President's Corner

By

Toby Heathcotte

In March two new members, Cherie Lee as Newsletter Editor and Jan Cleere as Southern Liaison, joined the Board of Directors. We hosted three events with wildly different results.

First a Surprise librarian asked us to present a repeat program in her library. It was a workshop on social media and marketing presented by Laura Orsini and Carrie Morgan, hosted by Kebba Buckley Button. The event was well attended. The participants learned a lot and won some books and coaching as prizes. Thanks to all involved.

Second in the Flagstaff Library we presented **You're Writing a Book: What Are Your Publishing Options?** with presenter Lynn Wiese Sneyd. A panel consisting of Lisa Aquilina, Margaret Erhart, and Nancy Rivest Green responded from different perspectives in the publishing industry. Hosts were Nancy Scheneman Brehm and Barbara Shovers. Thanks to all involved.

The results of our attendance at the Tucson Festival of Books were mixed at best. Because we made such a good showing last year at the Festival, we invested in a large booth, paying **\$550**, quite an investment in our authors. The first day went reasonably well. The authors in attendance sold some books and passed out brochures. Thanks go to Jan Cleere and Lisa Aquilina for setting up the booth.

The second day became, to be nice, a big **MO** (missed opportunity) and embarrassment to the association. Four of the six members who had signed up for Sunday did not show up or left early. Two had told me they had emergencies too late for me to find any replacements, although I did try. An additional problem is that anyone who replaces at the last minute has to have a Tucson license. That greatly limits the potential field of members.

As a result the booth was manned by one person or empty most of the day. Special thanks to Ken Weene and Ron Tobin for their loyalty and perseverance.

This abandonment of our booth looks very bad for us as an organization. To say I'm bummed is an understatement.

Some of our members who are also members of other organizations have suggested to me that they

Arizona Authors Association Leadership

President—Toby Heathcotte
 Vice-President and Contest Coordinator—Lisa Aquilina
 Treasurer—Russell Azbill
 Secretary—Deborah Hilcove
 Webmistress and Membership—Vijaya Schartz
 High Country Liaison—Nancy Scheneman-Brehm
 Southern Liaison—Jan Cleere
 Newsletter Editor—Cherie Lee
 Newsletter Proofreader—Kathleen Cook

Arizona Authors Association is a newsletter published by Arizona Authors. Unless expressly stated, **Arizona Authors Association**, its editor, in general neither endorse nor are responsible for the opinions expressed in the articles printed.

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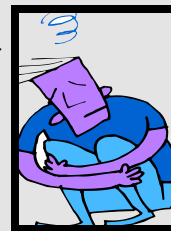
Or e-mailed to:

**azauthorsnewslettereditor@gmail.com or to
 cherie6124@aol.com**

All other correspondence should be mailed to:

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 6145 West Echo Lane
 Glendale, AZ 85302
 623-847-9343 www.azauthors.com

have to pay for a berth in other groups' booths. I have resisted doing that with our booth because I felt our members deserve special treatment. I'm reconsidering this attitude. The Board will meet in April with this problem as an agenda item. If you have an opinion to give on the subject, please send it to me at info@azauthors.com.



SUBMISSIONS

We welcome articles from our readers about publishing and writing topics as well as short fiction (no more than 600 words). Let us know about your successes big and small. We encourage letters to the editor. Did you read a good reference book you want to review? Did you learn about local or national market news? Send us your comments; others may be interested. Submission deadline is the 20th day of odd-numbered months. Email your articles to:

arizonaauthorsnewslettereditor@gmail.com



April Calendar of Events

Thursday - April 02, 2015	Arizona Professional Writers (Colorado River District) Regular meeting Lisa's Bistro - Back Room - Bullhead City, AZ Noon
Friday - April 10, 2015	Fountain Hills Christian Writers Regular meeting Fountain View Village - Fountain Hills, AZ 9 am to Noon
Tuesday - April 14, 2015	Valley of the Sun Romance Writers Regular meeting Iron Works Restaurant - Glendale 5:30 pm to 8:30 pm
Wednesday - April 15, 2015	Arizona Professional Writers (Rim Country District) Regular meeting Payson Public Library Community Room - Payson, AZ 10 am
Wednesday - April 15, 2015	Desert Sleuths Mystery Writers Regular meeting Grimaldi's - Scottsdale, AZ 6:30 pm
Thursday - April 16, 2015	Arizona Professional Writers (Central District) Press tour in place of regular meeting Western Spirit: Scottsdale Museum of the West - Scottsdale, AZ 5 pm
Saturday - April 18, 2015	Tucson Sisters in Crime Chapter Regular meeting Viscount Suites Hotel - Tucson AZ 10 am to 2 pm
Saturday - April 18, 2015	Phoenix Writers Club PWC Regular meeting Bluewater Grill - Phoenix, AZ Noon to 2 pm
Wednesday - April 22, 2015	Arizona Professional Writers (Southern District) "Writing the West" special program El Charro Café - Tucson, AZ 11:30 am
Saturday - April 25, 2015	Saguaro Romance Writers - Tucson Regular meeting Holiday Inn Hotel & Suites - Tucson Palo Verde - Tucson 9:30 am to 1:30 pm
Saturday - April 25, 2015	Christian Writers of the West - CWOW Regular meeting Coco's Restaurant (East Cactus Road) - Phoenix, AZ 12:45 pm to 3 pm
Sunday - April 26, 2015	Open mic for poets and writers Herberger Theater Center - Phoenix, AZ 4 pm to 7 pm
Tuesday - April 28, 2015	Desert Rose Romance Writers Regular meeting Lucille's BBQ - Tempe, AZ 5 pm to 8:30 pm
Wednesday - April 29, 2015	Professional Writers of Prescott (PWP) Regular meeting Prescott Public Library - Prescott - AZ 6 pm
Wednesday - April 29, 2015	Scottsdale Society of Women Writers Regular meeting Chaparral Suites - Scottsdale - Scottsdale 5 pm

About Arizona Authors Association

AZ Authors, one of the oldest nonprofit writers' organizations in the Southwest, serves as an information and referral center for the community, helping and supporting local authors statewide. Its members are published and unpublished aspiring authors, poets, journalists, columnists, magazine editors, songwriters, illustrators, publishers, typesetters, and printers. Several critique groups function among the members.

The Association maintains a website and offers to its members a newsletter, workshops, meetings, festivals, and seminars at various locations around the state. Members may advertise free in the newsletter and at friendly rates in the Arizona Literary Magazine. The Association sponsors a contest open to all who write in English, with both published and unpublished categories. A banquet and awards presentation coincide with the yearly publication of the Arizona Literary Magazine.

Yearly memberships fees are \$45 for writers, \$60 for other professionals, and \$30 for students. Discounts are available for 1 and 3 year membership fees. Dues are payable each year on January 31.

Website: <http://www.azauthors.com>

Additional Membership Benefits

<http://azmemory.azlibrary.gov/cdm/landingpage/collection/aaatwl>

http://www.azauthors.com/event_calendar.html

<https://www.facebook.com/ArizonaAuthors>

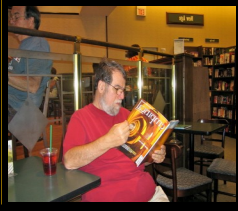
http://www.azauthors.com/arizona_literary_magazine.html

<https://www.linkedin.com/company/arizona-authors-association>

Editors:

Karen Kibler has been providing editing/proofreading services to authors of all genres for more than five years. Contact her at kvkibler@aol.com for rate and availability information.

Kathleen Cook provides editing services at [Brighter Stars Editing Services](#)



Why on Earth Would You Want to Sell Books?

By

Ken Weene

Let's be honest: It's a lot more fun to write a book than to edit it. And it's way more fun editing a book than marketing it. Marketing isn't just work, it's as laborious as digging ditches and often less rewarding. Seriously, you can spend hours at a book signing and sell one copy; far better money if you cook fries at a fast food joint, and you may get a free soda. And all that time on the social media? Well, how do you know if you've sold a single book for all that time at the keyboard?

Marketing is on par with a root canal.

Most of us make a stab. Revel in the kind words of our nearest and dearest, who perhaps have even bought not one but two copies—that extra one for somebody's birthday present. And tell ourselves that we're authors.

We damn the money we wasted on joining one group or another and especially the dollars spent on advertising. Did we really believe a Facebook “boost” was going to produce sales? Slowly but surely, our efforts wane. Time to work on the next book. Now that will surely sell.

Of course, those among us who are really fortunate get discovered by one of the big houses that are willing to pay advances and spend on marketing. Those few will get the talk show gigs and be featured speakers at books shows. However, those wonderful contracts are getting fewer and smaller. Reality: publishing is not a growth industry. Want to be in a business with good growth potential? Back to the burger joint you go.

Most of us just slowly fade away.

As a participant at the recent Tucson Book Show, I was struck by how many people didn't even show up for their turns to sell and sign. I won't say I made millions, but I did make some sales. As a participant in two booths, I had scheduled about seven hours of time. I ended up because of no-shows with about eight and a half. I could have had another four or five hours, but I was too tired. Now, if I had known and planned for it, I would have taken all that time. For example, I would have brought my lunch to the one booth so I didn't have to leave and eat before getting to the second.

It wasn't just the no-shows who surprised me but the no-actions. I'm a team player. When I had time, I stood at one of those booths directing people from the walkway into the booth, telling them who was signing what, and talking up the group as a whole. There was one other person who joined me of a group of twenty-four. The rest just melted off during their “free time.” They just faded away.

Marketing is not for the fading. It is not for quitters and waners (or whiners for that matter.) It is for those willing to work, willing to put in the effort, and willing to be part of the team.

Why a team? It's really simple. You know people. Heck, maybe there are a couple thousand people who know you at least by name. That's kind of the limit of your personal market.

If I know another two thousand you don't and I talk up your book, well now you have a potential market of four thousand. A team gets your information out to lots more people than you can on your own.

But even if a million people see that information, they aren't going to act, not on the first sighting. What, you thought you were a rare bald eagle maybe an extraterrestrial? Sorry, you're just one book writer in the midst of thousands. So you need repetition. Those million potential information viewers have to become aware of you, which means repetition. You need me and all those other folks to keep putting your name and information out there over and again.

That's the purpose of that team approach. To get your information out there over and over to more and more potential book buyers.

I don't know if I have the secret for book sales, but I sure have a secret for non-sales: just work for yourself. Post on the social media and show up only when you feel like it. And believe that your books will somehow and magically be discovered.

On the other hand, you can join the team, work with others in the social media and events and make a real marketing effort. Want to do more? Well, feel free to contact me, and let's see what you can do.

Oh, what do I charge for my help? Only that you help me in return. Yeah, that team thing.

Ken_Weene@Cox.net

<http://www.kennethweene.com>

For more information email Ken_Weene@Cox.net

DID YOU KNOW ?

From Coffee News

Family life: Giraffes are social animals and like to live in herds. Led by an adult male, a herd usually has about 15 members. These animals live to be about 15 or 20 years old.

.....

Honey pie: Bakers who want to substitute honey for sugar are advised to replace the amount of sugar in the recipe by three-quarters of the amount with honey. The baking temperature also needs reduced by 25° F (15 ° C) because honey can cause the food to brown faster.

Where Do Writers Get Their Ideas?

By

Marlene Baird

Good ideas for novels are not that easily come by, so when I am blessed with one, I immediately want a martini to celebrate.

I don't usually fix a drink right away, but I do think about it. Once the visual of the celebration fades—my husband and me sitting in a dim, wood-paneled bar, toasting the success of this sure-fire winner—I sit down at the computer and get started.

Minnie and the Manatees is the result of a vacation my husband and I took in Florida. Wherever we go to get away, we always check out the real estate. On this trip we were wandering around the parking lot of a senior condominium complex in Fort Meyers with easy beach access. The units in three of the buildings were sold. They had chairs and plants—some alive, many not so much—on the balconies. Two more buildings were in progress. Probably fortunately, no sales person was in sight.

As we approached our car to leave, a couple came up to us and invited us to their condo for a cold beer so we could see what the community had to offer. We said we were not seriously interested in moving; we were just browsing. These people were very hospitable and very insistent, so we did go up to their condo. (I realized later that, this being the off-season, they were bored silly and lonesome.)

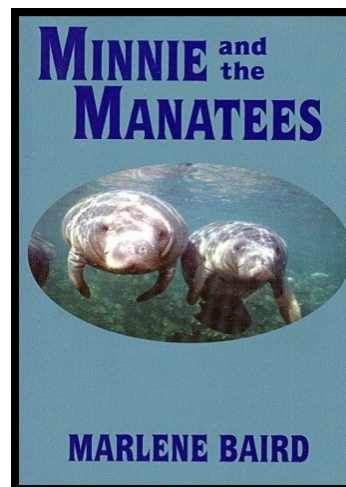
The condo was bright and very pleasant. Their deck overlooked a waterway, and the woman told me that she often saw manatees swimming just thirty feet below. She had recently seen a manatee and its baby. I was so jealous. We had been manatee watching for days, but had not been lucky enough to see a baby. The other thing she mentioned was the danger the manatees were in, primarily from boats speeding on the waterways, and she said she had a neighbor who angered her for doing this.

We visited for a reasonable amount of time, traded phone numbers which were never used, and said our farewells. As we got into the car Bob said, "You should write a mystery about deaths in a senior complex." I shrugged off the idea at that moment, but my subconscious stayed with it.

A few months later *Minnie and the Manatees* was born. That woman became my protagonist, Minnie. Her speed crazed neighbor became Jimmy Simm, and my story began with Minnie taking revenge on Jimmy for endangering her beloved manatees.

I won the AZ Authors novel manuscript contest that

year, and the martinis tasted great.



Complete Writing Services

Kitty Carlise offers writing services at :

[The Grammatical Activist](#)

Creating the website for your business took some time and you want the best of who you are to be evident. Spelling and grammatical errors, as well as poor content on your site, notify prospective customers that you are not professional and that you care little about how you present yourself.

I can fix that.

Continuing your education, often while holding down a job and raising a family, is often too overwhelming for many people to even contemplate. Researching a big paper or even a dissertation can be a full time job all on its own.

I can edit it.

Have a great idea, but need some guidance on where to start? Your life's story could be a bestseller; your idea for a children's book an award winner.

I can do that.

Want to sell your products or services or let clients know what your company is doing? Improve your business profile with well-written press releases.

I can write it.



Writer's Circle Report

By

Beth Blake

On March 7, the Arizona Authors Association held a social media for authors workshop at the Northwest Regional Library in Surprise. About thirty people attended.

The first speaker was **Laura Orsini**. Laura is a self-publishing consultant and runs the very popular "Phoenix Publishing and Book Promotion Meetup." Her books include *Social Media for Authors*; *The Author's Media Tool Kit*; *Publish Your Book Already*; and *Blogging Success Tips for Authors*.

Laura passed out a handout and stated that social media is not a marketing strategy but a **tool** we should apply to our marketing efforts. She went on to remind us that the first word in the term *social media* is *social*. We need to balance our relationships with our readers with selling to them.

Here's an easy way to remember this balance: 4+1+1. For every one self-promotional tweet, post, or update, we also need one piece of original educational content and four pieces of informational content from influencers in our area of expertise. Find the influencers in your area of expertise, examine various blogs on your topic, and quote them.

Laura listed 16 social media rules. Some of these are to listen first and post second. Find your audience. Go there. Integrate your social media by insuring they talk to each other and lead to your website. Find those influencers again and connect with their friends and followers. Post consistently and throughout the day, even if this means involving an automator such as HootSuite.com. On the other hand, don't overautomate. You'll need to reply to posts and comments to keep readers engaged.

Include cute images of something interesting including your website underneath it. Remember to say thank you to people who regularly share your content. Use the same photo of yourself for all your social media sites. And be patient. It can take three to six months of posting for enough traffic to your blog to make a difference in your blog's ratings.

She suggested posting on relevant articles or blogs with hashtags. If we click on the hashtag on Twitter, it will lead us to other posts on that same topic. Find hashtags that are relevant to your book and then comment.

We can share our milestones concerning our books by posting quotes or short excerpts from our books. Laura assured us to forget about someone stealing our work over book excerpts. She said, "Dump that thinking in a hurry!"

It's a good idea to add images and make them Pinterest friendly. An interesting idea is to post from our character's POV.

We can also share quotes from our book reviews. And be sure to post any discounts on our books. We could host virtual events like a Tweetchat, Facebook chat, or Google hangout to connect directly with readers. Invite our friends/followers/contacts to live book signings. Don't forget to ask friends/

followers/connections to share links. Hold contests. Make a book trailer or video series related to our book. Join groups and interact with others in industries that might have a use for our books.

Everyone enjoyed listening to Laura speak. After a 15-minute break, the second speaker began.

Carrie Morgan spoke about growing our platform using blogging and content marketing. Carrie is a "Top 1% Digital PR Influencer." Her book is entitled *Digital Haystack: Essential PR Tactics to Explode Online Visibility and Engagement*. She blogs at *RockTheStatusQuo.com*. She is the moderator of Phoenix PR Pros, a local Facebook group of 800 public relations professionals and journalists in Arizona. All in all, her credentials (along with Laura Orsini's) are impressive.

Content marketing is defined as the non-promotional part of marketing. It contains content that we've created. It includes the educational side of our content. This helps build our credibility. We need to share our expertise.

Carrie suggested we show that we know what we're talking about by utilizing infographics. These include pie charts, breakdowns of our characters in a visual format, using images, and SlideShare.

We need to engage with our readers on Goodreads. Find book review bloggers in our genre. Share our expertise in a fun manner to engage our readers.

All of this is overwhelming. Not to mention time-consuming. Carrie stressed that we pick two or three things to focus on. After familiarizing ourselves with the many possibilities to utilize social media, choose two or three of them. Then develop a plan to maximize them, then **WRITE DOWN YOUR PLAN!** Write it down where you will find your readers. Write down what your goal is and make it about your readers.

Carrie stated that Google is your BFF. Use it to find book bloggers and book reviewers for your genre. Find groups related to our topic, even if you can't mention your book in group conversations.

Make your posts 80% educational for the reader and 20% promotional for your books.

She gave us some security tips. Don't use the term "admin" in our username. Use wordfence and set it to two or three to prevent hackers. Don't use the same password for your various accounts. LastPass.com is free and keeps track of your passwords.

Everyone agreed that marketing is time-consuming. And there's so much to learn and do that it could make your head explode! But using these suggestions and being patient will help.

Everyone enjoyed hearing Carrie speak. At the end of these two talks, door prizes were given out in a drawing.



FAST ROAD TO HAPPINESS/JOURNEY INTO NOW

By

Dr. Marilou McIntyre

"Have I lived before?" and "Will I live again?" These questions are answered in this self-help book. Reincarnation may be the missing link psychologists and doctors have ignored in the healing process. For decades I had been looking for the reason why people are so unhappy, cruel to one another, and make such bad choices. The last thing I was interested in was a past life. I was having trouble coping with this life. After months of dreams about past lives I had to recognize they were the bases of the problem I had been seeking. It was like an Epiphany. I faced the fact that we've lived before and all of our past lives and experiences form what we are today. We are the sum total of everyone we have ever been and everything we have ever done. Being aware of this gives us the opportunity to release past errors and find happiness now. It is an answer to prayer for me. That is when my ability to consciously regress people began.

Phobias, addictions and fears can be healed through regression and releasing origin of disorder. Anyone seeking to improve their life, future, heal finances, relationships and gain health, wealth and happiness will benefit from this how-to book.

If people finally realize what life is really about, they will be in harmony with true-self and find bliss and happiness. Using experiences of others in conscious past-life regression can help wake people up to their true nature. That is the purpose of this book.

The cover shows how we try to hide our true self but finally we have to remove the mask. This is an attempt to make people aware that it's time to come out from the dark. The steps making this possible to the sincere truth-seeker are within.

Compiling eventual regressions that resulted in verified healings through tapes and affidavits took considerable time. Recalling accurately the details and experiences involved in this kind of presentation and presenting them in a way that would be beneficial to anyone reading about it also took time. Giving step-by-step details in how to cure all kinds of problems and create a happy future was painstaking but necessary. These conditions were the pur-

pose of the book-to help.

I learned the importance of staying with a project until completed and the pleasure of helping others benefit through my experiences-making their way easier. Breaking through time/space barrier in conscious regressions is hard to describe, but I tried because it is the essence of growth.

Reincarnation is often the mystery of life and the missing link that explains things modern psychology and doctors cannot. As ones' consciousness grows, every horizon is expanded and the concepts of time, truth, life, God, and love take on new meaning. Mysteries can be revealed and awareness of natural laws makes life more real. For those with eyes to see and ears to hear a wondrous universe awaits. For those who can release preconceived ideas in the light of proven truth, there is no limit to life or happiness. Create your future and be kind to one another.

For a past-life reading to release phobia, depression, or anxiety book an appointment:

<http://www.mariloumcintyre.com>

Goddess Retreat for Women
In the Crystal City of Light—Sedona
Presented by:
Jeri Castronova, Ph.D.

Magic and Mastery are yours in the beautiful Red Rock energies of Sedona. The retreat site overlooks majestic Cathedral Rock and sits on its vortex.

Friday: May 15—6-8 pm

Saturday, May 16—9:30—6 pm

Sunday, May 17— 9:30-6 pm

Take a giant leap into the Light!

To register and for more Information:

jericastronova.com

Cost: Early Bird: \$288—After April 15: \$333

Registration includes lunch both days, handouts, and art supplies

Classes Offered

By

Marilyn June Janson, M.S., Ed.

Short Story Writing Workshop

Fiction, Creative Nonfiction, Memoirs, YA.

Saturdays, April 11—May 2

10 AM—Noon; \$60. \$10 fee paid to instructor

Southeast Regional Library

775 N. Greenfield Road

Gilbert, AZ

Registration: 480-503-6200;

Enrollment open to non-residents and residents

Novel Writing Workshop

Chapter and Scene Structure, Tension, Plotting

Saturdays, April 11—May 2

12:30—2:30 PM; \$60. \$10.00 paid to instructor

775 N. Greenfield Road

Gilbert, AZ

Registration: 480-503-6200;

Enrollment open to non-residents and residents

Short Story Writing Workshop

Fiction, Creative Nonfiction, Memoirs, Children's

Wednesdays, April 15—May 6

6—8 PM

Residents: \$28. Non-Residents \$38. \$10 fee paid to instructor.

Chandler Recreation Center Downtown

125 E. Commonwealth Avenue

Chandler, AZ

Registration: 480-782-2727

Enrollment open to non-residents and residents

Family History Writing Workshop

Creative Nonfiction, Culture, Holidays, Memoirs

Mondays, April 20—May 11

10:30 AM—12:30 PM

Residents: \$28. Non-Residents \$38. \$10 fee paid to instructor.

Chandler Senior Center

202 E. Boston St.

Chandler, AZ

Registration: 480-782-2720 Enrollment open to non-residents and residents.

34th ANNUAL GOVERNOR'S ARTS AWARDS

GOVERNOR'S ARTS AWARDS; WINNERS TO BE ANNOUNCED MARCH 24 AT Sheraton Phoenix Downtown Hotel, 340 N 3rd Street

Winners:

Bobb Cooper, Phoenix; Navya Dasari, Scottsdale; William Eaton, Sedona; Barclay Goldsmith, Tucson; Peter Hill, Fountain Hills; Dr. Jeffry Jahn, Tucson; Greg Joseph, Sun City; Simon Kregar, Tucson; Annie Lopez, Phoenix; Mark McDowell, Scottsdale; Dr. Baruch Meir, Phoenix; Jenna Raskin Moreines, Phoenix; Randy Murray, Phoenix; Michelle Rouch, Vail

MAY CALENDAR EVENTS

Friday - May 08, 2015

Fountain Hills Christian Writers Regular meeting

Fountain View Village - Fountain Hills, AZ

9 am to Noon

Tuesday - May 12, 2015

Valley of the Sun Romance Writers Regular meeting

Iron Works Restaurant - Glendale

5:30 pm to 8:30 pm

Saturday - May 16, 2015

Tucson Sisters in Crime Chapter Regular meeting

Viscount Suites Hotel - Tucson AZ

10 am to 2 pm

Saturday - May 16, 2015

Phoenix Writers Club PWC Regular meeting

Bluewater Grill - Phoenix, AZ

Noon to 2 pm

Saturday - May 16, 2015

Northern Arizona RWA Regular meeting

Prescott Country Club - Dewey, Arizona

10:30 am

Wednesday - May 20, 2015

Desert Sleuths Mystery Writers Regular meeting

Grimaldi's - Scottsdale, AZ

6:30 pm

Saturday - May 23, 2015

Saguaro Romance Writers - Tucson Regular meeting

Holiday Inn Hotel & Suites - Tucson

Palo Verde - Tucson

9:30 am to 1:30 pm

Sunday - May 24, 2015

Open mic for poets and writers

Herberger Theater Center - Phoenix, AZ

4 pm to 7 pm

Tuesday - May 26, 2015

Desert Rose Romance Writers Regular meeting

Lucille's BBQ - Tempe, AZ

5 pm to 8:30 pm

Wednesday - May 27, 2015

Professional Writers of Prescott (PWP) Regular meeting

Prescott Public Library - Prescott - AZ

6 pm

Wednesday - May 27, 2015

Scottsdale Society of Women Writers Regular meeting

Chaparral Suites - Scottsdale - Scottsdale

5 pm

Saturday - May 30, 2015

Christian Writers of the West - CWOW

Regular meeting

Coco's Restaurant (East Cactus Road) - Phoenix, AZ

12:45 pm to 3 pm

Member News

MABEL LEO'S first book, *The Saga of Jack Durant*, is the true story of the original owner of Durant's Restaurant in Phoenix, Arizona. It tells how a young boy escaped his father's beatings, hopped a train, left his home in Tennessee with dreams of being a professional baseball player. Instead, he became the most trusted friend of the infamous gangster, Bugsy Siegel. Because Jack lied to everyone about everything, Leo did five years of research, traveling to Tennessee, Nevada, numerous places in Arizona, interviewing everyone who knew Jack or thought they did. Leo uncovered his three aliases, three ex-wives, and, according to official records he was born in three different states. The book came out in 1996.

When Phoenix playwright, Terry Earp, read the book, she quickly wrote *In My Humble Opinion*, a play that ran for 22 sold-out performances at its first run and 15 sold-outs on the second run. After a show, Leo was often approached by someone with more stories of Jack. With Terry convincing her to write another book, Leo wrote *Jack's World*. That was in 2005.

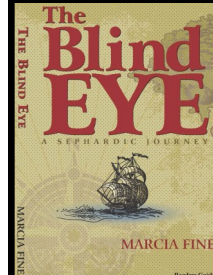
With interest in Jack growing, Leo's editor suggested she do more research on Jack's connections with the Mob. Working on the new book, Leo began getting phone calls late at night; voices giving leads to sources of information. F.B.I. records were obtained; 127 pages with warnings to agents "SUBJECT SHOULD BE CONSIDERED DANGEROUS BECAUSE HE IS REPUTED TO BE IN A POSITION TO HAVE A PERSON KILLED OR TO PERFORM A KILLING HIMSELF." The third book, *MOB MOLE* was born. That was in 2008.

A phone call in 2014 brought Jack back. A local Phoenix film company, Running Wild Films, wanted to bring Jack's story to the screen. Leo met with Travis Mills, the producer, a contract was signed, and auditions began. The movie - *Durant's Never Closes* - is scheduled for the first showing in May, 2015.



THE BLIND EYE--A Sephardic Journey by Marcia Fine has been chosen the 2015 adult selection by ONE-BOOKAZ. The winning publication available for a FREE download March 14-June 1 at:

www.onebookaz.org



The author will appear at libraries around the state April 1-28. The Scottsdale Civic Center Library will host her April 1 at 7 pm. Other visits include Flowing Wells, Ajo, Gilbert, Parker, Bisbee and Superior. Details are provided on the website. The audio book, read by TV/film actor Christina Cox, is available on audible.com. A book trailer assists with marketing.: <http://youtu.be/Z-5pTT7h444>

The novel, based on parallel stories set in 15th century Portugal and the 1990's, is about two women who explore their identities. Set against the expulsion of Jews from Spain in 1492, *The Blind Eye* creates a sweeping narrative about determination and survival of a cultured people who fled around the world. It won a First Prize for Unpublished Manuscript from the Arizona Author's Association in 2007. The novel has also been chosen as a Library Journal SELF-e curated selection to be shared with libraries around the country.

"I am honored to receive these awards and encourage others to enter contests. Independently published authors have to seek out recognition. Speaking skills develop interest, encourage discussion and boost sales."

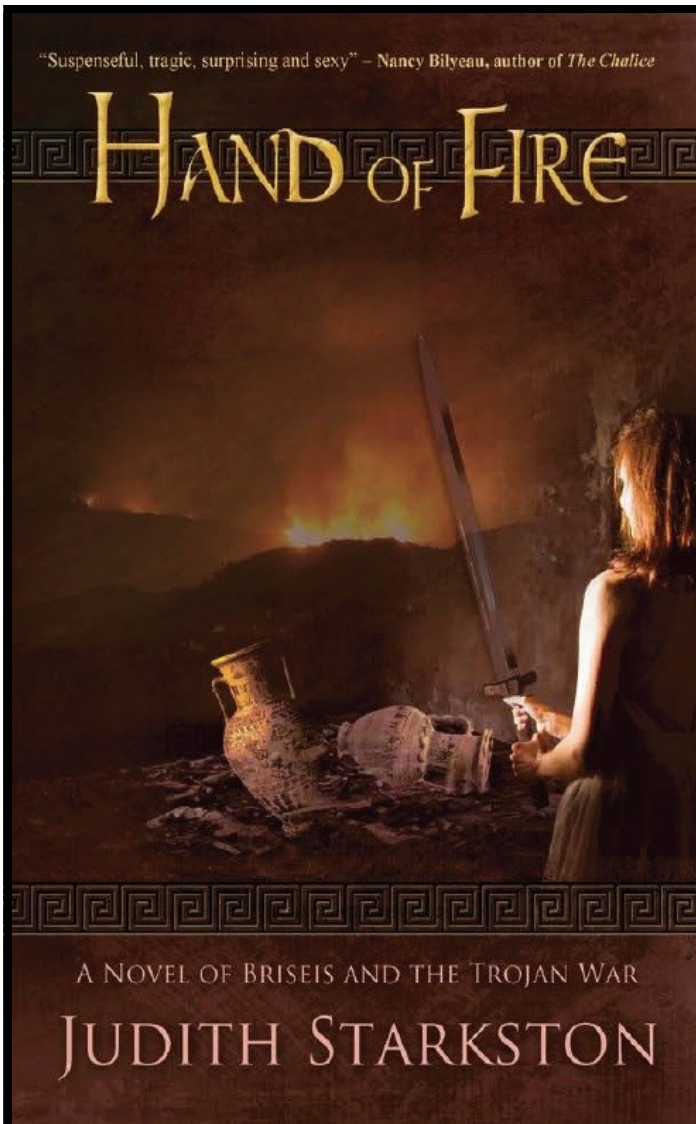
Coming Soon: John Hansen's historical crime fiction series, *The Bluesuit Chronicles* is running high with solid reviews, and is currently at 4.7 out of 5 stars at Amazon. His latest book, *Day Shift*, the fourth in the series, is in the final stages of production and a release is expected by the second week of April. The first book, *The War Comes Home*,



began the series with Army medic Roger Hitchcock joining his hometown police force after two tours in Vietnam; it received a four star rating from Red City Reviews. The second book, *The New Darkness*, which contains heavy action such as a toe-to-toe gunfight that really happened, and dramatic encounters with the 70s drug craze that took such a heavy toll on Hitchcock's generation, received an unsolicited glowing review from Amazon.com, which does not do book reviews. The third book, *Valley of Long Shadows*, rated by most readers as the best in the series so far, reveals the conflicting plots and sub-plots in play against a backdrop of rising crime, government betrayal, a sharp economic downturn, and random attacks on officers. Hitchcock, who is single, gets in over his head in romantic entanglements and draws on his war experience to protect the citizens on his beat by building his own network of spies.

In *Day Shift*, Hitchcock personally and professionally experiences unexpected, dramatic changes when he rotates from nights to the morning shift.

NEW BOOK RELEASE



HAND OF FIRE

A Novel of Brises and The Trojan War

by

Judith Starkston

The Trojan War threatens Troy's allies and the Greek supply raids spread. A young healing priestess, designated as future queen, must defend her city against both divine anger and invading Greeks. She finds strength in visions of a handsome warrior god.

Will that be enough when the half-immortal Achilles attacks? *Hand of Fire*, a tale of resilience and hope, blends history and legend in the untold story of Achilles's famous captive, Briseis.

"Suspenseful, tragic, surprising, and sexy."

—Nancy Bilyeau, author of *The Chalice*

ISBN-13: 978-1-61179-295-9 paperback

<http://www.amazon.com>



Judith Starkston writes historical fiction and mysteries set in Troy and the Hittite Empire. She is a classicist (B.A. University of California, Santa Cruz, M.A. Cornell University) who taught high school English, Latin and humanities. She and her husband have two grown children and live in Arizona with their golden retriever Socrates.

Her book reviews, ancient recipes, historical tidbits as well as on-going information about the historical fiction community can be found on Starkston's website www.judithstarkston.com.

NEW BOOK RELEASE

AUTHOR, ARTIST & ANYONE'S *Personal* MARKETING GUIDE

.....
FINANCIAL SUCCESS WITH 11
PROVEN PROMOTIONS INCLUDING
BLOGS AND SOCIAL MEDIA
.....

RICO AUSTIN

"Rico Austin presents an intelligent book on navigating the ever-changing social media world. Its value extends far beyond the needs of just Indie Authors. Anyone with any product or service to sell should grab their copy." Lala Corriere—bestselling author of *Kiss and Kill*, reviewed by USA Today as 'Must Read Suspense'.

Whether you're an experienced salesperson or a complete novice, Rico Austin's *Author and Artist Guide to Marketing* has something for you. He stresses that anyone can market, it's a matter of learning what to do or not do. Rico's book is written in an easy going style that's a comfortable read. He doesn't use terms that are difficult to understand. I am not a marketing aficionado, so I appreciate that. Especially helpful are the numbered key points at the end of each chapter. This provides a clear summation of the prior chapter. This book is all about readability and easy learning. I can tell that this is a resource I will refer to again and again.

Three cheers (and shots of tequila) for Rico Austin's new Marketing Book for Authors and Artists! Comfortably written in Rico's easy going style, the words of wisdom he shares are things that all authors, such as I, can learn from. This book is designed to help beginners, as well as experienced, marketers. Thank you, Rico!" © 2015 Dellani Oakes - author of the popular Lone Wolf series and Red River Radio Host.

"Few Marketing Individuals are Authors, Artists or Musicians; however, all Artists, Musicians and Authors must become adept at Marketing."

This book will serve as a marketing guide for you.

ISBN-13: 978-1939828262 ISBN-10: 1939828260

Search by author or title

<http://www.amazon.com>

Rico, born and raised in Southwestern Idaho, is the oldest of five boys. He grew up in an area that was ripe for adventures for him and his younger brothers and numerous cousins. His love of storytelling is infectious and his bitter sweet stories will have you howling with laughter, grieving from tragedy and leaving you on the edge. Rico's love of reading, exploring and traveling lured him to many parts of the globe including Lithuania where he taught English and capitalism, the United Kingdom where he studied and played American Football for the Staffordshire Stallions, and Mexico to study Spanish, dance with señoritas, fish the open sea and drink tequila. Rico has undergraduate degrees from Boise State University, Grand Canyon University, Staffordshire University and a Master's Degree from Thunderbird School of Global Management. He and his wife live in Scottsdale, AZ and San Carlos, Sonora Mexico.



NEW BOOK RELEASE



Against the backdrop of a bone-chilling Nebraska winter, fourteen-year-old Kendra Morgan sees her murdered friend's hair clip in a man's pocket. She's rejected by her favorite teacher and a security guard, and because of family troubles, she can't tell her single mom.

So she goes after the killer herself. The investigation becomes an unhealthy obsession and Kendra finds herself lying to family, breaking into homes and even questioning the prime suspect. As more girls are stalked, the case takes a bizarre turn and Kendra learns that not only her life is in danger, but someone dear to her as well.

Clipped! is available on Amazon.com and Barnes&Noble.com. More information about the author can be found on www.patriciacurren.com.

Search by author or title

<http://www.amazon.com>

Patricia Curren was born and raised in Nebraska and even though she hasn't resided there for many years, her heart still lives there. She spent many years in Seattle, Washington, where she worked in two school districts while her three daughters were growing up. A career in purchasing management at a custom woodworking firm rounded out her full-time working days. Throughout those years, there were many ideas for writing, but very little time to do it. A few poems, and a magazine article or two, were the extent of her publishing successes.

Now settled in Mesa, Arizona, she's enjoying being semi-retired. More time to write! Besides magazine and newspaper writing, and what she hopes will be the first of many novels, Patricia works as a fitness center coach and loves volunteering at the local library. In her spare time, she hangs out with her two cats, Cassie and Cajun.



New Book Release

True Stories of the OSS and CIA

Secrets, Lies and Deception



New York Times Bestselling
Author Mike Rothmiller

The essays include; WW2 secret operations, covert actions, truth drugs for interrogation, cover in unconventional operations, CIA in academe, the covert collection of scientific information and of course, spies. These are just a few of the chapters.

The United States Intelligence community (as *known*) is comprised of 17 agencies that work separately, and at times, in concert to conduct intelligence activities in the field of foreign relations and national security. Members of this community include intelligence agencies, military intelligence, and civilian intelligence and analysis offices within federal executive departments.

Interestingly, the CIA is notorious for secrecy and more often than not, the agency refuses to release documents requested in a Freedom of Information Request (FOIA) or under a Mandatory Declassification Request (MDR). Here's the interesting twist. These essays contain a wealth of detail and informative footnotes identifying the source(s). Even if you filed a FOIA for all the footnoted documents, they would take years to obtain—if the CIA would release them. So, in an unexpected turn of events the CIA has opened Pandora's Box allowing us to review information they believed would remain secret, and in some cases, would prefer remained secret. But the documents are available for review, if you know where and how to secure them. As individual stories they are indeed interesting; taken as a whole, they truly enlighten and demonstrate the enormous scope of the intelligence community.

Search by author or title

<http://www.amazon.com>



True Stories of the OSS and CIA

New York Times bestselling author and AZ Authors member Mike Rothmiller has released his latest book, *True Stories of the OSS and CIA*. After years of research within various archives he's uncovered scores of formerly TOP-SECRET essays detailing OSS operations during WW2 and subsequent CIA operations. These essays were expertly researched and written by the CIA for *only* an internal CIA audience. NONE were meant for public review. The book's format will remind you of a fascinating spy laced *Readers Digest*.

New Book Release



THE FAMILY STORE

From behind the counter of an old-fashioned store

By Susan Harrison McMichael

"If you can operate a mechanical pencil, you can operate an office supply store," Dad said when he took possession of a small-town stationery shop.

But running an office supply store was more than a twist and click operation. It involved being at the pulse of every facet of life in small-town Chandler, Arizona.

The family store touched the personal lives as well as the business lives of people in the community. From birthings to burials, from holidays to holy days, memorable characters filed in to purchase gifts and greeting cards to commemorate milestone occasions.

Businessmen and society women, cowboys and Indians, holy men and heathens came in for their pens and ink, journals and calendars, ledgers and notebooks and left a series of tales, sometimes wry, sometimes zany, sometimes mundane.

The Family Store depicts a pivotal era in modern history – the transition from carbon paper to Xerox machines, from typewriters to computers, from slide rules to electronic calculators, from five-cent stamps to fax machines, to the rise of Big-Box stores and the demise of the old fashioned stationers.

A collection of essays that will leave you laughing, pondering, or perhaps shedding a tear.

The kind of store you will never see again.

\$12.95

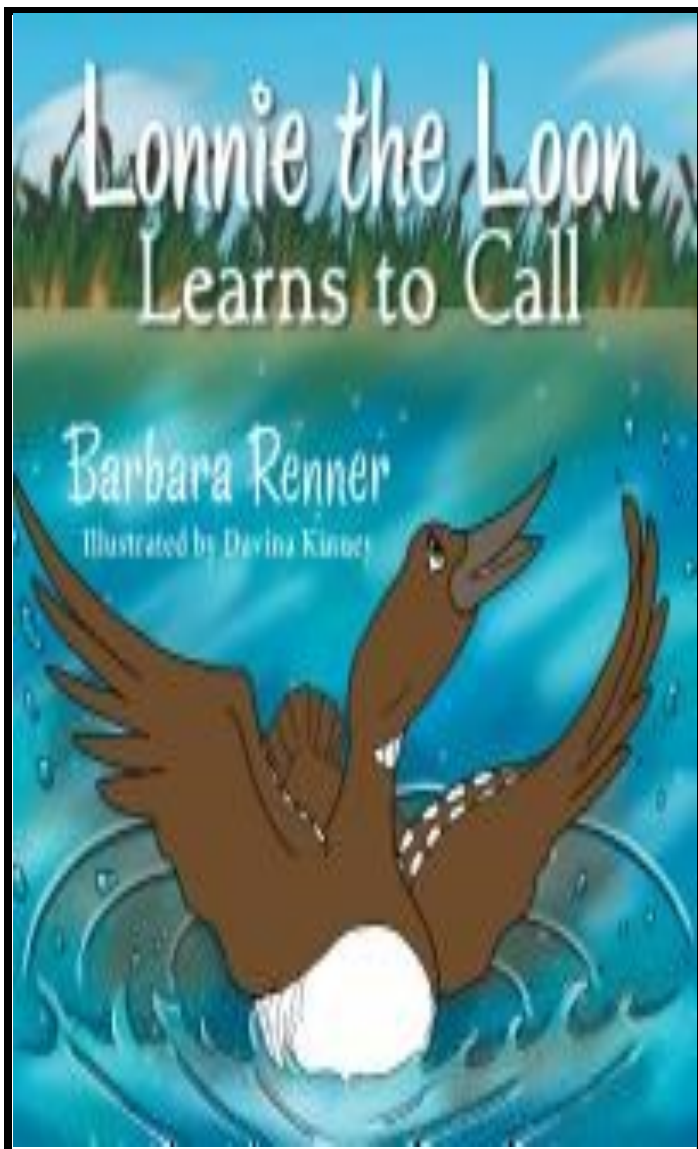
ISBN 9781508408406

Available: [http://www.amazon.com](http://www.amazon.com/susan.mcmichael@gmail.com)
susan.mcmichael@gmail.com

Susan Harrison McMichael was born and raised in Arizona. She has worn various career hats – English teacher, librarian, business owner, paralegal, and resume writer. For over thirty years she worked in the office supply store that forms the setting for *The Family Store*.



New Book Release



Have you ever heard the call of a Loon? If you've ever visited Minnesota or Maine or Canada in the summer, then you have heard the beautiful and haunting sounds of the Loons.

Lonnie the Loon Learns to Call is a children's picture book appropriate for ages 2 – 6, beginning readers, and adults who love to read for the children in their lives.

Lonnie is a curious young Loon who wants to learn how to make the Loon calls most frequently heard on lakes and in flight. His Dad is proud to teach Lonnie the four major calls that Loons are known for.

The reader will be able to hear the wail, tremolo, yodel, and hoot as Lonnie's father gives him lessons. Every Loon call has a special meaning; from social gatherings, to warnings of danger, to defending territories, to special calls that only male Loons make.

With a free QR Code Reader App on a smartphone or other electronic device, children of all ages and adults will be able to hear and identify the calls of the Loon as they are heard on lakes all over the northern United States and Canada. Not only will the readers be enthralled with the beautiful sounds, they will also discover interesting facts about the Common Loon.

ISBN-10: 1634902432

ISBN-13: 978-1634902434

<http://www.amazon.com>

Barbara Renner is an author, teacher and editor and has published two books about a juvenile Loon, *Lonnie the Loon Learns to Fly*, and *Lonnie the Loon Finds His Home*. Her third book, *Lonnie the Loon Learns to Call*, was just released in March 2015. Barbara will be publishing a fourth book about Lonnie in late summer 2015 called *Lonnie the Loon Visits Arizona*. Barbara is an adjunct faculty member at Phoenix College and is planning her book readings at preschools and elementary schools. She and her husband live in Minnesota in the summer. All of Barbara's books can be found on amazon.com and barnesandnoble.com. Connect with the author online:

www.RennerWrites.com

[www.Facebook.com/Renner.Writes?ref=hl](https://www.facebook.com/Renner.Writes?ref=hl)

[www.Linkedin.com/pub/Barbara-Renner/5/946/b50/en](https://www.linkedin.com/pub/Barbara-Renner/5/946/b50/en)

www.a-view-from-my-window.blogspot.com





Poetry Winner



Zaskia Villa—Nogales High School Student to Represent Arizona in National Poetry Recitation Competition

Out of over 11,000 Arizona high school competitors from 47 participating schools, **Zaskia Villa**, a senior at Nogales High School in

Nogales, Arizona, was selected as the Arizona *Poetry Out Loud* State Champion at the state finals event held on March 12, 2015 at the Herberger Theater Center in Phoenix. As State Champion, Villa will represent Arizona at the 10th annual *Poetry Out Loud* National Finals competition in Washington, D.C., in April.

As the Arizona *Poetry Out Loud* state champion, Villa receives a \$200 cash award and an all-expenses-paid trip for herself and a chaperone to the national finals, to be held in Washington, D.C., April 27-29th. Additionally, her school will receive \$500 to purchase poetry books for its library.

"The students work hard to get to the finals," said Robert C. Booker, Executive Director of the Arizona Commission on the Arts. "Watching such a diverse group of exceptional young people from around the state stand tall, recite, and display their understanding and love of poetry is truly remarkable and inspirational. These young people learn skills through this competition that will serve them for a lifetime."

Newsletter Requests

- ♥ **Jokes or fillers welcomed**
- ♥ **Hyperlinks needed for Books Releases**
- ♥ **If Known: ISBN numbers for books needed**
- ♥ **Book Price needed**
- ♥ **If you have an event coming, info needed, but the information must fit into the time frame of the newsletter; for example a book signing in June or July would go in the next newsletter**

Thank you for all of your support

Continued from page 1

in the Arts Commission for generating increased economic activity through local arts partnerships and programming.

4. **Additionally, if the \$1 million allocation is not repeated in the FY16 budget, it will result in an average 50% reduction in grants to local arts organizations and in the elimination of innovative programs like Arizona Art Tank and Community Catalyst.**
5. **As the state continues to recover from an economic downturn, the arts sector continues to be an industry that provides significant benefits to our state by advancing innovation, promoting tourism, and contributing to the comprehensive education of Arizona youth.**

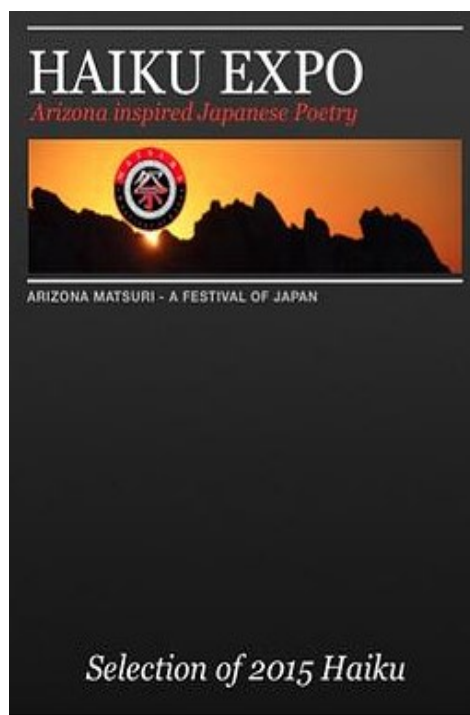
ARIZONA AUTHORS BOOTH AT TUCSON BOOK FESTIVAL 2015

Photo Provided
by

Lisa Aquilina



Haiku Expo 2015 Winners Announcement



The Arizona Matsuri Haiku Expo committee would like to congratulate all the winning poets for their Arizona inspired haiku poems. We have received more than 600 entries in this inaugural event.

OUTSTANDING and **HONORABLE MENTION** haiku in each of the submission categories have been made.

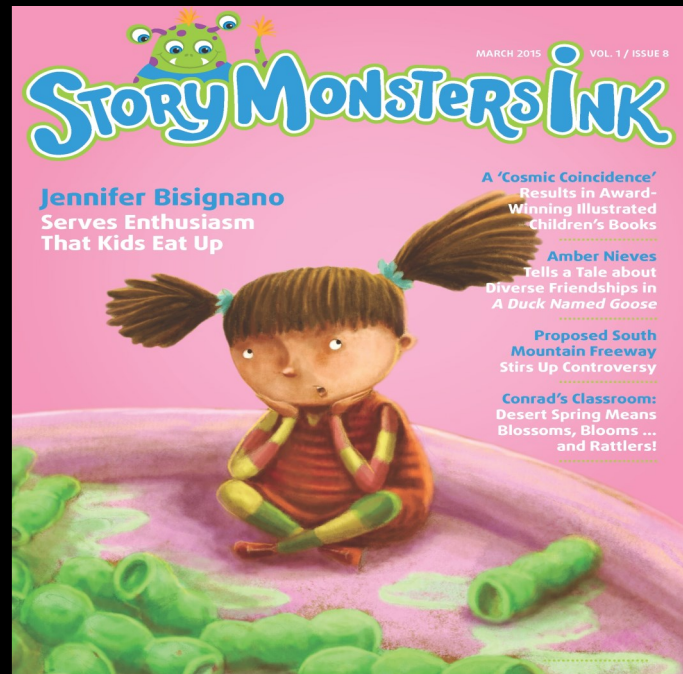
All of them have been included in the **Arizona Matsuri 2015 HAIKU EXPO eBook Collection** which is a [free download](#).

Please visit our [Facebook](#) page and [Matsuri website](#) to view and download the free **Arizona-inspired Haiku Collection eBook** winners and their poems.

John Sachen, Haiku Committee Chairman
Arizona Matsuri, Haiku Expo 2015

azmatsuri.haiku@gmail.com

www.azmatsuri.org



Kids Can Publish Joins *StoryMonsters Ink* Magazine CHANDLER, AZ (March, 2015)

Getting published in a national magazine just got a lot easier for kids! Children in kindergarten through 12th grade who love to write—and teachers who would like their students to embrace the written word—are now able to submit their writing samples to Kids Can Publish to be considered for publication in the nationally circulated *StoryMonsters Ink* magazine. The magazine recently joined together with Kids Can Publish, a division of Five Star Publications, Inc., to help broaden its audience.

“Partnering the two divisions together makes sense,” says Linda F. Radke, president of Five Star Publications, Inc. “Their objectives complement each other so well, and I think it is important to give young writers—our future generation of authors—a place to have a voice. What better way to do that than to give them an opportunity to participate in the publication of a national magazine?”

In 1985, shortly after leaving her profession as a special education teacher, Linda F. Radke started her own publishing company. In hopes of making the world a better place by promoting tolerance, character, kindness and a love for reading and writing with her books, Radke, an award-winning writer

Continued on page 25



Contest Information

By

Lisa Aquilina

2015 Arizona Literary Contest Call For Entries

The 37th Annual Arizona Literary Contest is underway and we are now accept entries for this renowned writing competition. The Arizona Literary Contest is open to writers worldwide submitting works written in English. Submissions must be postmarked no later than July 1, 2015.

New prizes for the best entries in all unpublished and published categories include both cash and publication awards. All awards shall be announced and presented on November 7, 2015 during the Arizona Literary Awards Banquet Gala.

Announcing the inaugural Green Pieces Press Arizona Book of the Year!

The Book of the Year will be selected from the First Prize winners in published fiction, nonfiction and children's literature.

Grand Prize ~ Arizona Book of the Year ~ \$500

First Prize All Categories - \$150 and publication or feature in the 2016 Arizona Literary Magazine

Second Prize All Categories - \$75 and publication or feature in the 2016 Arizona Literary Magazine

Third Prize All Categories - \$30 and publication or feature in 2016 Arizona Literary Magazine

Since its inception in 1978, the Arizona Literary Magazine has launched the careers of many authors.

This year's contest categories include:

Unpublished Work:

Poems

Short Stories

Essays/Articles/True Stories

Novels/Novellas

Writers entering unpublished works are eligible to request a written detailed critique of all aspects of each entry with suggestions. Critiques require an additional submission fee.

Published Work (publish date 2014 or 2015 only):

Fiction Books

Nonfiction Books

Children's Literature Books

Electronic books published qualify for this category so long as the entry is printed and bound in a professional galley or Advance Review Copy (ARC) format and contain the copyright page information listed in the submission guidelines.

Specific category requirements, entry forms and fee schedule and submission guidelines are available online at http://www.azauthors.com/contest_index.html.

If you have additional questions regarding the competition or category requirements, please email info@azauthors.com or lisa@greenpiecestoons.com.



The Inevitable Author—First Draft

By
Kathleen Cook

You've nurtured that baby for months, perhaps years, and you've finally finished the first draft of your novel. Many first-time authors think, "I'll just read through it once more to clean up any spelling or grammar errors and then publish!" Successful authors know a secret: The first draft always sucks.

It isn't just you. It's me, J.K. Rowling, Stephen King, and every other author on the planet. Repeat it for effect: "The first draft always sucks." Earnest Hemingway said the same thing when he wrote, "The first draft of everything is s**t." I've never been able to use that last word without blushing, so "sucks" works better for me.

Completing the first draft of any novel means that you are now between 30-50 percent through the process of writing a book, and those percentages don't just reflect your skill as a writer. The best writer on earth is likely only 30 percent through the process if they forego a professional editor. Editing services cost thousands of dollars for a full-length novel, and editors work their hearts out to earn their keep. There's been many a time when I've underestimated the amount of work needed to complete a project and wound up donating an extra 20 hours and staying up till daybreak to meet a deadline. If you plan to edit your own book, be prepared for many such occurrences, particularly if you have no experience estimating the workload. Many good writers can't afford editing services, but that doesn't mean they can't produce a quality book. It merely means that the process will take far longer than they ever imagined it would. So pull up your boot straps and get started with the following tips:

1. Remember, it's not just spelling and grammar. Spelling and grammar must be impeccable, that's true, but editing is so much more than that. Research writing styles, current trends, and overused words or phrases. Check cliché lists such as the one found below in my ten favorite links. Also, check for passive voice, which may indicate that your writing lacks punch. If you use more than two "was" or "were" per page, you might want to review your story. There are times when you can justify such use, but too much passive voice cripples your novel.

2. Think of your book as a "Show and Tell." Are you showing more than you are telling? Are readers feeling, tasting, smelling, seeing and hearing? If so, congratulations! You're on your way to success! If not, go through your book carefully and draw readers into the plot. For example, you can change "she ran through the rain and was soaked," to "raindrops the size of cranberries pummeled her as she ran breathless and panicked down the alleyway." In the second phrase, the readers experience the rain falling on the victim and sense her heart pounding as she ran. They *feel* the book as they read it.

3. Always check for plagiarism, even if you didn't plagiarize. Your readers want new, fresh material that titillates their imaginations. Check your work to see whether or not someone

else has used your exact phrasing in a complete sentence or two. Make certain that you know what plagiarism is and what it isn't. If you found a sentence or paragraph in print from a 20th or 21st century work, it's probably copyrighted, whether it was on Wikipedia, in the newspapers, on a plaque in a doctor's office, or anywhere else. Anything copyrighted must be properly cited, even if it's only one complete sentence. If you don't understand citation rules, either learn them or delete the passage. Plagiarism will kill any chance of success, and I've known many wonderful people who had no idea that quoting a couple of sentences from Wikipedia, without citations, is plagiarism.

4. Understand the difference between professional editing and peer groups or other input. I love peer groups because you learn so much from them. For a brief but wonderful time, I participated in a peer group that met at Donald Schlesinger's home. What I learned there I will never forget. Authors gain a great deal of insight from peer groups.

Likewise, you can learn a tremendous amount from a former English teacher. But be aware that such an individual may not know what professional editors know. The English teacher who checks over your manuscript may have no idea what publishers currently seek or whether your writing, once perfectly acceptable, is now considered passé. Such resources, therefore, will supplement but not replace either a good editor or your own extensive research.

5. Peruse and use! The following are ten of the most helpful links for writers. Although some of the information overlaps, each one will provide a nugget of useful information for any inevitable author:

1. Holt Uncensored: The Ten Mistakes that Writers Don't See <http://www.holtuncensored.com/hu/the-ten-mistakes/>
2. Writer's Digest: Five Story Mistakes Even Good Writers Make: <http://www.writersdigest.com/whats-new/5-story-mistakes-even-good-writers-make>
3. Nine Common Fiction Writing Mistakes: <http://www.writingclasses.com/FacultyBios/facultyArticleByInstructor.php/ArticleID/103>
4. Common Mistakes of the Beginning Writer: <http://www.karenafox.com/commonmistakes.htm>
5. 20 Common Grammar Mistakes that Almost Everyone Makes: <http://litreactor.com/columns/20-common-grammar-mistakes-that-almost-everyone-gets-wrong>
6. The Eleven Most Common Grammar Mistakes: <http://www.businessinsider.com/11-common-grammatical-mistakes-and-how-to-avoid-them-2013-9>
7. 57 Tips from Writers to Writers: <http://daringtolivefully.com/tips-for-writers-from-writers>
<http://thoughtcatalog.com/cody-delistraty/2013/09/21-harsh->

Continued on next page

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8. 21 Harsh but Eye Opening Writing Tips:

[but-eye-opening-writing-tips-from-great-authors/](http://www.be-a-better-writer.com/great-authors/but-eye-opening-writing-tips-from-great-authors/)

9. Common Cliché's to Avoid in Writing (Note: I'm not saying you should never use these; I do! However, use them sparingly and only when there isn't a fresher phrase that would work.) <http://www.be-a-better-writer.com/cliches.html>

10. The Writer's Handbook: Using Active Voice:

https://writing.wisc.edu/Handbook/CCS_activevoice.html

Final Tip:

If you hire a professional editor, make it a good one. Editors are fallible and not all of them will suit your needs. Ask friends or other AAA members for referrals. On the other hand, if you have a great deal more time than you do money, don't assume that you *must* hire an editor in order to achieve literary success. You can do it on your own with a little help from educated friends. Spend at least twice as long editing and preparing the book as you did writing the first draft, and you will substantially increase your chance of success. Earnest Hemingway, after all, edited the last page of *The Sun Also Rises* 39 times before it worked. When asked why, he replied that the first 38 were . . . oops, I won't say it! Seek as many second opinions as you can muster, and weigh each of them to determine the consensus. Best of luck!

Editing Services Kathleen Cook



Kathleen Cook wrote and edited self-help and educational articles for a major publisher before launching Brighter Stars Editing Services. The author of several books, Katy studied journalism at Rio Salado in the 1970s and now offers her talents to both new and experienced authors. She enjoys seeing new writers succeed and provides extensive comments and advice on all phases of the writing and publishing process.

The mother of four grown children, Katy enjoys parenting, reading, gardening, organic cooking, and perpetual education on subjects from Stonehenge to Python. Her areas of expertise include memoirs, historical fiction and nonfiction, spirituality (Christian, Buddhist and Pagan), mystery, and sci-fi/fantasy.

[Brighter Stars Editing Services](http://www.brighterstarseditingservices.com)

BOOK FESTIVAL Invitation

CALLING ALL AUTHORS



Arizona authors invited to participate in new AZ Book Festival

Registration is open for Arizona authors who wish to participate in our state's newest book festival – the Payson Book Festival. Arizona Professional Writers (formerly Arizona Press Women) and Gila Community College are partnering to present a Payson Book Festival on July 25, 2015, at the college campus, 201 N. Mud Springs Rd. in Payson, Arizona. Author registration will remain open through April.

Arizona authors are invited to participate in this one-day event which will take place from 9 a.m. to 4 p.m. in several rooms on the college campus. They will have an opportunity to sign, sell and speak about their books at this family-oriented festival, which is offered to the public free of charge. Proceeds benefit the scholarship funds of these two non-profit organizations.

"Our goal is to promote literacy and showcase Arizona authors," says Carol Osman Brown, director of Rim Country District of APW, a statewide organization. She adds, "We want to foster a love of reading by providing a friendly environment that encourages personal interaction between Arizona authors and readers of all ages."

The GCC college campus offers space to accommodate about 40 authors, and publishers. Registration is open through April, on a first come, first served basis. Each author will have a table and two chairs to exhibit their books and materials.

More information, including a registration form, is available at the website:

www.paysonbookfestival.org.

If you have questions, email: info@paysonbookfestival.org
or call 928-468-9269.



THE AUTHORS' STRUGGLE FOR SUCCESS

By

John Hansen

What a sobering reality it was when I received my first quarterly sales report on my first book in December 2012. Online, less than a dozen were purchased. At the few book signings I could get, sales were much better, but still far from anything close to financial success. During the year that followed, the shock and disappointment continued even though through my publisher I had been on radio and television several times, and even after I had written an essay for the *Huffington Post* at their request, not a single sale was generated. Were it not for those who asked me "what will you write about next?" and encouraged me to keep at it, I may not have continued writing. I decided to take another look at the struggle for success that successful authors encountered. What I found took at least some of the sting out of that first year of disappointment.

Edgar Allan Poe and Jack London are two of my favorite writers. Poe's first book was self-published because he lacked name recognition. That was in 1827! Even after Poe's works were published, after he pioneered the short story, his works didn't receive full recognition until after his death in 1849. The income from writing was so sparse that he lived with an aunt for some time before he could afford his own home.

Jack London became America's first millionaire author in 1906, which would equate to billionaire status in today's currency. London wrote his story in third person in the novel, *Martin Eden*, in which he described bitter years of privation, writing essays and short stories for magazines, the steady stream of pink rejection slips from editors, repeatedly hocking his typewriter and bicycle and taking mind-numbing labor jobs to pay his bills, until eventually, one accepted article led to another, which led to best-selling books and celebrity status. At the pinnacle of success, Martin Eden, a bitter, angry man, took his own life.

Ann Rule, the most famous and successful crime writer of our time, has been my friend since the early 1980's, when I was a police detective and her writing career was on its way to the top. At that time, her book about her personal relationship with serial killer Ted Bundy, *The Stranger Beside Me*, was a best seller. I knew Ann wrote articles for detective magazines under the pen name Andy Stack in her early writing years but I didn't know the rest of the story. For this blog I called Ann to ask about her early years struggling for recogni-

tion and success. The price she paid for her success was at least as painful as what either Poe or Jack London suffered: she wrote articles for detective magazines for *five years* before her first article was accepted by *True Detective*. She was single and supporting herself and five kids at the time. "It was painful, but we made it," she recalled. I asked Ann how she survived, since it wasn't from writing.

"I was a door-to-door survey taker, leaving products for people to try, then I would call or return and interview them," she remembered. "One of the weirdest jobs was giving Rainier beer to men in their homes and then watching and taking notes while they drank. It was scary at times," Ann laughed. "By not giving up after years of rejections, I paid my dues as a writer. The rejections forced my writing to improve and it paid off in the end." It did indeed. After years of writing detective magazine stories, best-selling nonfiction crime thrillers followed. Over thirty years later, all of Ann's books are still in print in many countries outside the U.S..

An important tip I learned from other successful but less famous authors is to know who our core reading groups are and concentrate on reaching them, rather than a shotgun approach to marketing. I have applied this principle to my new historical crime fiction series, *The Bluesuit Chronicles*, and guess what – it's an uphill climb but it works well.

QUOTES:

***"For all sad words of tongue or pen,
The saddest are these: 'It might have been.'"***
—John Greenleaf Whittier

***"All work is as seed sown; it grows and spreads,
and sows itself anew."***
—Thomas Carlyle

***"It is through the feeling of wonder that men now
and at first being to philosophize."***
—Aristotle



What Pounds My Cake

By
Jane Ruby

The big chiefs at AZ Authors want columnists to include a photo with our articles. Seeing everyone's happy shining faces in the previous issue makes me want to add mine. But the title of my column suggests my expression be annoyed or agitated. After taking several selfies, I cannot adequately express my theme—stuff that pounds my cake. Maybe the classic mushroom cloud from a nuclear detonation could work. Thinking further, that's a lot of cake to pound. I usually deal with much smaller cakes with one or two kinds of frosting. Perfect!



That's what I'll pound: a double-layer cake with two frostings. Dean Sylvia, a local talented illustrator solves my problem and creates my column's new heading, which, I think, perfectly captures my theme. Thanks, Deano!

So, want to know what pounds my cake? I'll tell you anyway—confusing sample phrases in the *Concise Oxford American Dictionary*.

For example, I want to strengthen the sentence, "Flattened against a sheer rock face, Royce mumbled a brief prayer." I'd like to find a term better than "flattened." I'd like to use "impaled," making the sentence, "Impaled against a sheer rock face, Royce mumbled a short prayer."

My husband, the go-to-vocab-guy, informs me "impaled" does not mean "flattened." He knows vocabulary well, but I refer to *Concise Oxford American Dictionary* anyway. What a mistake. First of all I can't find the word because I don't know how to spell it. Don't you hate when you can't find a word because you don't know its correct spelling, which is why you use the dictionary in the first place? Oops, I digress.

When my husband spells it for me, I find "impale" means "pierce." I decide to cite the dictionary's sample phrase, "A head impaled on a pike."

Pike? Raised along the murky waters of Lake Erie, "pike" to me means "fish" as in walleyed pike. How is a head impaled on a fish? Maybe a waterspout sucks up the fish, and accelerates it, piercing a fisherman's head? No, that can't be. Using a vague term in the dictionary's sample phrase, further confuses it, and further pounds my cake.

My daughter, born and educated in Phoenix, explains that "pike" also means "spear." Living hundreds of miles from the Great Lakes Region, she is able to discern the proper meanings of pike in the context of the phrase. To her "the head" is clearly "impaled on a spear." Geez, why couldn't the dictionary use "spear" in the first place? I want to find out the definition of "impale" and I get hung up for several minutes on the dictionary's usage of "pike."

Regardless, "impale" won't work in my sentence, but I

would still like Royce to be more than "flattened" against a sheer rock face. At my computer, I pull down the Microsoft Word Thesaurus and find a synonym, "poleax." Poleax? Hoo-boy, think I better keep Royce "flattened" instead of poleaxed!

This exasperates me, or does it exacerbate me? According to the dictionary the former means "annoying" while the latter (after several attempts to sound out a possible spelling) means "worsen." I could probably say, the experience exacerbates my exasperation. Ugh, digressing again.

I have other examples but ran out of space. Doesn't that just pound your cake?

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Quote:

"Anyone who stops learning is old, whether at 20 or 80. Anyone who keeps learning stays young. The greatest thing in life is to keep your mind young."

—Henry Ford

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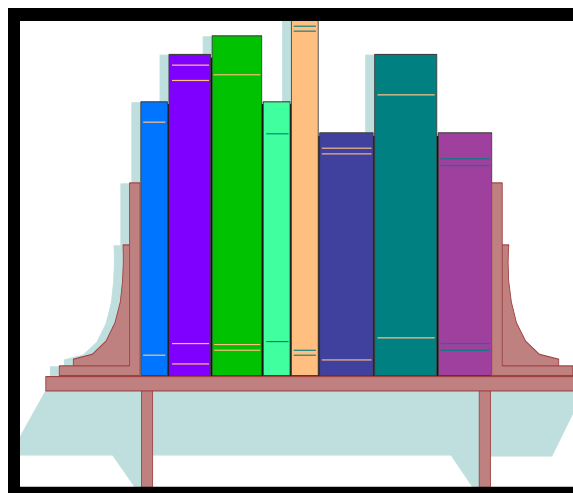
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<https://library-journal.biblioboard.com/?partnerId=dbca0917-b261-44aa-af46-e9610c14d6b3>.





PUBLISHING OPTIONS

By
Barbara Renner

Aunt Mary has given you her blessing on your completed manuscript, and even given you some money toward publishing it. You have revised and revised and revised, and your critique group has positively answered the question, “Is this piece ready to submit?” Yes – go for it.

Now what? What are your options for getting the next Great American Novel into the hands of millions of readers?

You can go the traditional route and search for a publisher who will edit, get your ISBN, create a professional cover, publish, and market your novel. The five major publishers are Penguin Random House, Hachette, Simon & Schuster, HarperCollins, and Macmillan. This sounds wonderful, right? Any author’s big dream comes true. All you have to do is keep writing and a publishing company will do all the rest. Not so fast. Unless you have written about their current flavor of the month, such as teenage vampires or BDSM; or your name is J.K. Rowling or Stephen King, it is very difficult to have your manuscript accepted by a major publishing company. In addition, they will have you re-write your work to fit their needs, and you may end up with a novel that doesn’t resemble anything that you started. But if you must try, one of the first steps you should take is to email or snail mail a query letter. Here are some Do’s and Don’ts on writing a query letter that won’t get tossed into the circular file:

DO:

1. Write four concise paragraphs:
 - a. The hook is a one-sentence tag line for your book that will grab the reader’s attention. Use the pitch for your book, not “I’m the next John Grisham; you’re going to love my book.”
 - b. The mini synopsis is a 150-word description of your main characters, their problems and conflict, and how their lives are changed. Don’t re-write your novel here.
 - c. The writer’s biography should include information about you that relates to your writing experience. Don’t go on and on about your wonderful Aunt Mary, or your day job as a cashier at Piggly Wiggly.
 - d. The closing should include a “thank you for your time” and mention of anything you are including with the letter. Be professional, and don’t ask what your royalties are going to be.
2. Keep your letter to one page, 250-300 words, single-spaced, 12-point font, left aligned.
3. Address your query letter to a specific agent, not “To Whom it May Concern.” This may take a little extra research, but you can search the publishing company’s website to find the name of an agent or editor who is responsible for your

genre, or perhaps you attended a conference and met some publishing representatives.

4. State the title of your book, word count, and genre.
5. Write in a professional manner and match the tone of your novel, but if your book is snarky, don’t be too snarky in your query letter.
6. Include your phone number, mailing address, email, and self-addressed stamped envelope (SASE) if sending by snail mail.
7. Have someone read your letter for typos, grammar errors, and spelling mistakes, preferably someone other than Aunt Mary.

DON’T:

1. Start your letter by saying you found their name in some sort of writing guide or Internet agent database, even though you might have done so during your research for publishers.
2. Boast about your writing style or compare it to other best-selling novels.
3. Send gifts or bribery.
4. Use unusual colored paper to grab attention.
5. Mention that you are a new writer or lack publishing experience.

The site, http://www.agentquery.com/writer_hq.aspx, is an excellent resource for more information about publishing a book.

If you want to keep your costs down and don’t want to wait months to hear from the big-gun publishers after you have submitted your query letters, you can Do It Yourself (DIY) by self-publishing. You have several options to self-publish, and that avenue for authors has become more acceptable than in the past. Here are some of your responsibilities if you self-publish:

1. You have to ensure your book is free of typos, grammar errors, and spelling mistakes. Unless you pay for someone to edit your manuscript, which can be very costly, you will want to publish a quality product.
2. You must create your own book cover or pay for an artist.
3. You need to buy your ISBN and pay for printing.
4. You will be on your own to market your novel through social media, your own website, and on Amazon.com & BarnesandNoble.com.

You can completely do it yourself by using Amazon’s Create Space. For more detailed information, visit their website: <https://wwwcreatespace.com/>. Keep in mind with Create Space, your eBook will only be distributed on Amazon.com.

Another option is hybrid publishing. This is the best of both traditional and self-publishing worlds and there are

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plenty of options for you. You will still need to ensure your manuscript is free of typos, grammar errors, and spelling mistakes. You will either design or find an illustrator for your cover. You will be responsible for marketing and selling your book. The company, or publisher, you choose to partner with will obtain your ISBN, format and print your book, and place it on Amazon.com & BarnesandNoble.com. You, however, will buy your books from this company to sell and distribute yourself. This is a print-on-demand (POD) formula, which differs from publisher to publisher. Here is a listing of POD publishers and their estimated set up fees:

BookLocker: \$675 (deduct \$200 if submitting your own cover)

Infinity Publishing: \$1,047 (includes 5 "free" copies)

Lulu: \$1,089

CreateSpace: \$1,151 (Deduct \$599 if submitting your own cover)

Llumina Publishing: \$1,338 (includes 10 "free" copies)

Trafford: \$1,424

iUniverse: \$1,449 (includes 3 "free" copies)

Outskirts Press: \$1,595 (includes 5 "free" copies)

Xlibris: \$1,673

AuthorHouse: \$1,799 (includes 3 "free" copies)

Dog Ear Publishing: \$1,998 (includes 3 "free" copies)

Xulon Press: \$2,396 (includes 5 "free" copies)

The source for this information is:

<http://www.writersweekly.com/pod-price-comparison.php>.

This article contains more information about the POD publishers listed above.

One more thing. To help with your research in publishing your Great American Novel, the following link is a directory of Arizona book publishers:

<http://www.matrixbookstore.biz/publishers.htm>.

Good luck with publishing your novel. As my neighbor stated, "It's an expensive hobby," unless you have an Aunt Mary who believes in you and has a savings account with your name on it.

Continued from page 17

herself, started Five Star Publications, Inc. and soon after, its imprint, Little Five Star. Under the Little Five Star umbrella, Radke has published books like *Tic Talk: Living with Tourette Syndrome*, *I Just Am: A Story of Down Syndrome Awareness and Tolerance* and *When Life Throws You A Curve: One Girl's Triumph Over Scoliosis*. All of these books were written by or for children to help people become more compassionate toward each other. Through her experience with Little Five Star, Radke learned children had something important to say. She wanted to give them a platform to do just that, which is why

she co-founded Kids Can Publish.

With a subscription base of almost 12,000 and steadily growing, *StoryMonsters Ink* is a free e-digest that gives parents and educators the latest news on award-winning and debut books, profiles on both renowned and newly published authors, upcoming book events, author presentations and more. Print subscriptions are also available.

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StoryMonsters Ink is also holding a monthly drawing through its Facebook page, where teachers can enter to win a printed copy of the magazine for each student in their classroom. Teachers can visit the page at www.facebook.com/StoryMonsters and add their school name and grade level in the comments below the teacher announcement post. The names will be added to a drawing and on April 18, a winner will be announced.

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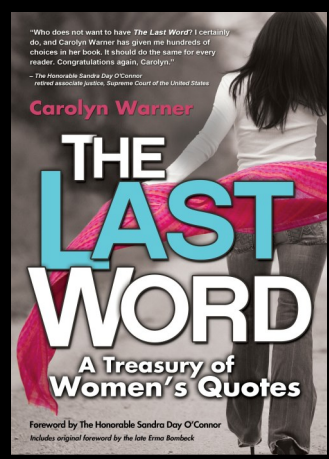
Writing Prompt

Where would this story begin?

Would it be in the past or in the present?

Hero or Heroine?

Job to Women Prompts Internationally Renowned Speaker to Give 'The Last Word'



Job to Women Prompts Internationally Renowned Speaker to Give 'The Last Word'

CHANDLER, AZ (Spring, 2015) When she heard the editor of *Bartlett's Familiar Quotations* say, "...women don't write much or have much to say," in response to a National Public Radio inter-

viewer's question regarding the likelihood of the book containing quotes from women, **Carolyn Warner** says she nearly drove her car up a tree. Instead, the founder and chairman of Corporate Education Consulting, Inc. (CECi) and internationally acclaimed lecturer went home and pulled 500 women's quotes from her index file, which she uses when making keynote addresses. Bothered by the editor's slight to women and always one for action, she decided to share her findings by writing *The Last Word: A Treasury of Women's Quotes*, which was previously published by Prentice Hall and Doubleday and has sold more than 110,000 copies.

"Carolyn's voice echoes empowerment by utilizing the influence of women's quotes," says the book's new publisher, Linda F. Radke of Five Star Publications, Inc. "We are so honored to welcome Carolyn to the Five Star family."

With more than 2,000 timeless quotations from women representing everyone from Mary Stuart, Queen of Scots to pop megastar Madonna, *The Last Word* is a must-have for any woman looking for inspiration, kinship and a way to meaningfully connect with audiences of one to one million. Entries are sorted under 40 topics ranging from attitude, humor and leadership to politics, vision and work, with a biographical index of the women quoted. The Honorable Sandra Day O'Connor, retired associate justice, Supreme Court of the United States wrote the foreword for the current edition of the book.

The Last Word is much more than a compendium of

quotes. Regardless of a reader's speaking skills, he or she will find the tools necessary to achieve success. Warner also offers invaluable tips about establishing a common bond, evoking emotion and action, interjecting humor, reinforcing salient points, validating audiences, exuding confidence and much more. She shares her hard-earned wisdom, garnered from giving thousands of speeches and presentations—nationally and internationally—to associations, conventions, governments and Fortune 500 companies.

In addition to serving as founder and president of CECi, which offers advisement, speaking, seminar and training services focusing on workforce/workplace issues, education, leadership, women's issues and public/private partnerships, Warner is currently serving her third consecutive term as an Arizona Democratic national committeewoman. She was a congressional appointee to the National Skills Standards Board (NSSB) and a delegate to the White House Conference on Small Business. Warner is also the author of three other books, including *Promoting Your School: Going Beyond PR*, now in its third edition (2009, Corwin). Among her numerous awards are Policy Leader of the Year by the National Association of State Boards of Education, the Racial Justice Award from the YWCA of the USA and the Carl Perkins Humanitarian Award from the Association for Career and Technical Education.

The Last Word: A Treasury of Women's Quotes, (ISBN: 978-1-58985-273-0, \$19.95 US/ \$21.95 CAN, softbound; 978-1-58985-207-9, eBook) is available worldwide through Midpoint Trade Books, Ingram, Baker and Taylor and Five Star Publications, Inc.

For more information about *The Last Word: A Treasury of Women's Quotes* and Carolyn Warner, please visit

www.CarolynWarnerBooks.com.

For more information or to view other award-winning books published by Five Star Publications, which celebrates its 29th year in business, call 480-940-8182 or visit

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