



RIZONA AUTHORS ASSOCIATION

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501c3 organization

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Issue 21

Arizona Authors Association

August-September 2022

INDEX

| | Page |
|--|-----------------------|
| President's Corner by Toby Heathcotte | 01-02 |
| Amazon Petition for Fair Compensation | 02 |
| Arizona Authors Association Leadership | 03 |
| Literary Trivia | 03 |
| Membership Benefits | 04 |
| Submissions | 04 |
| Recent and Upcoming Events | 05 |
| Congratulations to our Members | 06-08 |
| Back to Basics by Ashley E. Sweeney | 10-12 |
| How to Commit Murder Workshop by Donis Casey | 13 |
| The Road to Imagination by Cherie Lee | 14 |
| The Million Mile Walker Review by Mark D. Walker | 15-17 |
| Puzzle it! by Kevin Gundlach | 18-19 |
| What Are You Reading? by Robert Ronning | 20 |
| Snowflake Method Workshop by Jane Ruby | 21 |
| AAA Membership Form | 22 |
| Where in Arizona? by Janet Alcorn | 23 |
| Energizing Marketing and Technical Strategies by Jeanne Burrows-Johnson | 24-25 |
| The Inevitable Author by Kathleen Cook | 26-27 |
| New Book Releases | 28-33 |
| Short Releases | 34 |
| Arizona Authors Association Literary Banquet | 35 |
| Back Page Quotes and Trivia Answers | 35 |



President's Corner by Toby Heathcotte

Ola!

Thanks to Penny Orloff for an excellent workshop titled, **Let Them Talk! Writing Compelling Character Dialogue**. We recorded her workshop. I can send it to you if you wish to view the program on Zoom.

Two workshops are set to occur in the August/September time slots. Donis Casey will present **How to Commit Murder: Techniques for Writing a Compelling Mystery Novel**, and Jane Ruby will showcase **The Snowflake Method**. Fliers on each can be found in this newsletter on pages [13](#) and [21](#).

I'll send you a reminder close to the time so you can register, and I urge you to register if you have not been attending the workshops. They are a free benefit of membership, very informative, and occasionally amusing. They are also a chance to hang out with other members while still wearing your house slippers. What could be wrong with that?

We continue to add members each month. Welcome these new members:

Barbara Schuchart of Sun City West
Elizabeth Aldrich of Gold Canyon
Frank G. Davis of Chandler
Kim Passante of Scottsdale
Mimi Francis of Mesa
Sheri Hauser of Camp Verde
Shirley Chang of Gilbert
Tracy Agnelli of Peoria

continued on the next page

President's Corner, continued

The contest has closed, and once again with her amazing efficiency, Jane Ruby has sent the entries to the member judges. As they are finishing their work, I say thank you, thank you, thank you to the judges. Without their important contribution, there would be no Arizona Authors Literary Contest.

Work on the 2023 Arizona Literary Magazine will begin soon with Kebba Buckley Button as assistant editor and Connie Osterlitz as proofreader. Russ Azbill will contribute the cover photography. This should be an amazing edition.

Our banquet to honor this year's winners will be held November 5 at the following location: Sky Room, Moon Valley Country Club, 151 West Moon Valley Drive, Phoenix, AZ 85023. Put the date on your calendar and plan to attend whether you have an entry in the contest or not. Seize the chance to have a lot of fun and hang out with other members. The food is good too.

Reminder on member webpages: If you have not been on our website recently, go click on Members, then click on your name. Check to make sure your information is up to date. Let Kathleen Cook know if you have corrections or additional publishing credits to add. Be sure to thank her for the professional website and newsletter she continues to provide.

Ways to participate in AAA: You can chat with each other on our Facebook page. You can go on our website and join the forum. You can go on other members' webpages to get their email address to correspond directly with them. Or you can add a piece of writing or promotion on our blog by sending the material to Vijaya Schartz. All links can be found on our website.

Peace for you. Peace for Ukraine.

Toby

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**Joshua Tree
Joshua Tree Parkway Rt 93
Between Wickenburg and Wikieup**

**Photo by Arizona Authors Association member
Janet Alcorn**

Amazon Petition Promotes Fair Author Compensation

Arizona Authors Association member Mary Elizabeth Raines informed us of Amazon's decision to allow purchasers of e-books to return them for a full refund within seven days. For more on this, check out this [NPR article](#). As Mary Elizabeth rightly points out, seven days is enough time to "consume" the book. It is unfair to authors when purchasers abuse the system, never intending to pay for a book, but rather, reading the Kindle copy and then asking for a refund. If you agree with Mary Elizabeth as well as the leadership of the Arizona Authors Association, please sign the petition below. Let's allow all authors fair treatment and proper compensation for their hard work. Thank you!

[SIGN THE PETITION ON CHANGE.ORG](https://www.change.org/p/amazon-com-should-pay-authors-fairly)



Monsoon Storm over Madera Canyon
 Photo by Arizona Authors Association member Janet Alcorn

Arizona Authors Association Leadership

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 Treasurer/Literary Contest Director.....Jane Ruby
 Editor/Website Admin.....Kathleen Cook

Unless expressly stated, Arizona Authors Association, including its newsletter staff, neither endorses nor takes responsibility for the opinions expressed in this publication.

Editorial correspondence and newsletter submissions may be emailed to:

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Arizona.Authors@yahoo.com

Literary Trivia

(Answers on the Back Page)

1. What is the title of the third book in the series *Hitch Hikers Guide to the Galaxy*?
2. What famous author was a descendant of one of the Salem witches?
3. What writer coined the phrase “ships that pass in the night”?
4. Who is Leopold Bloom’s wife in *Ulysses*?
5. How many of Ernest Hemingway’s ten novels were published posthumously?
6. Veronica Roth’s *Divergent* book series is set in a post-apocalyptic version of which U. S. city?

For these and more Literary Trivia Questions, go to:

[Thought Catalog.com](http://ThoughtCatalog.com)

It’s not too late to pick up your copy of the 2022 Arizona Literary Magazine, on sale [HERE](#)



Arizona Authors Association

Current Benefits and Submission Guidelines

Membership Benefits

The Arizona Authors Association offers several valuable benefits to our members. This newsletter provides you with a bimonthly guide to workshops, events and activities, many of them free or low cost, designed to hone your skills as a writer. In addition, both our blog and our newsletter offer advice, suggestions, and insight to reinforce your expertise.

The yearly Literary Contest furnishes an opportunity to showcase your work and the possibility of earning prizes that will enhance your reputation as an author. Do you have an older book that never got the recognition it deserved? Our new “Oldie but Goldie” category offers a chance to relaunch and renew interest in it. We also offer online book fairs or other events through our Zoom account. Advertising under the Arizona Authors Association banner allows you to promote your work and increase your visibility with a minimum of expense and effort.

I hope you will take advantage of the newsletter to report your accomplishments. Our “Congratulations” page is designed to applaud your efforts and inspire other members. We also welcome your input on anything author related, such as your own literary news, useful tips, helpful websites, etc. Ask questions that will be answered in the next issue. Together, we will all benefit from the combined knowledge of our diverse membership.

Lastly, one of the biggest benefits of your Arizona Authors Association membership is the ability to reach others with your book releases and advertisements. At present, members may submit a quarter-page ad for author-related services without cost. Books released within the previous six months (or about to be released) will receive a free, full-page ad.



Submissions to the Newsletter

Your input is welcome! The following categories accept submissions through midnight on the **15th** day of odd-numbered months. Send all entries to: faerland@yahoo.com.

Features are generally between 800-1200 words (lengthier or shorter submissions will be considered). We seek articles that motivate and inspire writers, enhance their skills, assist in promoting their works and more.

What Are You Reading? asks members to share their current reading material in 200 words or less. Tell us why you like or dislike a book (written by anyone except yourself). This will help other members in their quest for new reading material.

Road to Imagination seeks finished works of 800 words or less based upon the previous issue's story prompt. **Back Page Quotes** seeks jokes or quotes (200 words or less) on the foibles of writing, editing or publishing. We also need Arizona landscape **photos**, as inspiring space fillers for our newsletter. If we use them, we'll credit you. Please be sure to state in your email that you took the photos.

If you published a book within the last six months, share it with the Arizona Authors Association Newsletter. We'd love to advertise it in our next issue. We will also list any upcoming book-related events, meetings, workshops, book sales, book signings, etc., across the state or in nearby regions as space permits. If you offer editing, proofreading, or other literary services, submit a quarter-page ad with us, currently without cost to members in good standing.

Send your articles in Word, Notepad or Wordpad format. Articles will be standardized to a Times New Roman 11pt font. Pictures may be gif, png or jpegs. Send large pictures, if possible, (no less than 2"x4") since we can shrink any picture without losing quality, but small pictures cannot be enlarged without deterioration. Note that all submissions are subject to light editing/proofreading. You will be informed in advance of publication if extensive edits are needed.

Thank you!

Recent and Upcoming Events

RECENT

Mike Rothmiller recently gave a Zoom presentation via [Yavapai College OLLI](#). The presentation held on July 14th was wide-ranging, encompassing topics such as organized crime detection, producing television programs, and writing books. In one segment, Mike took viewers' questions. To find out more about Mike, a *NYT* bestselling author, click [HERE](#).



On July 27 at 6pm, the Scottsdale Society of Women Writers featured Kathryn Carole Ellison, prolific author of poetry. You may contact Patricia L. Brooks for more on upcoming guests. Patricia is the president of the Scottsdale Society of Women Writers and Brooks Goldmann Publishing LLC

For more information, contact Patricia by email at patricia@plbrooks.com or text 480-250-5556. Or visit her website: www.brooksgoldmannpublishing.com

On Sunday, July 31, at 2:30 pm, Donis Casey presented a free workshop titled, "**Building a World in Your Novel**" for the Society of Southwestern Authors. The world you create in your novel is important to characterization. If Miss Wonderly had walked into Spade and Archer Detective Agency on the first floor of the Mall of America in Bloomington, Minnesota, The Maltese Falcon just wouldn't have been the same. Donis shared examples and techniques for creating a believable world for readers, no matter what genre. To find out more about Donis, click [HERE](#).



UPCOMING

Donis Casey will be presenting a Zoom workshop for the Arizona Authors Association on Saturday, August 13, at 10:00 MST. The workshop is titled, "**How to Commit Murder-Techniques for Writing a Compelling Mystery Novel.**" For more information on this free workshop and how to attend online, go to page [13](#) of this newsletter.



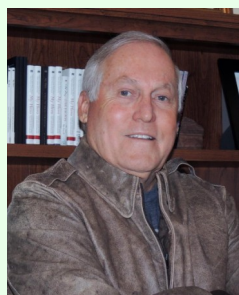
Donis Casey hosts a monthly series of author essays on her website called **Tell Me Your Story**, where she invites successful authors to share their life experiences and tell how those experiences have influenced their writing. August's guest is Thomas Kies, author of the fabulous, Edgar-nominated *Geneva Chase Crime Reporter Mysteries*. The fifth Geneva Chase Mystery, *The Whisper Room*, hits the shelves on August 2. Tom has a long career working for newspapers and magazines, primarily in New England and New York, but he now lives and writes on a barrier island of North Carolina. His story of how he navigated the long road to publication of his first novel will appear August 20 at www.doniscasey.com.

On August 1-12 in Italy & Online, AAA member Jodi Decker will have her grandmother's book, *Poems from the Asylum*, featured at the 2022 Pranic World Festival. Edited by Jodi's daughter, Janelle Molony, with a foreword by Jodi, Janelle will speak on Martha Nasch's healing path. To learn more about the festival, click [HERE](#).



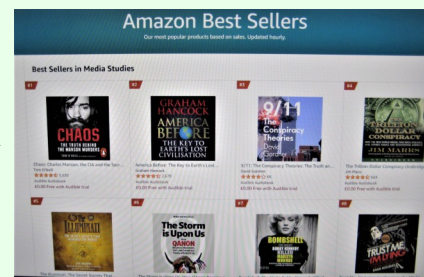
Patricia L. Brooks and Earl L. Goldmann will host a book launch party in Scottsdale in September. The launch will feature Earl's new book, *Intestinal Fortitude*, which is showcased on page [30](#) of this newsletter. For more information, visit Patricia's website [HERE](#) or email: patricia@plbrooks.com.

Congratulations to Our Members



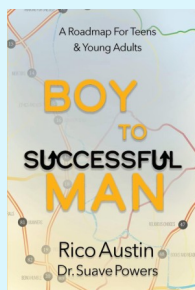
Mike's [Bombshell](#) book was featured in *Redlands University Magazine*, Spring 2022 (page 50). You can download the issue [HERE](#). His book remains a bestseller in England and in several Amazon categories (See picture below). The US audio version was recently released. The famous journalist Mick Brown of *The Telegraph* wrote, "*Bombshell* reads like a James Ellroy novel with its catalogue of corruption."

Covert Action Magazine featured *Bombshell* in a May, 2022, [article](#). It contains pictures of Mike and historic photos of Marilyn. Mike also did a podcast for the magazine. Mike's book has even garnered attention in *Daily Pakistan*, a top Middle Eastern newspaper with a readership of over half a million. You may find their full page article [HERE](#).



The website [FitsSmallBusiness.com](#) did an article on how to write a good press release. They used Mike's *Bombshell* release as an example. Find that article [HERE](#). Finally, a Los Angeles production company is producing a documentary on the life of Jim Morrison, lead singer of The Doors, whose father, Admiral George S. Morrison, commanded American naval forces in the Gulf of Tonkin. They've asked Mike to participate.

To find out more about Mike, click [HERE](#).



Rico Austin's book, [Boy to Successful Man: A Roadmap for Teens and Young Adults](#), has earned a place as one of Amazon's "hot new releases." The achievement was showcased on the publisher's website [HERE](#). They also announced that author LaTonya Pinkard was successful in getting the book into Camp Reach, a literacy camp for teens in Chattanooga, TN. Camp Reach was recently featured on ABC news. In addition, *Boy to Successful Man* is now part of a curriculum in 3 high schools in Idaho in thanks to Peter Rathbone, Rico's 4-H leader and mentor 50 years ago in his hometown of Marsing, Idaho.

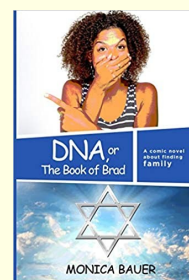


And in other news, an Idaho newspaper, the *Owyhee Avalanche*, has published a full-spread article about Rico's book. This piece is featured in the "short releases" section of this newsletter on page [34](#). Rico says, "all of this is proof that we can help one person / child at a time! It takes a Village . . ." Find out more about Rico and all of his books on his website, www.ricoaustin.com



Monica Bauer, award-winning playwright (Emerging Playwright Award, Urban Stages) and novelist, received a rave review for her debut self-published novel, [DNA, or The Book of Brad](#) from *Publishers Weekly*. It is on the [PW website](#) now and will be in the hard copy edition published on July 25th. The book is available for sale as both paperback and ebook on Amazon.

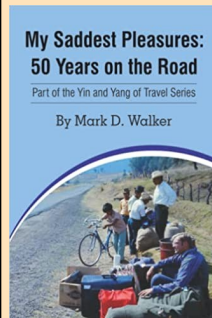
The rave review ends with: ... "Takeaway: A sharp, funny story of DNA surprises and finding your place in a new family and culture. Great for fans of: Jessica Strawser's *A Million Reason Why*, Marra B. Gad's *The Color of Love*." The book was rated "A" for editing, designs, typography and marketing copy.



Find out more about Monica and her work on her website, www.monicabauer.com.

Congratulations, continued

Mark D. Walker’s latest book, [My Saddest Pleasures: 50 Years on the Road](#), is well received by several literary associations and libraries around the country. The *Midwest Review* called it, “a mindful reflection on experience and lessons from life.” The book was highlighted in the Peace Corps Worldwide blog and the Phoenix Writers Club newsletter, *Stimulus*. The Society of Southwestern Authors highlighted *My Saddest Pleasures* in the most recent issue of *The Write Word*. *My Saddest Pleasures* will also be included in the Benson Latin American Collection of more than a million books (Walker graduated from the Institute of Latin American Studies). Walker’s first book, *Different Latitudes*, is in the collection as well.



Mark produced a video for his upcoming book; it's a delightful teaser that draws you in to a world of travel, wonder, mishaps, adventure and even danger. You can find it on Youtube here: <https://www.youtube.com/watch?v=Nrmkl6GafNI>.

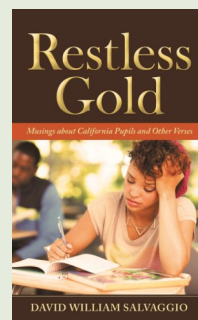
Parts of this book were featured in, “My Saddest Pleasures: First Stop Guatemala.” The essay was published in [Revue Magazine](#) in May and is featured in the Short Releases section of this newsletter on page 34. Another article, “Allegro to Guatemala: An Expatriate Journey Through the Land of the Eternal Spring” was highlighted in the [June issue of Revue](#). You’ll also find a piece on this article in the Short Releases section.

To find out more about Mark and his books, check out his website at: millionmilewalker.com or go to his Facebook page at: <https://www.facebook.com/millionmilewalker>



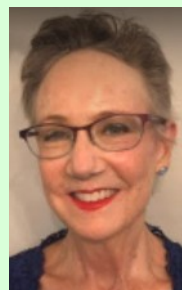
David William Salvaggio’s book, [Restless Gold; Musings about California Pupils and Other Verses](#), was recently selected by the Human Relations Indie Book Awards for the following four categories:

- 2022 Gold Winner -- Educational Poetry
- 2022 Silver Winner -- Diversity Poetry
- 2022 Silver Winner -- Insightful Poetry
- 2022 Honorable Mention -- Personal Challenge Poetry

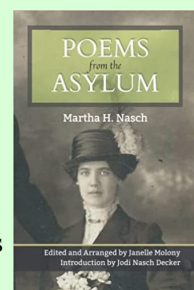


The purpose of the Human Relations Indie Book Awards is to recognize indie authors who have written books with a human relations focus related to various interactions among people in different settings such as work, organizations, school, home, family or in personal lives. This is the seventh year of the Human Relations Indie Book Awards.

Restless Gold; Musings about California Pupils and Other Verses may be purchased on [Amazon](#) or [Barnes&Noble](#), where numerous reviews are posted. Find out more about David [HERE](#).



Jodi Nasch Decker Ed.D. was featured at the Payson Book Festival on July 23, 2022 in Payson, Arizona. She spoke about her grandmother, Martha Nasch, who experienced the horrors of mental health care in the 1930s. Martha’s writings and poems became the subject of a book, [Poems from the Asylum](#), edited by Jodi’s daughter, Janelle Molony. The book contains a foreword written by Jodi.



A long-time educator, Jodi has been featured in several newspapers, blogs and podcasts as she speaks about her grandmother. One of these articles can be found [HERE](#). She and her daughter are both active in mental health issues and Janelle will be featured at the Pranic World Festival this month. To find out more about Jodi, Janelle, and their work, visit the book’s official Facebook page, Seven Years Insane, [HERE](#).

Congratulations, continued

After reading a press release about Arizona Authors Association member Marcus Nannini winning his third international nonfiction “Book of the Year” award, the CEO of a publishing group offered Marcus a no-strings-attached opportunity to be featured on the cover of one of his magazines. Three months later, it happened. The Reader’s House interviewed Marcus in an article dated June 13th. You may read the full article [HERE](#).



Marcus has won many awards for his works, including a prize in the 2019 Arizona Authors Association Literary Contest for his book, [Left for Dead at Nijmegen, The True Story of an American Paratrooper](#). Another book, [Midnight Flight to Nuremberg: The Capture of the Nazi who put Adolf Hitler into Power](#), was featured in this newsletter late last year.

To find out more about Marcus and all of his books, click [HERE](#).



As John Floyd approached the second anniversary of the release of his first book, [The Expendable](#), he reflected on a first-time author publishing a book at the start of a pandemic. At 160,000 words, the book was difficult to find reviewers or agents willing to read this narrative nonfiction work. Fortunately, the public came to his rescue. Two years after independent publication in August 2020 *The Expendable* book sales (all formats) passed 15,000 copies.

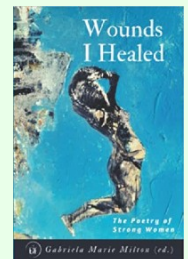
The book has garnered nearly 1700 Amazon ratings and reviews, most of them five-star. Perhaps by luck, it seems it captured the interest of some WWII readers who then passed it on to their friends by word of mouth. John’s original goal was to recoup his editing/formatting/design/narration cost; that it did so early on surprised no one more than John.

Congratulations, John, on a first book so well received. The book earned a prize in the 2020 Arizona Authors Association Literary Contest, in the Nonfiction category. You may find *The Expendable* [HERE](#). To find out more about John, click [HERE](#).



Congratulations go to Arizona Authors Association member Dawn Pisturino. Her poem, "Boudica's Soliloquy," is included in the new book, [Wounds I Healed: The Poetry of Strong Women](#). The book may be found on [Amazon](#) and other outlets.

Dawn is a published blogger and poet. To learn more about Dawn and her several blogs, visit her Wordpress site [HERE](#), or go to her Arizona Authors Association web page [HERE](#).



Penny Orloff is on the road again! After its premiere in Seattle in August, 2019, her newest solo show's Spring 2020 tour was cancelled because of some random worldwide pandemic. But now, she's BACK!! Penny is booked into the Kerr Theater, Scottsdale, AZ, on November 19.

The show is titled, *Songs and Stories from a Not-Quite-Kosher Life*. From her website: Penny Orloff's latest solo show is back on the road, bursting with heirloom melodies, stories of her Jewish immigrant family, and tales of her own zany life in Showbiz.

To learn more about Penny, go to her website [HERE](#). Or check out this video [PREVIEW](#).



The best books are like flowers. They don't boast of their beauty, wonder, or subtlety. They don't tell of their past, of the rain or the sun or the wind they endured. They just show it.

-Kathleen Cook

Fishhook Barrel Cactus
Sabino Canyon, Arizona
Photograph by Arizona Authors Association
member Janet Alcorn

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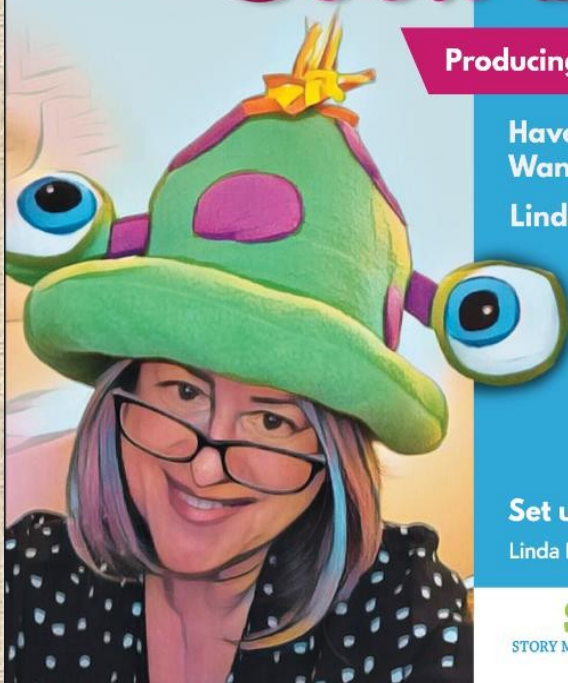
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Back to Basics

by Ashley E. Sweeney

Back in 8th grade English class, fusty grammarians in drab housedresses and sensible shoes hammered parts of speech into our brains. Remember diagramming sentences? Scouring the dictionary for transitive and intransitive verbs? Learning proofreading marks? With all stereotyping aside, it's the Mrs. Carrizzos of the world that might very well have set us on the path we find ourselves today.

Oftentimes, though, we're so caught up with publishing and marketing that we don't take time to review craft. In this column over the next year, we'll do just that: work on craft.

This month, we'll review basics—and then dig deeper to see how choosing the right word is our job #1. By identifying heroes and villains in writing, incorporating robust words in our manuscripts, eliminating unnecessary words in our work, and editing productively, our manuscripts—and our readers—will thank us for it.

###

PARTS OF SPEECH:

NOUN: A word that indicates a person, place, thing, or idea, i.e. girl, classroom, pencil, satisfaction

PRONOUN: A word used in place of a noun, i.e. she, he, they

VERB: A word that specifies action, i.e. run, talk, sing

ADVERB: A word that modifies a verb and tells how, when, where, why, how often, or how much, and often ends in –ly, i.e. loudly, strongly, bravely

ADJECTIVE: A word that describes a noun, i.e. experienced, powerful, new

PREPOSITION: A word or group of words that show the relation or position of the noun, i.e. before, alongside, across

CONJUNCTION: A word that connects other words, i.e. and, but, yet

INTERJECTION: A word that indicates surprise, and often ends with an exclamation mark, i.e. Yikes! Wow! Ugh!

###

HEROES:

Nouns and verbs are the heroes in writing and form complete sentences in and of themselves. Writing guru Natalie Goldberg, in her iconic *Writing Down the Bones*, advises writers to name your nouns.

“Be specific,” Goldberg writes. “Not car, but Cadillac. Not horse, but palomino. Not fruit, but tangerine.” By using concrete nouns, you place the reader in the setting.

continued on the next page

Back to Basics by Ashley E. Sweeney, continued.

When selecting verbs, we can also be specific. Goldberg goes on to say, “Verbs are the action and energy of a sentence. Be aware of your verbs and the power they have and use them in fresh ways.”

Take the verb “walk” for example (there are more than 30 synonyms for “walk,” beginning with amble and ending with waddle). By using vivid verbs, you can convey your character’s mood.

Let’s consider the sentence: Anna walks toward the house.

What kind of house? The blue split-level at the end of the cul-de-sac? The stately mansion on Garden Avenue? The squat adobe squeezed between First Methodist and the Lucky Lady Saloon?

And how is Anna walking? Does she amble, hobble, or march? Stagger, shuffle, or stride? Or does she tiptoe, trot, or trudge?

With these specifics, we give our readers two important pieces of information: what is Anna’s mood (verb) and what is her destination (noun).

If we say Anna ambles toward the blue split-level at the end of the cul-de-sac, what picture/mood do you conjure when you read this sentence? By using “amble,” we could assume 1) she’s not in a hurry and/or 2) she might not be looking forward to going home for some reason. By using “blue split-level at the end of the cul-de-sac,” we could assume 1) she probably lives in suburbia and/or 2) she’s from a middle-class family.

Now use the verb “stride” in the second example to “feel” how Anna walks toward the mansion. Use the verb “trudge” in the third example to “feel” how Anna walks toward the squat adobe. See what a difference vivid verbs and specific nouns can make? It’s so much clearer than the original sentence: “Anna walks toward the house.”

VILLAINS:

Most authors agree the villains in writing are adverbs. Used sparingly, they can be effective. But if you overuse them, you fall into what author Steven King, in his classic book, *On Writing*, says is the “fear of not being taken seriously; it is the voice of little boys wearing shoe polish mustaches and little girls clumping around in Mommy’s high heels. With adverbs, the writer tells us he or she is afraid he/she isn’t expressing himself/herself clearly, that he or she is not getting the point or the picture across.” Ouch.

Another caveat about adverbs: Show the reader! Don’t tell the reader! And always use either says (present tense) or said (past tense) for dialog tags instead of using an adverb. For example, have your character slam his fist on the table instead of saying “he said loudly.” Or have your character whisper to her friend instead of saying “she said quietly.” Let your dialog and action show, not tell, how the character speaks.

The same goes for interjections. Using sparingly, they can be effective. But! If you use them, too much, they can be ineffective! Right?!

As to the other parts of speech, use as needed and be intentional in your writing.

###

Now let’s turn our attention to our manuscripts and how to edit them, keeping in the forefront of our minds that every word matters.

Rule #1: Edit with dispassion and ruthlessness

continued on the next page

Back to Basics by Ashley E. Sweeney, continued.

Rule #2:

Separate yourself from your work (note to self: your work is not your persona)

Rule #3:

Seek and be open to critique and advice from early readers

Rule #4:

Be brutal in revisions

Gary Provost, in his *The Seven Beacons of Excellent Writing*, writes: “Don’t think about what you can put in. Think about what you can leave out.”

How to do this?

First, in your final edit, analyze every sentence by reading aloud. Ask yourself, “How is the flow? Is there a stronger word to use?” Then go to print or online helps—dictionary, thesaurus—and audition new words. Read the sentence aloud again with new choices and don’t stop until you’re satisfied with one sentence before going on to the next. This is a lengthy yet invaluable process. And remember that sometimes the original and simplest word is best.

Once you’re satisfied with word choice, it’s time to slash away. Unnecessary words bog down a manuscript. The biggest culprits are the articles, a, an, and the, followed by superfluous words, including:

| | | | | |
|--------|--------|----------|--------|-------|
| That | Each | Other | Every | More |
| Yet | Very | Actually | Just | Quite |
| Really | Rather | Like | Simply | Best |
| Up | Pretty | Down | See | Which |

How to find them? Search document for culprit words and use online helps such as Scrivener, ProWriting Aid, Grammarly, Autocrit, Word Hippo, or My Word Count. You can often trim your manuscript by 1,000+ words by removing inessential words.

You can, as my editor always points out, “take or toss” any writing advice. In the end, the choice is yours. It’s *your* story in *your* words.

Until next time, Happy Writing!

—Ashley E. Sweeney

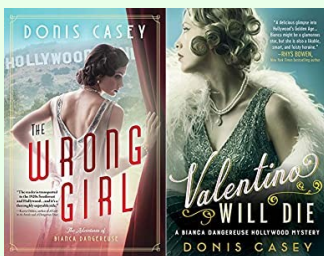
Ashley E. Sweeney is the winner of the 2017 Nancy Pearl Book Award for her debut novel, [Eliza Waite](#). A native New Yorker, she is a graduate of Wheaton College in Norton, Massachusetts, and resides in Tucson. [Answer Creek](#), released in May 2020, is her second novel. Her third novel, [Hardland](#), is set in the Arizona territory at the beginning of the 20th century. It is scheduled for release on September 13, 2022. Find out more about Ashley [HERE](#).

The Arizona Authors Association Presents:

How To Commit Murder



Donis Casey, author of [The Adventures of Bianca Dangereuse](#) and many more volumes.



Donis Casey is the author of *Valentino Will Die* (Feb. 2021) the second episode (following *The Wrong Girl*, 2019) in a fresh new series featuring Bianca LaBelle, star of the silent screen action serial *The Adventures of Bianca Dangereuse*. In addition to this series about a beautiful, headstrong, and wildly lucky girl in glamorous 1920s Hollywood, Donis is also the author of ten *Alafair Tucker Mysteries*, an award-winning series featuring the sleuthing mother of ten children, set in Oklahoma during the booming 1910s. Donis is a former teacher, academic librarian, and entrepreneur. She lives in Tempe, AZ. Read the first chapter of each of her books at her website, www.doniscasey.com

Valentino Will Die: A Bianca Dangereuse Hollywood Mystery by Donis Casey. Who is trying to kill the world's greatest lover? As Rudolph Valentino lies dying, his dear friend and screen idol in her own right, Bianca LaBelle, promises him that she will find out who is responsible. One of his many lovers? A delusional fan? Or could it be a particularly vicious mobster?

"A delicious glimpse into Hollywood's Golden Age... Bianca might be a glamorous star, but she is also a likeable, smart, and feisty heroine." **Rhys Bowen**

Techniques For Writing a Compelling Mystery Novel

Saturday, August 13, 2022 • 10:00 to 12:00 pm, MST

Free and Open to the Public on Zoom

Register with toby@tobyheathcotte.com or arizona.authors@yahoo.com

Mystery novels are not just puzzles. They are about someone, and often that someone is dealing with the most horrific event of their life. Mysteries are human stories involving characters the reader can relate to and care about. If your cast of characters are the ingredients of your novel, the plot is the recipe - how you put all the ingredients together and the way you order events to create suspense and interest. E.L. Doctorow said "The plot is a journey. Driving a car at night you can only see as far as the headlights, but you can make the whole trip that way." The plot of the mystery is the roadmap that leads to your destination.

What makes a mystery novel? How do you put the puzzle together? A mystery novel is like a hero quest, a medieval myth. Evil is done. The hero goes on a quest to right the wrong. The hero confronts the villain and does battle. Justice is done in the end—and justice may not be what you expected!

No matter what genre you're writing, there are elements of mystery in the story. You must draw the reader into the world you've created. She has to believe what you're telling her. She has to care what happens to the characters like they're real people. It doesn't matter if you have a wonderful puzzle to solve if the reader doesn't care.



The Road to Imagination

by Cherie Lee

Do you ever need a prompt to get you started? Try Cherie Lee's story starter to spur your imagination and get the sentences flowing. An award-winning author, Cherie wrote the following paragraph as a guide:

"This fictional teaser can be used by teachers or by anyone (recommend sixth grade and up through all adult ages) who wants a creative writing exercise or to jump start a new work. This idea is not meant to be genre specific, but left to the writer's imagination. There are no specific rules to follow. All the listed questions do not need answers. There is no order for preferred reading."

If you would like to share a story you create with this prompt (800 words or less), please send it no later than September 15 to faerland@yahoo.com and we may publish it.

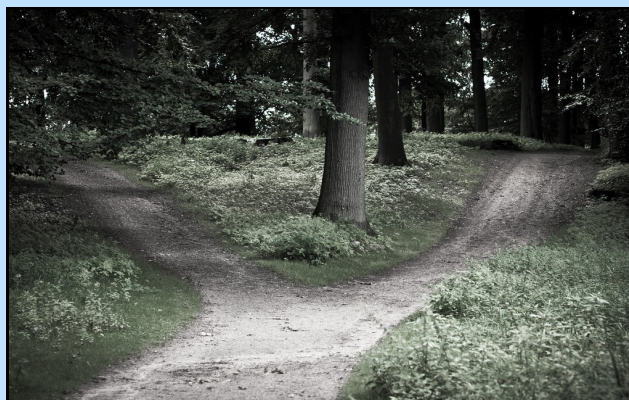
Red

The evening sunset gleamed with red highlights as the sun disappeared behind the lapping ocean waves. Martha sat on a bench beside the abandoned lifeguard stand and stared at the rose she held in her hand. The first glimmer of moonlight accented the tight bud and deep crimson petals. She reached into the airline carry-on bag that she used as a purse and retrieved her stiletto knife. It slid out of its protective leather sheath. With the handle balanced in her hand, she trimmed the thorns from the rose's long stem and waited for her lover.

Questions:

1. Is Martha alone, or is someone watching her in the distance?
2. Why does Martha carry such a large bag as a purse?
3. What else does she have in that purse?
4. What does she look like? How old is she?
5. Why does she carry a stiletto knife?
6. Is she simply trimming a rose to give to her lover, or is she planning violence?
7. Has she recently arrived from somewhere else, or does she live in the area?
8. Why did she arrange to meet her lover on a beach at night?
9. Is she a professional knife thrower, assassin, or is she carrying the knife for protection?

Now it's your turn. Go forth and write!





The Million Mile Walker Review What We're Reading and Why

By Mark D. Walker



I've gotten to know Tom Miller over the years based on a shared appreciation of iconic writer Moritz Thomsen, whom Tom met in Ecuador, and our love of travel and travel writing. *The Panama Hat Trail* is one of my all-time favorite tales, and I was impressed when I learned it took the author two trips and eight months to complete it! My wife, who is Guatemalan, loved *How I Learned English*, a series of stories of Latinos learning English.

Since the author is considered one of the best nonfiction/travel writers by many, I started with chapter thirteen, "Travel Writing," of *Where Was I? A Travel Writer's Memoir*. Initially, the author didn't know that travel writing was a genre, but quickly learned, "Great travel writing describes what's going on when nobody's looking. It consists of equal parts curiosity, vulnerability, and vocabulary. It is not simply for know-it-alls or the indecisive ... A well-grounded sense of place is a challenge for the writer." That says it all.

But wait! He goes on with, "Surely as buses plunge off Peruvian mountainsides, and Norwegian freighters collide with Liberian tankers, the basic ingredients of formula travel writing will endure. My favorite travel accounts are full of polemic, prejudice, and adversity; revelation, conquest, and triumph. The best travel writing so elegantly addresses history, geography, and politics; biology, culture, even criminology. Its refreshing honesty reveals a world of surprising love and disappointing fools, unforeseen circumstances, and stimulating challenges. Travel writing is not prone to niceties, either." This reminds me of why I love travel writing and everything that Miller writes.

Next, I found the segment about his relationship with fellow writer Moritz Thomsen, whom he met in Quito at 9,300 feet. He saw the "chain-smoking Thomsen with some frequency and formed a deep friendship that continued during an extensive correspondence."* He admired Thomsen for "... the words he chose, the order he put them in, his grand illusions and sideways allusions."

After providing background on Thomsen's life and how he joined the Peace Corps at 48 and published four books (and a fifth posthumously), Miller briefly describes what made the books so special: "They revealed elegantly phrased but brutal truths about life among the poor. Drawing on Proust, Stravinsky, and Hemingway, Thomsen got inside the skin of his rawboned neighbors and found them burdened with a combination of passion and ignorance."

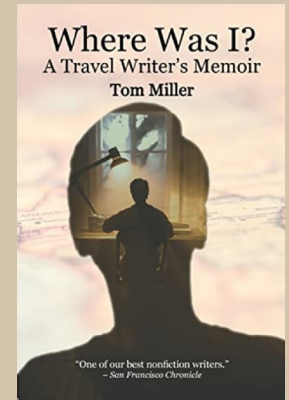
Miller and I were contemporaries, both Conscientious Objectors protesting the war in Vietnam, although he wrote for some of the top underground publications. He said his last salaried job was in 1969 so he could pursue a fifty-year career as a freelance writer. He interacted and dealt with Jerry Rubin, who he considered a "Public Nuisance."

He describes some of his 30 visits to Havana, where he met his wife Regla, and his interaction with Ry Cooper. The latter introduced him to the world outside Cuba through the magical music group, Buena Vista Social Club.

Miller begins and ends his memoir with his battle with Parkinson's at 62, making for some very poignant stories. As he puts it, "...I'm here to say that having led a reasonably healthy life into my early sixties, to suddenly learn that the rest of my time would be spent with a disease from which I could never get better, only retard the getting worse, well, that put me in a funk. Funquísimo."

The book ends with a quote: "'Parkinson's is fashionable these days,' writes Michael Kinsley in *Old Age: A Beginner's Guide*. Perhaps so, but it was never on my dance card, lord knows. Still, on entering my ultimo tercio de la vida, the final third of my life, I've broken through denial and reluctantly adapted to the unknown. Now, where was I?"

*Quote from Tom Miller, Washington Post Book Section, October 2008.

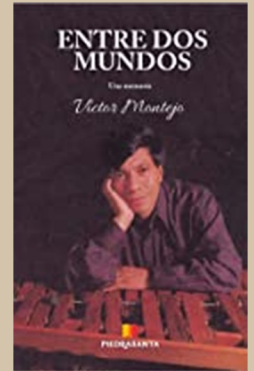


The Million Mile Walker, continued

One last note: despite having written seven books, edited four, and being considered one of our best nonfiction writers, he was obliged to self-publish this excellent book, a book that will be of great interest and inspiration to so many. When I asked him why the University of Arizona Press's most apparent publisher didn't publish it, Miller said they only provided a vague reason. But still...

As a special treat for our bi-lingual members, I include a book that is in Spanish, *Entre Dos Mundos* (*Between Two Worlds*), although my review is in English. This is an autobiography of an incredible Guatemalan anthropologist and writer. He tells the extraordinary story of a Mayan boy who seeks to improve his life through education. It is a story of dreams and goals that crosses the Mayan and Western worlds.

I first learned about the author twenty years ago when I read his novel, *The Adventures of Mr. Puttison Among the Maya*. That novel is historical and satirical, recounting the adventures of an American traveler who appears in an isolated Mayan village, and the community thinks he is a priest. It is the story of an encounter between Western culture and the Maya. Like *Between Two Worlds*, it is very well written and sometimes even comical; however, it reveals a lot about the reality of the Mayan people.



Over the years, I have written reviews of five of Victor's 12 books. I interviewed him for a profile I wrote in, "Victor Montejo's Dream for a Secure Maya Community," [October 2020 edition](#) of Revue Magazine.

At the beginning of *Entre Dos Mundos*, the author acknowledges in the book's dedication a group that helped him to leave the countryside as the son of humble parents and become a recognized anthropologist: "To the sisters and priests of the Maryknoll, who in the early 1960s sought and chose indigenous children from the villages to give them an opportunity for education at the Fray Bartolomé de las Casas boarding school in Jacaltenango." He was just seven years old when he started studying. However, he says that his parents taught him the myths and oral traditions of their town, Jacaltenango. Like many Guatemalans, the Civil War changed his life in many ways, "Unfortunately, in 1981, the armed conflict intensified... On February 1, the soldiers murdered my younger brother, Pedro Antonio, who had graduated as a teacher, and the next day he would have begun work..."

The author tells how the Maryknolls, a Catholic religious order, and professors at Bucknell University helped him escape Guatemala and eventually educate himself and earn a doctorate in anthropology.

Although he would eventually teach at the University of California, Davis, he never forgot his people. He makes a strong criticism of the prejudices of "colonialist" anthropology, which are reflected in a paper entitled: "In the Name of the Pot, the Sun, the Broken Spear, the Rock, the Stick, the Idol, Ad Infinitum, and Ad Nauseum: An Expose of Anglo Anthropologists' Obsessions with and Invention of Mayan Gods." In his last book, *Mayalogue: An Interactionist Theory of Indigenous Cultures*, he writes about this process of decolonization of the Indigenous communities and the social sciences.

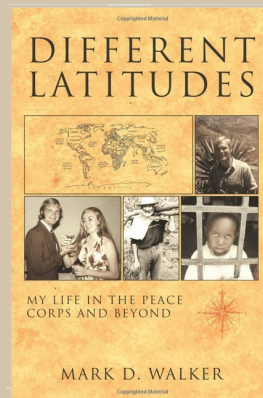
You can find the entire reviews of these two books and 70 others on my website under the "Library" tab. Please let me know what you think - about this newsletter, my reviews, and most importantly, what you are reading so I can ponder all of it and share some of your comments in my next column. You can email me at Mark@MillionMileWalker.com or through my websites: <http://www.millionmilewalker.com/> or Facebook at <https://www.facebook.com/millionmilewalker/>

continued on the next page

The Million Mile Walker, continued

Walker was a Peace Corps Volunteer in Guatemala and spent over forty years helping disadvantaged people in the developing world. He came to Phoenix as a Senior Director for Food for the Hungry, worked with other groups like Make a Wish International and was the CEO of Hagar USA, a Christian-based organization that supports survivors of human trafficking.

His book, *Different Latitudes: My Life in the Peace Corps and Beyond*, was recognized by the Arizona Authors Association for nonfiction and according to the *Midwest Review*, “. . . is more than just another travel memoir. It is an engaged and engaging story of one man’s physical and spiritual journey of self-discovery . . .” His honors include the "Service Above Self" award from Rotary International. His wife and three children were born in Guatemala. You can learn more at www.MillionMileWalker.com or follow him on his [Facebook](#) page.



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**View of the Santa Rita Mountains, Arizona
Photo by Arizona Authors Association member
Janet Alcorn**



Puzzle it!

A Logic Puzzle for Book Lovers by Kevin Gundlach

If you enjoy puzzles about authors, books, and author trivia, you may enjoy this logic puzzle created by Arizona Authors Association member Kevin Gundlach. You will be given a list of four authors, their birth dates, one of their less well-known books, and a famous quote from each author. Your assignment, if you choose to accept it, is to match up all authors with their own book, birthdate, and quote.

While the easiest method is simply to Google the answers, that would be cheating! You may know or deduce some of these logically without the need for clues, and if so, then congratulations! You're a smart cookie! The rest of the answers will be revealed by the clues below.

You may make your own list, write your answers or create a grid on scratch paper, or use the grid on the next page to simplify the process of elimination. Just right click on the page; you'll see a "print" icon (or the word "print," depending upon your browser). Click the print icon and then ... very importantly ... **set the page** that you wish to print in the document (page 19). If you just click "print" without selecting the page, you'll wind up printing the whole newsletter!

You may copy the grid to use in conjunction with the clues to eliminate answers. For example, in the clue, "Jane Austen was born before George Orwell and also before the author of *Nemesis*," you can put an "X" in the boxes with the last two dates, since you know that by this clue, Jane Austen must have been born in either the earliest or the second earliest year. You also know that Jane Austen did not write *Nemesis* and neither did George Orwell, so "X" any boxes where those converge until you eliminate all wrong answers. Happy Puzzling!

Authors:

Jane Austen, Stephen King, George Orwell, Isaac Asimov

Birthdates:

1775, 1920, 1903, 1947

Books:

Dolores Clairborne, *A Clergyman's Daughter*, *Nemesis*, *Northanger Abbey*

Famous Quotes:

- A: Violence is the last refuge of the incompetent.
- B: Happiness in marriage is entirely a matter of chance.
- C: Perhaps a lunatic was simply a minority of one.
- D: Humor is almost always anger with its makeup on.

All of the clues as well as the grid are on page 19. If you print the page, you will have all the clues handy along with the grid for easy puzzling.

continued on the next page

Puzzle it! by Kevin Gundlach continued.

Clues:

1. Jane Austen was born before George Orwell and also before the author of *Nemesis*.
2. Isaac Asimov was born after the author of *A Clergyman's Daughter*, but before the author of Quote D.
3. *Northanger Abbey* and Quote A were not penned by the same person.
4. The author of Quote C was not born in 1920.
5. *A Clergyman's Daughter* was written by either George Orwell or Stephen King.
6. Quote D was written either by Stephen King, or by the author of *Northanger Abbey*.
7. *Northanger Abbey* was written either by Jane Austen, or by the author of Quote C.
8. Isaac Asimov was either born in 1947 or was the author of *Nemesis*.
9. The author of *Dolores Clairborne* was born after Isaac Asimov.

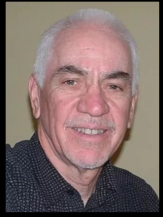
Give yourself at least 45 minutes before you give up and Google. Sometimes, logic puzzles can be difficult! If any member does the puzzle without Googling within 30 minutes, let us know and we'll congratulate you when we print the correct answers in the next issue!

You may use this grid in the “process of elimination” method. X out the boxes that align with answers you know could not be true. For example, if you know that Stephen King was not born in 1775, then put an “X” in the box where those two answers converge.

To print this grid, right click on this page and open the “print” icon. Be certain to select **the page number, 19**, to print **ONLY** the page with the grid, rather than the whole newsletter.

| | | Austen | King | Orwell | Asimov | a | b | c | d | 1775 | 1920 | 1903 | 1947 | Dolores | Clergyman | Nemesis | Northanger | |
|--------------|--------------------|--------|------|--------|--------|---|---|---|---|------|------|------|------|---------|-----------|---------|------------|--|
| Name | Austen | O | X | X | X | | | | | | | | | | | | | |
| | King | X | O | X | X | | | | | | | | | | | | | |
| | Orwell | X | X | O | X | | | | | | | | | | | | | |
| | Asimov | X | X | X | O | | | | | | | | | | | | | |
| Quote | a | | | | | O | X | X | X | | | | | | | | | |
| | b | | | | | X | O | X | X | | | | | | | | | |
| | c | | | | | X | X | O | X | | | | | | | | | |
| | d | | | | | X | X | X | O | | | | | | | | | |
| Year | 1775 | | | | | | | | | O | X | X | X | | | | | |
| | 1920 | | | | | | | | | X | O | X | X | | | | | |
| | 1903 | | | | | | | | | X | X | O | X | | | | | |
| | 1947 | | | | | | | | | X | X | X | O | | | | | |
| Book | Dolores | | | | | | | | | | | | | O | X | X | X | |
| | Clergyman's | | | | | | | | | | | | | X | O | X | X | |
| | Nemesis | | | | | | | | | | | | | X | X | O | X | |
| | Northanger | | | | | | | | | | | | | X | X | X | O | |

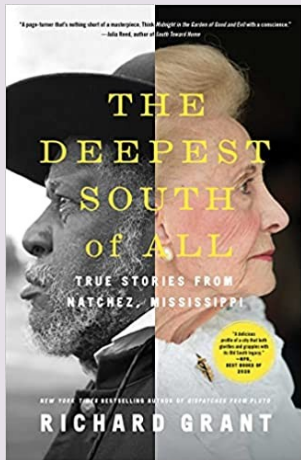
Kevin Gundlach was a senior software developer who, unlike most, undertook the flight between academia and industry in reverse order. With his mother, Arizona Authors editor Kathleen Cook, he co-authored *Tryn*, *Just An Ordinary*, *Time-Traveling*, *Alien*, *Superhero High School Teacher*, which will be published in late 2022. Find out more about Kevin [HERE](#).



What Are You Reading?

by Robert Ronning

Author Richard Grant



I suspect it's natural to tout writers whose stories stick in our heads. That's how I feel about Richard Grant, the English author. He's a classic wanderlust with a passion for the odd and fascinating. For a desk jockey like me, his creative nonfiction is appealing. He might not be keen to be called a travel writer, but if you go for writers with a curious urge to stray off the beaten path, to venture forth into high risks and near-death encounters—as in his *God's Middle Finger: Into the Lawless Heart of the Sierra Madre*—then Richard Grant's your author. I put him in a special category along with Paul Theroux and his must-read classic, *The Mosquito Coast*, which became a film starring Harrison Ford, a must watch.

While Theroux offered a travelogue through Southern culture in *Deep South*, Grant's most recent, [The Deepest South of All: True Stories from Natchez, Mississippi](#), is a captivating profile of Natchez and its eccentric inhabitants. Of course, like any Grant work, he includes an alluring blend of backstories and cultural history.

While I recommend all his books, you might start with *The Deepest South of All* and then go back to his first ramble—*American Nomads: Travels with Lost Conquistadors, Mountain Men, Cowboys, Indians, Hoboes, Truckers, and Bullriders*—for an outsider's take on Southwestern history.

Please note: Richard Grant should not be confused with Richard E. Grant, the actor who also writes. – Robert Ronning

From Washington State, Robert Ronning had an early career in the theatre that took him far afield. On an acting fellowship in classic repertory theatre, he earned a Ph.D. in communication arts. He taught performance of literature at City University of New York. He directed two plays Off-Broadway; a comedy about George Bernard Shaw and a concert docudrama on Albert Einstein at Lincoln Center. Theatre study lured him to London, where he lived off and on for several years. His writing has appeared in academic as well as popular publications, including Channels in Communications, Scene4 Magazine, Quarterly Journal of Speech, and locally in Tucson's Desert Leaf Magazine. Find out more about Robert [HERE](#).



Richard Grant, born in London, England, now lives in Tucson, Arizona.



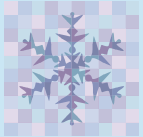
*The Best View Comes After
the Hardest Climb*

-[Anonymous](#)

Photo of the Grand Canyon
[Wikimedia Commons](#)

The Arizona Authors Association Presents

The Snowflake Method



Saturday, September 17, 2022

10:00 to 12:00 pm, MST

Free and Open to the Public on Zoom

Register with toby@tobyheathcotte.com or
arizona.authors@yahoo.com



Jane Frances Ruby

No matter what you're writing—a novel, short story, or letter—it ought to have a storyline. The reader ought not have to search for it. You need to start it and progress it to the finish line in an organized path, or else your work will be slam dunked in the trash bin faster than LeBron James on a fast break. You'd rather have your work read, right? So, start it, develop conflicts, work them out, and end the story. Sounds too easy, right? Yep, so long as your storyline has structure.

To use a classic nursery rhyme as an example, Jack and Jill are thirsty. To get water they need to go up a hill. Along the way Jack falls, fracturing his skull. Gravity gets the best of Jill and...you know how it ends.

Though tragic, the story is still a great read because of solid organization; major characters have a problem, they go on a mission to fix it, things go wrong, and they fail at the story's end. Brilliant—why can't we all write that well? Because most of us lack structure. How do we get that without the cursed outlining? By using the SNOWFLAKE METHOD, instead! Jane Ruby will discuss what it is and how to use it, with a few examples. She will also give the attendees a quick writing exercise.

Jane Frances Ruby is the author of two YA Arizona Adventures, *The Azurite Encounter* (2010) and its sequel, *Voiceless Whispers* (2017). She's also written several award-winning short works (an essay about abuse during elementary school hood entitled, "Surviving the Catholic School from Hell," a sci-fi YA short story about an assassin drone terrorizing a local high school golf tournament called, "Brutal Hackage," and a sci-fi thriller about media personalities dealing with orbiting satellites crashing to earth entitled, "Theories of Decay." Ruby was also a contributing essayist in Toby Heathcotte's *Women Wronged*, which was awarded Runner Up in the 2020 New York Book Festival. Find out more about Jane [HERE](#).



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Where in Arizona?

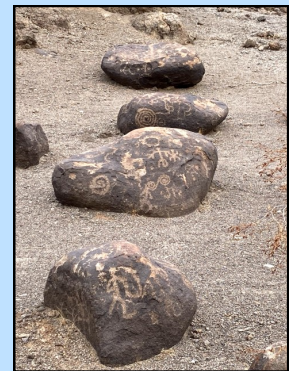
by Janet Alcorn

Can you guess where in Arizona this picture was taken? Be the first to guess correctly and we'll publish your name along with the correct answer in the next issue! Send your guesses to faerland@yahoo.com.



Photo by Janet Alcorn

Last issue's photo was taken at the Painted Rocks Petroglyph site outside Gila Bend. Robert Ronning was the first to guess the location. Congratulations, Robert!



Tucson

Nogales

Possible Locations:

Tombstone

Miami

Oraibi

Tubac

Rio Rico

Prescott

Tumacacori

Ajo

Write to faerland@yahoo.com no later than September 15th if you know the location of the photo. If you are the first to answer correctly, we'll publish your name in the next issue.

Janet Alcorn is a published author and academic librarian. To find out more about her, click [HERE](#).



Energizing Marketing & Technical Strategies

by Jeanne Burrows-Johnson

SYNCHRONIZING AN AUTHOR'S IMAGE HELPS ENSURE SUCCESS

It's summertime, and in Arizona that means finding ways to survive extremely hot weather. If you're inside on most days, you may not relish the thought of your usual hours spent in research, composition, and editing. Here's a project that may prove useful in wading through the next couple of months ... For regardless of whether you're a newbie or established author, a single question can effectively measure the potential for success of current and envisioned marketing materials and promotional campaigns: *Can your promotional elements be recognized and appreciated by the readers of your genre?*

Self-Awareness ~ Market Savvy Readership-Appropriate Promotion

No one lives in a vacuum. Like any business professional, an author needs to ensure that their target market recognizes their name, art elements, and components of any logo and/or slogan they use! Remember, you *ARE* where you are *BECAUSE* of your past. And, considering what you've already paid in time, energy, and resources, it's worth reviewing your life journey periodically!

REVIEWING OUR PAST

Periodically, I write about reviewing materials in old hardcopy as well as electronic files. This can be especially useful if an author has had a variety of careers. Samples of past bios, job descriptions, and marketing materials we may have created in those jobs can demonstrate interesting insights into our lives. Shifts of focus in one's life may not seem related to our current work as an author of fiction as well as nonfiction, but this is not true—for reviewing the phases of one's life should reveal developmental patterns and an expanding flow through the years.

As you work your way through the myriad files that reflect the essence of your life, keep a pen or electronic means of notetaking available, as well as a folder for any gems you may wish to include in new promotional projects. While reveling in past accomplishments that may prove useful again, don't forget to note past shortcomings that you will want to avoid in the future. The following considerations should help shape your progress to new heights of accomplishment.

- ~ Are there key words and phrases that you and others have utilized to describe the dynamism of you and your work?
- ~ Have you received awards or other forms of recognition that express the essence of your personhood and work?
- ~ Is there material that reflects the nature of your genre(s) and/or the work of fellow authors...
Remember that you cannot plagiarize another's writing, but you can draw inspiration from them.
- ~ Are there statements of desired short- and long-term goals...regardless of whether you have accomplished them?

continued on the next page

Energizing Marketing and Technical Strategies by Jeanne Burrows-Johnson, continued.

~ Are there color or grayscale photos that might be used again? If not, are there poses, garments, accessories, and elements of hair and makeup styling that can be updated?

PUT SYNERGY TO WORK FOR YOU

As you conclude the review of your life's work, determine whether there are words, phrases, and sentences on which you might base a survey. Some "experts" assert that surveys may not be useful as they can yield unwelcome responses. I propose that even negative responses can fortify one's sense of purpose and indicate a clear direction in image-enhancing strategies! By effectively surveying members of your support team (readers, editors, publishing staff, family and friends), you may find a fresh perspective on shaping a positive image of yourself, as well as utilizing unexpected ideas for achieving greater success. How you conduct the survey may vary from sending out copies via Email to employing conversations by phone or Zoom.

WHAT ELEMENTS MIGHT YOU INCLUDE IN A SURVEY?

- ~ Photos [you will need both color and grayscale in several formats, i.e., TIFF, JPG, PNG, GIFF]
- ~ Letterhead for hardcopy, Email, and social media communication
- ~ Business cards, postcards, posters
- ~ Art consistently appearing in your books, website(s), blog [such as logos, banners, folios]
- ~ Colors [verify correct numeration for print vs. electronic colors]
- ~ Fonts [you may want to check with your fine/graphic artist and publisher]

YOUR PROMOTIONAL ROAD MAP

With your notes and folder of samples from your past, you are ready to begin anew, perhaps listing the elements you included in your survey. With elemental choices determined, you can begin shaping new marketing projects—on your own, or by turning to artistic consultants whose talents you have previously utilized. With a firm sense of who and where you have been and where you want to be, your promotional efforts should prove successful and cost-effective!

And so we return to our fundamental question: **What will ensure your target market recognizes you in the words and images utilized in your marketing materials and promotional campaigns?**

Aloha, Jeanne Burrows-Johnson
author, narrator, motivational speaker, and consultant

P. S. I invite you to see examples from my own work at:

Author Website: JeanneBurrows-Johnson.com

Author Blog: Blog.JeanneBurrows-Johnson.com

Marketing Website: ImaginingsWordpower.com

Jeanne Burrows-Johnson is an author, narrator, consultant, and motivational speaker who writes works of fiction and nonfiction. She is the author of the award-winning Natalie Seachrist Hawaiian Mysteries, featuring pan-Pacific multiculturalism and history in a classic literary form that is educational as well as entertaining. She was art director, indexer, and a co-author of the anthology Under Sonoran Skies: Prose and Poetry from the High Desert. Drawing on her interdisciplinary experience in the performing arts, education, and marketing, her authored and co-authored articles have appeared in literary, professional, and general readership publications such as *Newport This Week*, *Broker World*, the *Hawai'i Medical Journal*, and *The Rotarian*. Find out more [HERE](#).



The Inevitable Author

by Kathleen Cook

Turn up the Heat!

Now that summer is here and the weather is sizzling, how about turning up the heat in your writing? There are many ways to add more drama, suspense, intrigue, emotion, and danger. I'll list just a few here:

Word Choice:

This is a no brainer. Let's take the sentence, "Ginger faced her son's killer." The temperature of the sentence is tepid. How do we turn up the dial to scorching? How about, "Ginger tingled in both fear and triumph as she spied the monster's shadow on the brownstone. She'd lured him there, the spot where her brightest lodestone, her lifelong comfort, her paraplegic son, legs useless in fight or flight, watched this man wield a hammer like a whisk and make an omelet out of his brains. He was screaming when he died, the cops said, screams unheard or unheeded. Without effort or detection, she unlatched the safety on the Beretta in her pocket before turning toward that hideous face, with its cavernous scar above the right eye and a constant smirk on its lips." It takes longer to add rich color to your story, but the results add vibrant detail that heat up your novel!

Hints:

Dropping hints to the reader little by little can add heat and spice to your story. For example, if you tell a reader early on, "Sheri's childhood nightmares always centered on drowning, but courage and time sparked her love for the ocean." Well, if you're writing an ocean saga, your readers will take it to the bank that Sheri's childhood nightmare will resurface at some point in the story. Even if it takes a few chapters, it adds the heat of expectation by throwing in the detail early.

Of course, if you don't intend to create a water mishap, then don't use such a device. You have to be honest with your readers; if you add such a tidbit and then don't deliver the expected danger, readers will throw down your book in disgust and never buy another.

Pile it on!

Think your character has had too much tragedy for one book? Nope. If she falls in a lake, add some piranhas. If she's tied to the train tracks with an oncoming train, add a scorpion crawling up her leg as her lover rushes to save her. If she flees a killer in the woods, add a mountain lion blocking the escape route. If you want to add heat, add it. You can always take it out later if there really is too much. Editing out sections of a thrilling first draft is a whole lot easier than shoring up a novel thin on action to begin with. Besides, it gives you material for a later book, one with even more drama, spills and thrills than this one.

continued on the next page

The Inevitable Author, continued.

Summer is the best time to sit down in your air-conditioned office, spare room, or dining room table, and write that sizzling bestseller. No need to experience the heat outside when you've got it right there in front of you!

Kathleen Cook is a retired editor and the author of more than twenty books. A former copy writer/editor for Demand Studios, she also served as the Fictional Religion Editor for the ODP (Open Directory Project) in the late 90s. She is currently the Arizona Authors Association Editor as well as its website administrator. Find out more about Kathleen [HERE](#).



“Men build too many walls and not enough bridges.”

– Joseph Fort Newton

**Photo of Madera Canyon Stream by Arizona Authors Association Member
Janet Alcorn**

NEW BOOK RELEASE

by Mark D. Walker

My Saddest Pleasures: 50 Years on the Road

Part of the Yin and Yang of Travel Series

By Mark D. Walker



My Saddest Pleasures:

50 Years on the Road

In his new book, Mark Walker reflects on his fifty years of travel miscalculations and disasters. As a young Peace Corps volunteer with no overseas travel experience, the world was his oyster, and he figured he could go anywhere if he set his mind to it—with little or no money. Then he married a Guatemalan lady and had to think more about “our” needs; then, three children meant additional requirements and responsibilities.

Later, as a professional fundraiser, he would set up donor visits to program areas where the organizations he represented needed funds, which meant considering the needs of up to fifteen individuals of all ages, including children and some donors in their 70s and 80s.

He’s become a savvy trekker, although he is still prone to the occasional snafu. This book is part of the “Yin & Yang of Travel” series of ten essays. It’s an invaluable portal into the world of timeless travel and what can go wrong.

Find this book directly on [Amazon](#) or purchase it through the [Peace Corp Worldwide](#) website. You may also purchase it through [Goodreads](#), where Mark writes many reviews.

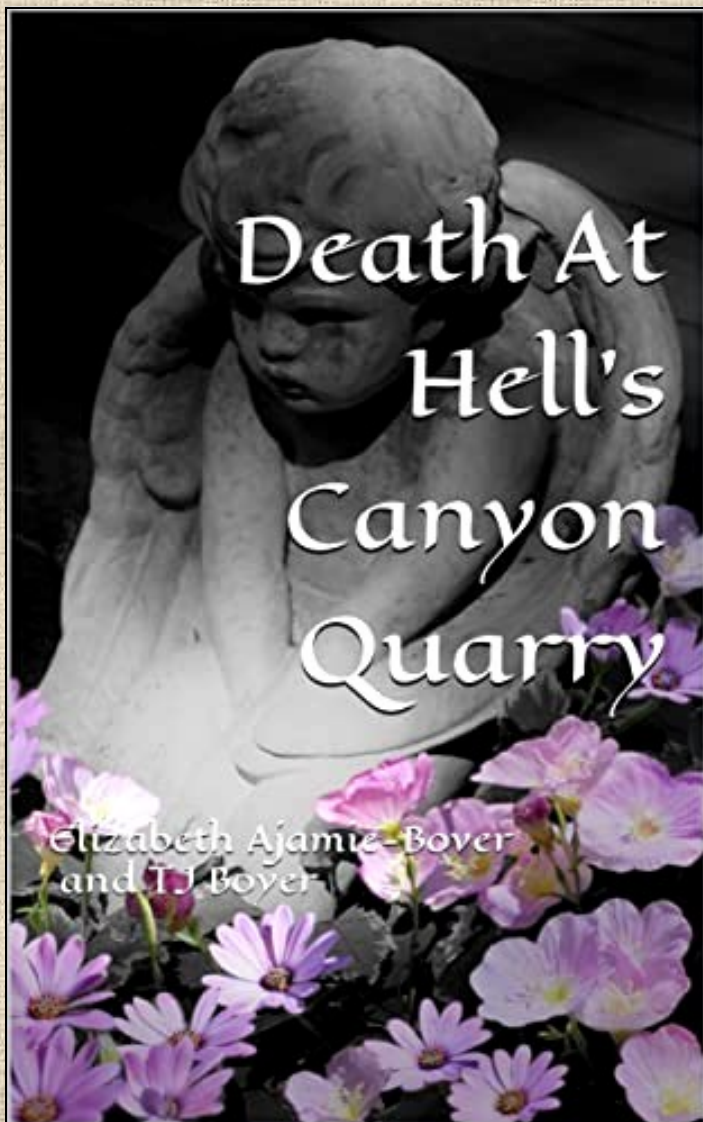
Walker was a Peace Corps Volunteer in Guatemala and spent over forty years helping disadvantaged people in the developing world with such groups as CARE and Plan International, Food for the Hungry and Make-A-Wish International. His memoir, *Different Latitudes: My Life in the Peace Corps and Beyond*, was recognized by the Arizona Literary Association for Nonfiction. More than 20 of his articles were published in literary journals like WorldView and Scarlet Leaf Review, and his column, “Million Mile Walker: What We’re Reading And Why” is part of the Arizona Authors Association Newsletter. One of his articles, “Hugs not Walls, Returning the Children” was an essay winner for the “Arizona Authors Association” 2020 Annual Literary Awards. Another article from his “Yin & Yang of Travel” series was recognized in the Solas Literary Awards for Best Travel Writing.

Walker founded Million Mile Walker LLC. in 2016. His honors include the "Service Above Self" award from Rotary International. His wife and three children were born in Guatemala. Find out more [HERE](#).



NEW BOOK RELEASE

by Elizabeth Ajamie-Boyer



Death at Hell's Canyon Quarry

Ash Fork, a sleepy hamlet in northern Arizona, becomes the location of several serial murders as body after body is found in Hell's Canyon Quarry.

Death At Hell's Canyon Quarry— a story about Detective Alan Anderson, late of the Dallas, Texas police force, but now in Ash Fork, Arizona. A woman is found floating in Hell's Canyon Quarry. Her death is deemed accidental, but suspicious. All leads go cold, and the case is filed away.

Three years later, a spate of deaths, all similar, occur. Still looking accidental, Detective Anderson has deja' vu, feeling these can't all be accidents. Do we have a serial murderer? How are these people linked together? Why would anyone want them dead?

How does his team, including Becky Tsosie, a Navajo college student, figure out who the murderer is?

Find this book now on:

[Mirror Gate Chronicles](#)

[Amazon](#)

Elizabeth hails from Phoenix, Arizona. She graduated from East High School, South Mountain Community College, and Arizona State University. She writes her own books and co-writes with her husband, TJ Boyer, primary author of The Mirror Gate Chronicles series. As a Christian, Elizabeth is called to write gentle romance and historical fiction. Elizabeth and TJ have two children and three grandchildren.

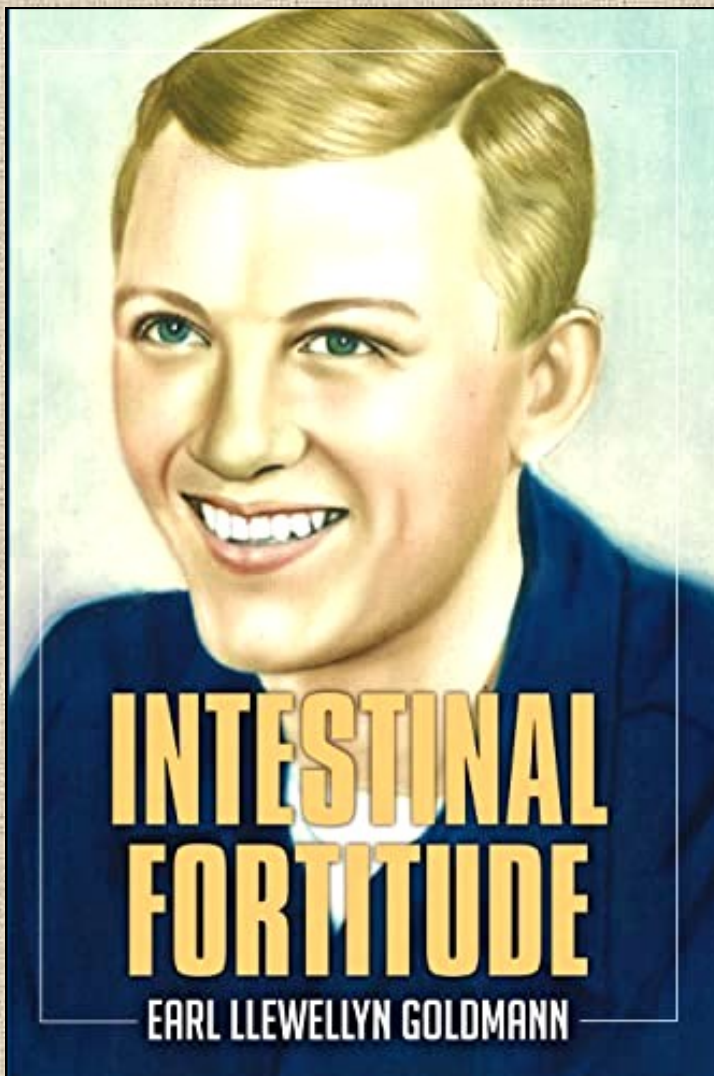
Elizabeth's BLOG: <https://mirrorgatechronicles.wordpress.com/elizabeths-blog/>

Find out more about Elizabeth and her books [HERE](#).



NEW BOOK RELEASE

by Earl Llewellyn Goldmann



Intestinal Fortitude

Part autobiographical and part expose, *Intestinal Fortitude* weaves Earl Llewellyn Goldmann's battles with physical injury, alcohol abuse, depression, and recovery even as he succeeds as a basketball standout, teacher, and coach.

In this compassionate and moving memoir of vignettes, Earl reveals how a not-so-ordinary young man with great potential from a small town on the Oregon Coast, faced repeated trauma and stress in his life. His brave, truthful, and detailed stories address head-on the implications of alcohol, an unhappy marriage, and tragic loss in his college years. His stories flow into our hearts and souls as we experience his unflinching optimism during a search for his identity through sports.

Earl proves that a strong man with resilience, perseverance, and gratitude can find himself in a place of immense pride in his sobriety, family, and life journey. His self-reflection and wisdom, a beacon of hope for all of us, create this must-read for anyone asking questions about their life's purpose.

Find this book on [Amazon](#), [Barnes&Noble](#), and other outlets.

Earl L. Goldmann launched his first memoir *Bounce Back* in 2017 at age 82. Born and raised in Tillamook, on the Oregon Coast, he now resides in Scottsdale where he wrote his second memoir entitled *Intestinal Fortitude*. This one was just released in May, 2022.

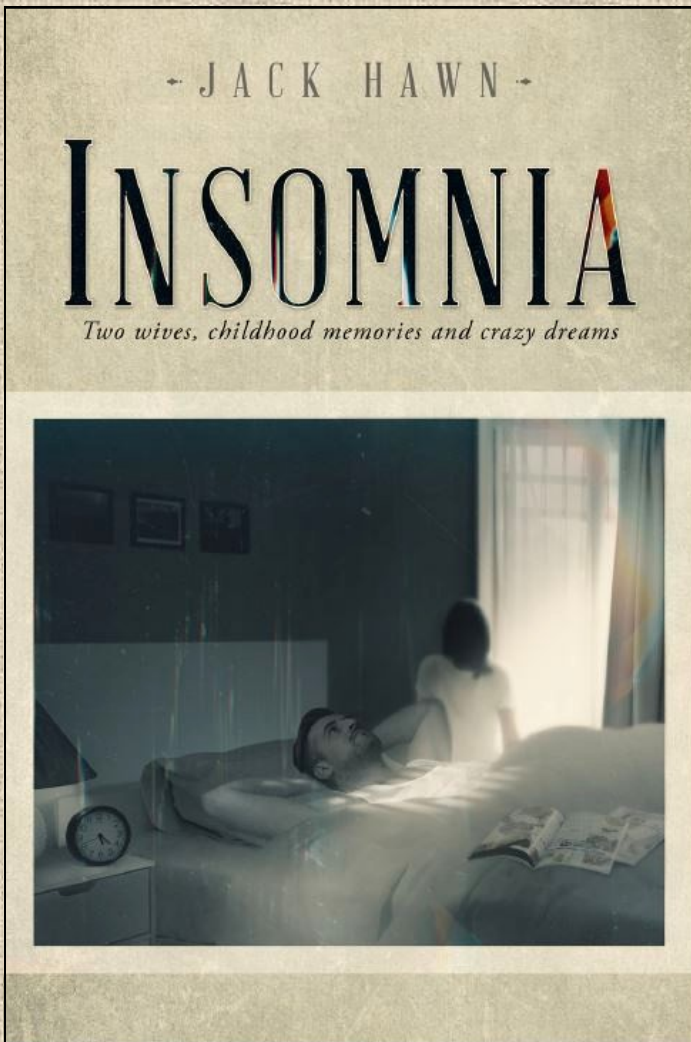
Earl taught history and government at Canby and Estacada High Schools in Oregon while coaching girl's golf, boy's track, and basketball for over 25 years. Earl also sold textbooks, managed a golf course, and owned a bar/restaurant before retirement in Oregon and his move to Arizona. He played basketball and baseball at Oregon State University in the 1950s, only to lose his scholarships due to a horrific car wreck. After a lengthy recovery, he earned two degrees from Portland State University, including a master's degree in education.

Find out more about Earl and his wife, Patricia L. Brooks, on their website [HERE](#).



NEW BOOK RELEASE

by Jack Hawn



Insomnia

Two wives, childhood memories and crazy dreams

This book tells about the author's battle with insomnia. The story started many years ago when he first met Charlene, the love of his life. She stepped into Jack's life on her way home from high school to say hello to Onalee, a girl who lived next door to Jack. Charlene dominated his thoughts deep into the night and early morning hours. Wearing his Army uniform on his first military pass when they met, Jack knew he had to see more of this beautiful girl, but Charlene made it clear that it wouldn't happen. In the end, Jack's persistence paid off.

Married for sixty-three years, Charlene left him looking as beautiful as the day they met. Even after years, the author still grieved, missing his dear Charlene. Insomnia can be dreadful and incurable in some cases. But life took a different turn for Jack when he met Mary Beth, a widow, and married her in 2020.

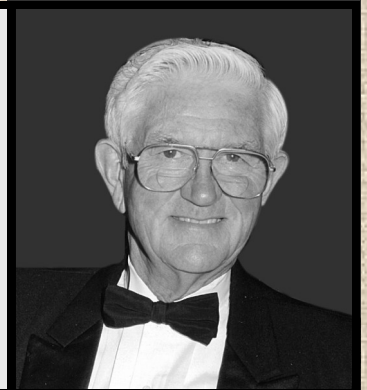
This book explains how a person can have insomnia and how hard it is to experience it. Having trouble sleeping can disrupt a person's lifestyle. *Insomnia*, the book, is Jack's journey into yesteryear. It is a testament to endurance, perseverance, and love.

It will soon be available for purchase on [ReadersMagnet](#). For more information, here's a [review](#) from April.

Jack was born in Kearney, Nebraska, January 25, 1930, and raised in the San Fernando Valley, a suburb of Los Angeles. He and his wife of 63 years moved into a Sun City West, Arizona, home on Christmas Eve of 1991. He and his present spouse celebrated their second anniversary July 11, 2022 (lucky seven-eleven).

He never studied journalism or aspired to be a journalist. It simply happened, thanks to an Army lieutenant colonel, the Fort Ord public information officer with whom he shared a midnight Greyhound bus ride when he was an 18-year-old recruit, fresh out of basic training. Jack is an active opportunistic optimist with a strong sense of humor, having a "target date" of at least 104 years.

Find out more about Jack and his books [HERE](#).



NEW BOOK RELEASE

by Sheri Hauser

Camp Verde Chamber Resource

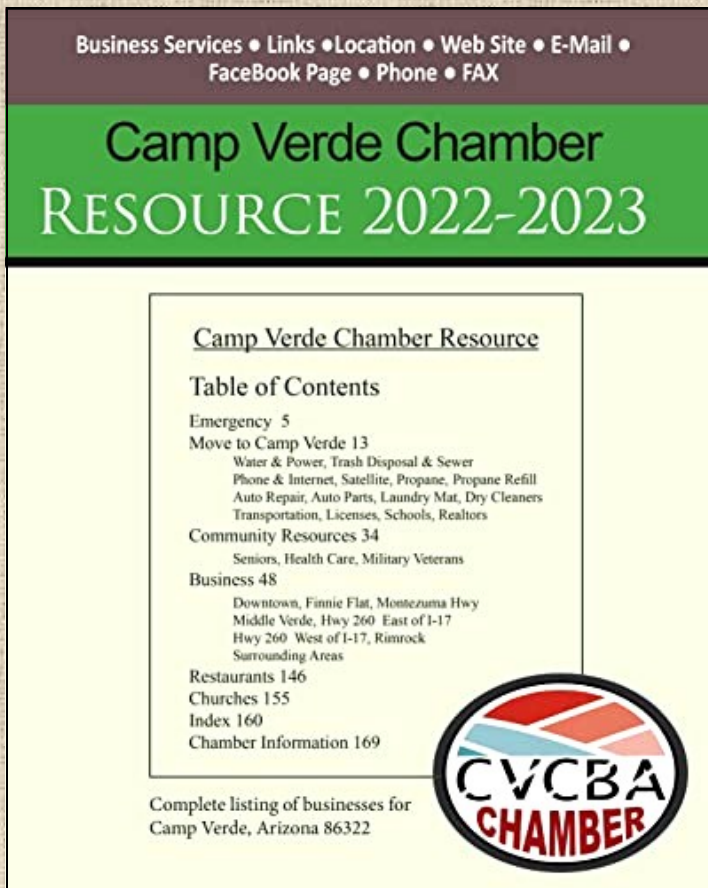
2022-2023

Camp Verde Chamber Resource Book has the answers to your questions regarding the services which are available in the business community of Camp Verde. Some are calling this ‘book’ a PHONE BOOK ON STEROIDS because it includes everything that the old Yellow Pages used to include—but adds the internet functions.

The Camp Verde Chamber & Business Alliance has compiled an extensive listing of businesses in Camp Verde. This list includes the following sections: Emergency; Move to Camp Verde (Water & Power, Trash Disposal & Sewer, Phone & Internet, Satellite, Propane, Propane Refill, Auto Repair, Auto Parts, Laundry Mat, Dry Cleaners, Transportation, Licenses, Schools, Realtors); Community Resources (Seniors, Health Care, Military Veterans); Business (Downtown, Finnie Flat, Montezuma Hwy, Hwy 260 East of I-17, Hwy 260 West of I-17, Rimrock, Surrounding Areas); Restaurants; Churches; an Index and Chamber Information.

The Camp Verde Chamber Resource is available in color, b/w paperback as well as E-Book. Look for all of the editions.

Find this book on [Amazon](#), [Barnes&Noble](#) and other outlets.



Glorybound is owned and operated by Sheri Hauser since its inception in 2005. She wrote the first book and, finding publication difficult, opted to launch out to learn what is needed to start her own publishing company. Sheri studied graphic arts at Las Vegas University. It took 3 years to learn what was needed regarding papers, distribution, and binding (at that time). Then, she further augmented her career change (from being an ICU Nurse) to Publisher by learning web design. Through several years she assisted writers to publish their books by conventional methods as well as printing and binding in her garage-office.

By 2018 Sheri Hauser had published over 600 books in 5 languages and moved the company from a home office to a store front back to a home office located in Camp Verde, Arizona. She was the Camp Verde Chamber Board Member (CVCBA), Director of Education Board Member, 2017-2019, President, 2019-2021, Secretary, 2021 to present. Find out more about Sheri [HERE](#).



NEW BOOK RELEASE

by Tracy T. Agnelli

My Nana's Special Gift is . . .



Written by Arizona Authors Association member Tracy T. Agnelli, and illustrated by Claudie C. Bergeron, *Nana's Special Gift is...* is about a bond between Nanans and grandchildren, and the special gift they teach them.

Here are reviews that have been posted on Amazon about this book, which was published earlier this year:

Something for Everyone!

"Sweet book and a great, thoughtful approach to being a grandmother!"

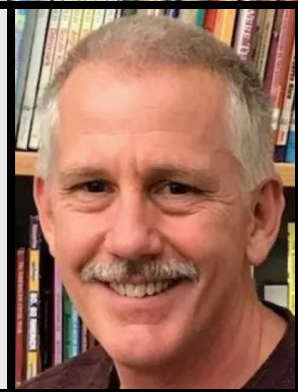
Moving and light, makes hearts happy and appreciative!

"I am not easily moved by others words written. These examples of love along with pictures by Claudia really make you happy and appreciate all Nanans everywhere."

You will find this book on [Amazon](#), on [Tracy T. Agnelli's website](#), and on other outlets.

Tracy grew up in Arizona, where he writes children's books. Tracy has worked at an elementary school for over 25 years, where he enjoys reading to the children when he can. When not at work, or working on writing, he enjoys meditating, yoga, and being with family. Tracy has two children and one grandchild. He tries to get healthy, but loves cookies.

Find out more about Tracy and his books [HERE](#).



SHORT RELEASES

If you have a short story, article, essay or other work that has recently been published, submit it by contacting our editor, Kathleen Cook, at faerland@yahoo.com. The work **must contain at least 1600 words**, fiction or nonfiction, on any topic of general interest published within the past six months.

The *Owyhee Avalanche*, the Owyhee County, Idaho, newspaper, has just featured our own Rico Austin in their newspaper. His book, *Boy To Successful Man*, has garnered accolades from across the United States. The book is part of the curriculum in three high schools and has been accepted as a resource for Camp Reach, a literary camp in Chatanooga, Tennessee.



Find out more about Rico on his website [HERE](#).

To learn more about the book *Boy to Successful Man: A Roadmap for Teens and Young Adults*, click [HERE](#).

My Saddest Pleasures: 50 Years on the Road First Stop, Guatemala

by Mark D. Walker

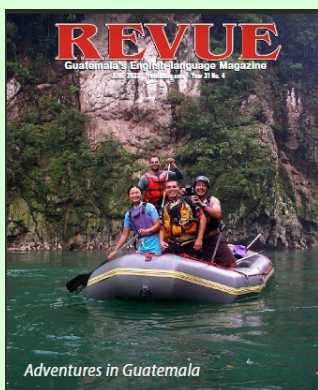
Mark's story appeared in the May issue of Revue, Guatemala's English language magazine with a circulation of over 25,000 readers. The story is part of his new book, *My Saddest Pleasures: 50 Years on the Road*.



Read the story on Revue, click [HERE](#), or visit Mark's website [HERE](#).

Allegro to Guatemala: An Expatriate Journey Through the Land of Eternal Spring

by Mark D. Walker



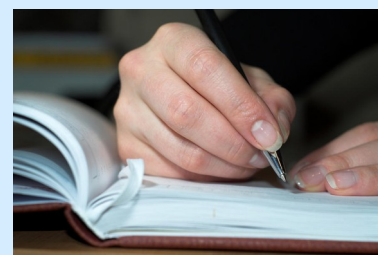
Another of Mark's stories was featured in the June issue of *Revue Magazine*. In it, he recounts his life as an expatriate in Guatemala, the "Land of Eternal Spring," where his wife and children were born.

To read this article on Revue, click [HERE](#).

To visit Mark's website, go to millionmilewalker.com

Have you written an article at least 1600 words in length, (or has someone written one about you) and has it been published by any newspaper, magazine, or online blog? Share it with us, and we will publish it on this page! The deadline for all submissions is on the 15th of odd-numbered months (January, March, May, July, September, November).

Send items to Kathleen Cook at: faerland@yahoo.com



Arizona Authors Association Contest Literary Awards Banquet

**Saturday, November 5, 2022
11:00 AM**

**Sky Room
Moon Valley Country Club
151 West Moon Valley Drive
Phoenix, AZ 85023**

This time, the Association is hosting a luncheon for the winners of our Literary Contest, their guests, and other members. The new time may better suit those who avoid traveling at night. Join us in celebrating all of our winners! For more information, contact:

Toby Heathcotte at toby@tobyheathcotte.com



Literary Trivia From Page Three

Answers

1. Life, The Universe, and Everything
2. Ray Bradbury
3. Henry Wadsworth Longfellow
4. Molly
5. Three
6. Chicago

Back Page Quotes

“You don’t start out writing good stuff. You start out writing crap and thinking it’s good stuff, and then gradually you get better at it. That’s why I say one of the most valuable traits is persistence.”

—*Octavia E. Butler*



“A woman who writes has power, and a woman with power is feared.”

—*Gloria Anzaldúa*



“Beginning a novel is always hard. It feels like going nowhere. I always have to write at least 100 pages that go into the trashcan before it finally begins to work. It’s discouraging, but necessary to write those pages. I try to consider them pages -100 to zero of the novel.”

—*Barbara Kingsolver*



Reading is like breathing in; writing is like breathing out.

—*Pam Allyn*



Do you know a joke about writing, publishing or editing, or a quote from a famous author? Share it with Back Page Quotes and if we use it, we’ll credit you with the entry. Send it to faerland@yahoo.com before the 15th of odd-numbered months, and it may appear in the next issue.