



# The INKSLINGER

HIGH DESERT BRANCH CWC  
*Inspiring a Community of Writers*

*Sail On*

**Nov. 2020**

## *New Format & Layout for Literary Review*

**Fred Dodsworth, Editor / Production / Art Director**  
**Speaks This Saturday in our Zoom Room, 10am**

Have you received it yet? Our CWC's *Literary Review* has transformed into a compact, paperback style with an interior quality that is much different than we've seen in layout and content in past issues.

Fred Dodsworth will speak on the creative and pragmatic sides of publishing and design: "Taking Control of Your Writing Success."

His talents go back to his years of editorial writing for numerous newspapers and magazines in the Bay Area. He is a member of Berkeley branch and for many years has produced a commercial book series and a magazine.

Join us Sat. Nov. 14 at 10 am in our Zoom Room.



*Fred Dodsworth*



*Kathleen Meyer*



*Mike O'Mary*



**Coming  
Dec. 12th**

**Daughter-Father Duo  
Help Indie Authors**

LitNuts LLC is a woman-owned, family-run business founded by Kathleen Meyer and her father, Mike O'Mary, who share a love of literature. Kathleen is an avid reader with 10 years of marketing experience, including Dream of Things, a small press founded by Mike in 2009.

They will both join us in our general meeting December 14 at 10 am in our Zoom Room format.

Together, they keep indie authors connected with the everchanging publishing world so that individuals can attempt to compete, sell books, and get more exposure for their books as compared to traditional publishers.

Join us for a mixture of marketing and publishing info that may help your latest title reach a broader readership.



**High Desert branch of  
California Writers Club  
Board of Directors**



*The following officers and appointed positions are current to the fiscal year of July 2021.*

President

**Dwight Norris**  
hdcwcpresidentdnorris@gmail.com

Vice President

**Mike Apodaca**  
MrDaca.ma@gmail.com

Secretary

**Joan Rudder-Ward**  
imaker@msn.com

Treasurer

**Jenny Margotta**  
Jennymargotta@mail.com

Member-at-Large

**Linda Boruff**  
lindajeannerboruff@msm.com

Programs /Publicity Chair

**Bob Isbill**  
Risbill@aol.com

Membership

**Michael Raff**  
mprseven@aol.com

Newsletter Editor

**Rusty LaGrange**  
Rusty@RustyLaGrange.com

Newsletter Proofreader

**Jenny Margotta**  
Jennymargotta@mail.com

Salon Coordinator

**Lorelei Kay**  
LoreleiKay7@gmail.com

Webmaster

**Roberta Smith**  
hdcwc\_web@aol.com

## Our Branch Votes are In

**President Dwight Norris;**  
**Vice President Mike Apodaca;**  
**Secretary Joan Rudder-Ward; and,**  
**Treasurer Jenny Margotta,**  
**will each retain their positions from 2019 for 2020.**

Thank you for your continued service.

~~ editor

## Dwight's Call to Action for Readers

For this coming year, we have signed up as affiliate partners with national Scholastic Arts and Writing Awards program, and in addition to distributing news and information as we did last week, (see photo album next page) we must present to Scholastic a list of 15-20 jurors. Those volunteers will read a certain number of submissions and score them as part of the national contest. This will begin on December 18th and must be completed by January 11th, 2021.

So far, we have only 12 jurors committed for this rapidly approaching contest. Many of you have done this before in earlier contests and you know how rewarding it is to participate.

Please consider doing this again this year and send me an email, text, or phone call. Remember, this is done in the convenience of your home at your computer and on your own schedule. We appreciate your participation.  
~~ Dwight Norris

*Editor's note: This important program compensates our branch and allows expanding our outreach programs.*

*See their outreach in motion through the photos shared by Mike Apodaca on next page.*



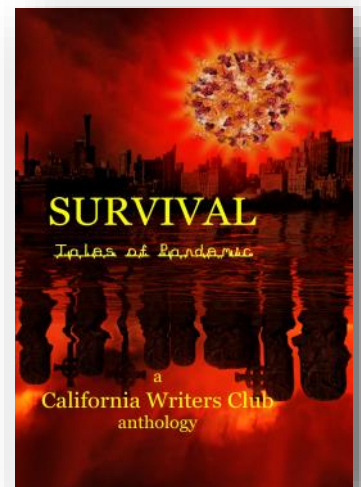
Our newest anthology will be out soon, just in time for great Holiday giving.

Orders have been taken and distribution will follow.

Just heard that 100 books from across the state have been requested as pre-press orders.

For more info contact:

JennyMargotta  
@mail.com





## *Dwight & Mike's Big Adventure...* **Scholastic Arts & Writing Awards**

On October the 20<sup>th</sup>, Dwight Norris and Mike Apodaca visited many of the high schools in the California High Desert, sharing with them the wonderful Scholastic Art and Writing Awards. Here is our route.

We started at Granite Hills High School and High Desert Premier Academy.



Next we went to High Apple Valley High School and The Lewis Center



Afterwards we went to the Apple Valley Christian Academy and Silverado High School



Next we visited Adalanto High School and Victor Valley High School.



Next to Hesperia, to Oak Hills High School and Hesperia High School and Sultana High School.





Jenny Margotta

from an

EDITOR'S DESK

## TRADEMARKS

What exactly is a trademark? I was once told, "It's another name for a copyright." And Merriam-Webster does list "registered trademark" as a synonym for "copyright." The primary definition of "trademark" in the same dictionary is, "a device (such as a word) pointing distinctly to the origin or ownership of *merchandise* to which it is applied and legally reserved to the exclusive use of the owner as maker or seller.

There are two types of trademarks, Unregistered, noted by the symbol ™, and Registered, noted by the symbol ®. One of the main differences between ™ and ® is that ™ does not have any legal binding while ® comes with a legal binding.

According to the Chicago Manual of Style, 17th Edition, "Brand names that are trademarks . . . should be capitalized if they must be used. A better choice is to substitute a generic term . . ." CMOS goes on to say we are not legally required to use the ® and ™ symbols and "they should be omitted wherever possible."

You will often see both the registered name and the generic term together, such as "Kleenex facial tissue." Some reference sources discourage using trademarked products as verbs, but according to CMOS, such restrictions are not legally binding. When trademarked nouns are used as verbs, however, they are no longer capitalized. Examples would be, "You can google just about anything," or "The contest will not accept a submission that has been photoshopped."

Here are eight common trademarked names that I found on [www.wordgenius.com](http://www.wordgenius.com):

1. Kleenex: "Kleenex" refers to a wide range of products produced by Kimberly-Clark Worldwide, Inc. The generic term, of course, is "facial tissues."
2. ChapStick: Today, ChapStick is manufactured by Pfizer, but it first debuted in the late 1800s. This widely used "lip balm" now comes in many flavors and a number of companies produce similar products.
3. Jacuzzi: Founded by seven Italian brothers from Northern Italy—whose last name was actually Jacuzzi—these "hot tubs" have remained popular since they first appeared on the market.
4. Rollerblade: Rollerblades gained popularity in the 1980s when hockey players added them to their training regimen, but they quickly gained in popularity with people of all ages from all walks of life. The generic term is "in-line skates."
5. Xerox: The Xerox organization makes more than just photocopiers, but in the past most people said "Xerox" when referring to making photocopies. With the advent of many companies making photocopiers and scanners, the term "Xerox" is losing its popularity.
6. Band-Aid: The "Band-Aid" product is owned by Johnson & Johnson—the generic name is "adhesive bandage." But can you really imagine asking for an "adhesive bandage?" It's easy to see how "Band-Aid" became the everyday word.
7. Velcro: "Velcro" is the actual name of the company that invented and patented hook and loop fasteners. There really is no widely accepted generic term; everyone simply says "Velcro."

*Continued next page*



- 8. Polaroid: My first camera was a Polaroid Swinger, and I remember thinking, as I watched the print reveal itself in front of my eyes, that it was pure magic. These days, those “instant cameras” are pretty much a thing of the past.

Other commonly known trademarked product names include Allen wrench, Cigarette boat, Colt revolver, Crock-Pot, Formica, Hula hoop, Jell-O, Kool-Aid, Memory stick (flash drive), Ping Pong, Popsicle, Q-tips, Scotch brand cellophane tape, Taser, Thermos, Vaseline, Wite-Out, and, particularly relevant today, Zoom.

There are also a number of trademarked items that have lost their trademarked status for a variety of reasons. Those products include app store, dumpster, touch-tone (phones), yo-yo, ZIP code, and zipper.

**WORD OF THE MONTH:**

CONDIGN (kon DINE) adjective. Deserved; appropriate.

Condign is primarily used in the expression “condign punishment,” meaning “fitting, proper, adequate, well-deserved.” It comes from the Latin *condignus* (very worthy). The first recorded use might well be the biblical reference found in Exodus 21, 23-25: “. . . Eye for eye, tooth for tooth, . . .”

And it is obviously what W.S. Gilbert (of Gilbert and Sullivan fame) meant in the *Mikado* when he wrote:

*My object all sublime  
I shall achieve in time—  
To let the punishment fit the crime—*

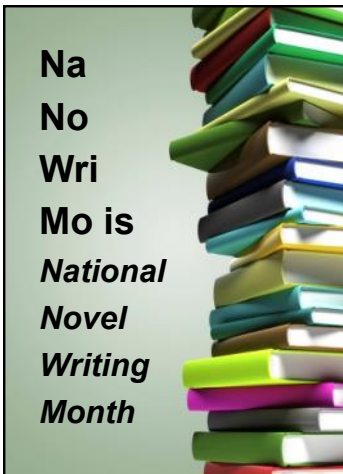
(*2,000 Most Challenging And Obscure Words*, Norman W. Schur, Galahad Books, 1994, pg. 87.)



***Tapping Our Imagination With Sarai***

We recently hosted Sarai from Crosshatch Publishing, who shared with us the benefits of journaling. If you would like to follow up and learn more about Sarai and her process, I have included her contact information. <https://www.crosshatchpublishing.com> If you have any questions, you can email her at [crosshatch-publishing@gmail.com](mailto:crosshatch-publishing@gmail.com). There are many different approaches to writing and to tapping into our imagination. I appreciate hearing from others who have developed their own ways of tackling this challenge. **Mike Apodaca**

***This & That***



**No meeting is complete without our infamous Cow Bell.**

**Don't ya just miss it? Cla-clang!**

This program encourages writers to complete 50,000 words or more in 30 days ... promoting positive progress and not procrastination. Focusing on the length of a work rather than the quality, writers are encouraged to finish their first draft quickly so it can later be edited at the author's discretion.



**Our anthology produced in 2019 is still available for purchase at Amazon.com**

## Summer Writing Blitz Winners Announced

A hearty thank you to all who participated in our first-ever Summer Writing Blitz! Your entries made this a fun event, and it was wonderful seeing the caliber of writing talent in our group. In future editions, we'll be sharing some of the talented work that was submitted. All those who submitted will be receiving a certificate and a small appreciation gift from the board sometime this month. If you participated then you entered our winner's drawing. Here are the random drawing winners:

**Week 1:** *3 Questions about YOU!* — Winner: Diane Neil — \$25 B&N Gift Card **Week 2:** *Poetry Scavenger*

## ★ ★ ★ ★ ★ SPOOKY BOOTH



**A howling good time for Michael Raff and Roberta Smith of Nevermore Enterprises, manning a booth at a commercial Halloween Store. Michael said he sold a few books and got good response from shoppers.** (Photo credit: Michael Raff)



*Stories to stop your heart—but not your spirit.*

*Hunt* — Winner: Peg Pawlak — \$25 B&N Gift Card  
**Week 3:** *Interviewing a Subject Matter Expert* - Winner: Liz Pye — Rusty LaGrange's book: *A Microphone is Not the Muzzle of a Gun: The Art of Interviewing*, writing journal; special HDCWC pen; and a \$10 Starbucks Gift Card. **Week 4:** *Three days to See* - Winner: Karen Ohta - \$25 B&N Gift Card. **Week 5:** *Oh, the Horror!* - Winner: Mike Apodaca — \$25 B&N Gift Card. **Week 6:** *A Tiskit, a Tasket... What's the story of this basket?* - Winner: Henrietta Williams — 25 Barnes & Noble Gift Card.

Thanks, again! Joan Rudder-Ward, Secretary. She was our board member who managed the contest.



## Visit With a Writing Colleague; New Feature Online and Website

Lonely? Wishing you had a visit from a friend and member of the HDCWC?

This is almost as good. Click on the link below and watch the videos of our friends, Mike Apodaca, Jenny Margotta, and Dwight Norris!

[www.hdcwc.com/personal-writing-processes.html](http://www.hdcwc.com/personal-writing-processes.html)

Check it out on our [www.hdcwc.com](http://www.hdcwc.com) under Personal Writing Processes. If you want to share a video of your personal writing process, put it together and notify Roberta Smith by email, include your video.

[cwrlsmith@gmail.com](mailto:cwrlsmith@gmail.com)

**Also, the all new 2020 Literary Review is in the mail! Look for you copy to arrive soon.**

A graphic of an open book with its pages fanned out, set against a light green background with a subtle pattern of small white dots.

*Mondo in the Condo* is a stylish Haiku form of poetry. All HDCWC members are invited to respond.

**Pose a question in Mondo form and Receive a quirky or sensitive response from a creative mind**



# NEWS YOU CAN USE

So What Do You Call our Second Zoom

Event in the Same Month? **Act 2**, of course!

Our **Act 2** event this month is an active reading of "It's a Wonderful Life" from the beloved movie script. HDCWC members will sign up for a role and read from the movie script during our Zoom Room Tuesday, Nov. 24, beginning at 5:45pm.

"This will be fun. No rehearsals," says Mike Apodaca, who will control the pace of this live-action read. Sign up now for your performance character, download the script, and be entertained.

Contact Mike A. at MrDaca.ma@gmail.com and plan to have some fun. Audiences welcome, too.



## ~~ Taking a Gander ~~

Redwood Writers branch hosted Forrest Gander, Pulitzer Prize-winning Poet, Novelist, Essayist in a well-attended (56 viewers) hour of poetry reading by the author and an insight to Gander's science studies. Gander uses the rhythmic word structure of scientific vocabulary mixed with human insights to draw detailed and colorful scenes.

Take advantage of other guests in a Zoom Room near you. Check out branch websites for schedules.



## A Salon in Your Writing Future?

As the saying goes, any defendant who represents himself in court has a fool for a client. Similarly, a writer who thinks he doesn't need input from a different set of eyes is kidding himself. Everything I've ever written, from novels, to short stories, to poems, to memoirs, has been vastly improved when another experienced writer takes a look and gives me their observations.

I've made tons of mistakes, but my classic goof was one that I shared at a live club meeting a couple of years ago. I wrote a historical novel set in the coal mines of Matewan, West Virginia, in 1920 and '21 called *Johnny McCarthy, a Coal Miner's Son*. I was depicting the miner trudging home after a hard day's work deep in the heart of the earth, longing for his corrugated steel tub filled with hot water.

After the family prepared the bath with water heated on the stove, I wrote that Johnny stuck in his big toe to test the temperature of the water. When it was just right, he cast off his boots and jumped in.

# ZOOM ROOM NEWS



*Plenty of action continues in Zoom Rooms across all branches. Our social needs are stronger than ever, so watch for email announcements of guest speakers arriving in a Zoom Room near you! You'll see notices for Act 2 special Zoom events, too. Stay tuned.*

## Salon continues—

A puzzled member of our club audience raised a hand and asked, "How did he test the temperature of the water with his big toe if he still had his boots on?" You would think the guy who wrote the book would realize what he had written, so why would it take someone hearing the story for the first time to notice the impossibility of what I had put on the paper?

Because I was immersed in the story, and in getting the words down, my mind was running at about ninety miles an hour. What I thought I had written, I did not write. Even if I had proofed these pages myself, I probably wouldn't have been able to perceive what was actually there, so involved was I in the story. I needed fresh eyes to see what is on the page.

All writers need this kind of help. When others critique our work, we grow rapidly in skill and technique. I believe being in a critique group is the quickest way to grow as a writer.

If you are working on a writing project now, seek out a critique group to pave the way to your success. We have four critique groups meeting now via Zoom, and others can be formed based on the interest of our members. You could be part of a new group or be added as a good fit to an existing group. The typical critique group contains from three to ten or so members. Sometimes groups are formed based on a theme; other times not. Methods of sharing our material can vary.

The two members of our club in charge of critique groups are Linda Boruff, (760-553-3327, [linda@jean-boruff@msn.com](mailto:linda@jean-boruff@msn.com)) and Michael Raff (760-948-8191, [mprseven@aol.com](mailto:mprseven@aol.com)). Contact them with any questions you have, or get help being placed in a group. You'll be glad you did!

~~ Dwight Norris

# MANAGING YOUR WRITING CAREER

BY RUSTY LAGRANGE



*Editor's note: Michael Katz designs and teaches how to make newsletters zing, but he also applies humor to illustrate how elements of your skills intertwine with your blog, your PR packet, your marketing, well, everything. I hope you enjoy his quirky insights.*

## E-Newsletter: Bio-Luminescence

**I've got a toilet in my garage.**

I don't say this to impress you; I'm just telling you the facts.

It's in my garage awaiting pick-up for donation because my wife, Linda, and I will soon be downsizing out of our current home.

**As a result, we've been doing lots and lots (and lots) of work to get our house ready for sale.**

Examples include ... newly painted kitchen cabinets ... polishing of all the hardwood floors ... painting of nearly every room in the house ... staining of the back deck.

And, a new toilet for the master bath to replace the old one which, while perfectly functional, was the wrong color now that we have installed a new granite counter.

Whew. It's been a lot of work (and money). **But I have to confess, my "new" old house sure does look pretty good these days.** And those are just the structural changes. When people come over to view the house this weekend, we will also do things to enhance the experience. We'll have flowers on the kitchen table, music playing in the background, a crackling fire in the family room (in the fireplace, I mean).

**So here's my question for you:** Am I telling *lies* about my house by fixing it up and highlighting its best features? I hope you'll agree that the answer is *no*. It's all true, but it's a kind of fictionalized truth.

A shiny, staged, best case scenario. **One that positions our house in the best possible light, given who we're trying to attract** and relative to what the other houses on the market have to offer. There's nothing wrong with that; it's what we all do when trying to sell something to a potential customer.\*

[\*Apparently, this applies to more than just houses. According to German researchers, if your partner suddenly develops an interest in losing weight and working out at the gym, it's a good sign that he or she is thinking of leaving you. And ladies, I know what you're thinking: *"If that's the case, it looks like my husband is planning to stay with me forever."*]

**Now let's talk about you. And, more specifically, about your bio ...**

Your bio—the description of who you are and what you do that lives on your website, that you send with your proposals, that you include on your LinkedIn profile—is a *marketing* document.

Does it need to be true? Absolutely, every word of it.

*Continued next page*



Continued from page 8

That said, **it need not—*should* not—reveal every hole in the wall, cracked tile, and dirty dish in the sink of your working past.**

Instead, and like my house, it should "position you in the best possible light, given who you're trying to attract and relative to what the other professionals on the market have to offer."

So keep these two things in mind when writing your bio:

**1. Get rid of the irrelevant information.** Anytime I attend one of those networking meetings where each attendee stands up and explains what they do for 30 seconds, you can always spot the newbies: they tick through a list of where they've been and what they've done. That's a resume. The experienced professionals, on the other hand, while often bringing up past accomplishments, use those to talk about the problems they solve (today) and for whom. That's a bio. **So go through your bio and throw out anything that doesn't lend support and credibility to whatever it is you do now.** Even if you spent 10 years (or more) doing something in a past life, if it's not relevant to your work today, get rid of it. A bio's purpose is to sell you; a resume's purpose is to account for your whereabouts since high school.

**2. Leave your modesty at home.** For reasons that I don't claim to understand, I like to read the obituaries in the Sunday paper. One thing I've noticed is that no bad people ever seem to die. Every obituary is 100% positive. **Your bio should feel the same way—it's a highlight reel, not a news report.** Can you lie or exaggerate? No. Everything in it has to be 100% true. But it ought to be the best version of you there is. When it comes to bios, if reading yours out loud doesn't make you a little bit uncomfortable, you're not doing it right.

**Here's the bottom line.** A bio is an important document; it's one way in which people "check under the hood" to make sure that what you're offering lines up with what they are thinking of buying.

Help them make that decision by **highlighting what matters and tooting your own horn**—just a little bit more than what probably feels comfortable.



[Sign up](#) for this newsletter!

**I'm a marketing consultant. I specialize in working with small professional service firms and solos.**

Learn more, [here](#).

Call me: [508-497-0900](tel:508-497-0900)

Email me: [ContactUs@BluePenguinDevelopment.com](mailto:ContactUs@BluePenguinDevelopment.com)

Web me: [BluePenguinDevelopment.com](http://BluePenguinDevelopment.com)

Buy my house: One Ash Street, Hopkinton MA 01748



**Michael Katz**



# Virtual Events Bulletin Board

## Are You Planning Ahead for Your Virtual Sales, Meetings & Events?

*Post your upcoming virtual dates and times here. Our branch can help you monitor your Zoom Room event so you can enjoy time online with people from our branch or people you invite.*

**Ask Mike Apodaca for details.**

*Zoom offers up to 40 minutes for free BUT with our assistance, you can use the Zoom Room for writing-related events for much longer times.*

*Our world is changing and your membership can help you change how you gain exposure for your next book, salon, promotion, workshop.*

Let us help you.

## What's That Number?

Stay connected with your exclusive access to MRMS—our roster of members—That's how I find the birthdays or shared interests or salons. Ask for help to gain easy access anytime.

Our New  
Mailing Address

HDCWC  
17645 Fisher Street  
Victorville, CA 92395

## WE HAVE A YOUTUBE CHANNEL

Here's the link to the channel:

<https://www.youtube.com/channel/UC28XLtEK5oBNq5gW2Zy1ssg>

Managed by Joan Rudder-Ward



*Time for  
a Laugh*

**If a pig loses its voice, is he disgruntled?**

**DEVOTE TO PROMOTE  
MARKET YOUR BOOKS**

**PayPal**

Remember we now offer PayPal as a payment method for branch dues.

## Member Services

A sheltered person  
needs a book to read. Why  
not send an anthology to  
someone in need?

Titles can be found on  
Amazon.com

### ANGIE HORN

Blog Design & Blog Writing for Authors

Text: (760) 596-8334

Email: angelahornblog@gmail.com



References:

Mary Langer Thompson: (@Mary Langer Thomp, Twitter)

Elizabeth Pye: (epye.com)

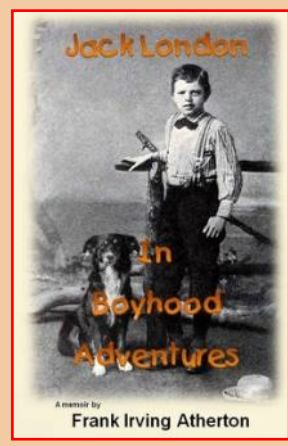
Marilyn King: <http://www.marilynking.net>



**JACK LONDON IN BOYHOOD ADVENTURES** — A document found stashed away in a box of mementos recounts the downhome early years of a famous California boy and his pal. They find life full of serious & frivolous days of summer in early Oakland.

Now at Amazon and Barnes & Noble. **\$14.99**

[https://www.amazon.com/s?k=Jack+London+in+Boyhood+Adventures&i=stripbooks&ref=nb\\_sb\\_noss\\_2](https://www.amazon.com/s?k=Jack+London+in+Boyhood+Adventures&i=stripbooks&ref=nb_sb_noss_2)



## Editor



Rusty LaGrange

*Editor of the  
CWC's  
The Bulletin*

next issue is mid-November

## Notes From the Editor

This will be my last issue for 2020. I'll pick up *The Inkslinger* again in January 2021.

My thoughts are scattered between missing the direct action of our well-attended meetings and enjoying the extended insights and banter among Zoom Room members who embraced the technology to continue the branch's activities. Even our voting equipment at polling places has brought the public into a new method of making their voices heard. I'm not sure why exuberance for winning the World Series and condemning police brutality is met with the same destructive rioting across all states. As we wait for the final count for president, many storefronts are sporting plywood shutters, just in case looters wish to "celebrate"... Strange times.

Submitting to *The Inkslinger* is easy. Use Microsoft Word, single-spaced, 11-point Arial font, please. The email address for submissions is [Rusty@RustyLaGrange.com](mailto:Rusty@RustyLaGrange.com). Articles and stories between 200 to 700 words are accepted. Photos, poetry, and drawings are always welcome. Please avoid sending items that were embedded in other media. Call me to discuss an article or idea, 760-646-2661.

**No December issue.**

**Submit January 2021 items by Dec. 28.**

Copyright © 2020 California Writers Club High Desert Branch, All rights reserved. HDCWC.com *The Inkslinger* newsletter