



# Entertainers at the Mic

For July, (tomorrow) our guest speakers are "you." Volunteers to read at the Open Mic in Zoom Room format (of course) will present short story, poetry, memoir excerpts, horror, and more.

Signed in and ready to go are: Anita Holmes, Ann Miner, Mike Apodaca, Jenny Margotta, Lorelei Kay, Diane Neil, Dwight Norris, Peg Pawlak, Mary Langer Thompson, and Michael Raff.

If you haven't joined our other members via Zoom, just ask for help from Anita Holmes or Mike Apodaca. It's fun and keeps you in touch. You don't need a camera or mic to join in. You can listen in on your smart phone, but you will need to register with Zoom.com prior to the meeting.

# Happy 30th!

And we don't look a day over 29!!

Our High Desert branch is celebrating its **30-year Anniversary on Saturday, October 3rd**. Big Party Blow Out Evening. Pending our ability to do it safely. This private catered party will be RSVP so we can plan in advance. Location to be determined.

More details coming!

SAVE THIS DATE

OCT. 3rd

# Guest Speaker Jeffrey Somers, Zooms in Direct



Coming in August:

on August 8

Jeffrey Somers via Zoom Room direct from Hoboken, New Jersey. He has authored 9 books and many short stories.

His advice is to keep writing short stories as a way to keep your skills sharp between novels.

Soon to be published by Writer's Digest Books, Jeffrey is enthusiastic to share his knowledge across the nation on Zoom.

Is this the wave of the future? Join us Aug. 8th during regular meeting time at 10 am.

# High Desert branch of California Writers Club Board of Directors

WRITERS CLUB

The following officers and appointed positions are current to the fiscal year of July 2020.

## President

### **Dwight Norris**

hdcwcpresidentdnorris@gmail.com

### <u>Vice President</u>

## Mike Apodaca

MrDaca.ma@gmail.com

### Secretary

### Joan Rudder-Ward

imaker@msn.com

### <u>Treasurer</u>

### Jenny Margotta

Jennymargotta@mail.com

# Member-at-Large

### **Linda Boruff**

lindajeanboruff@msm.com

### Programs /Publicity Chair

### **Bob Isbill**

Risbill@aol.com

## **Membership**

### **Michael Raff**

mprseven@aol.com

# Newsletter Editor

### **Rusty LaGrange**

Rusty@RustyLaGrange.com

### Webmaster

**Roberta Smith** 

# You Have More Time to Write

# Repeating Again: Repeating the Call for Writers:

It's been loads of fun for the last ... what? ... 10 YEARS???

Yup. I'm in my 10th year now creating insider articles, producing 12–20 pages an issue, and sharing in the news we all want to know about.

But if I had some members who could help me out, then the process of producing *The Inkslinger* wouldn't tie me down so much.

I'm a writer, too. I have my first book out — A Microphone is Not the Muzzle of a Gun: The Art of Interviewing. I have three other projects in the works, and my retirement plan to create a commercial online magazine.

So, I'm not bailing.

Here's what I could use: a committed proofreader (not just those great friends I call on speed dial hoping they can proof), a graphics assistant that can capture, convert to jpg, and reduce photos for print, and three regular column writers (like Jenny now, Mary DeSantis and Angie Horn, and Karen Ohta, and Diane Neil and others who have helped over the years) who can meet deadlines with an article in rotation 3 or 4 times a year.

Hey, I can even create a Staff Box and give you a title!!

So, what do you think?

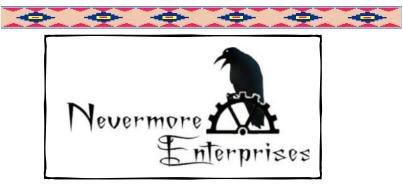
Do you have skills you've been hiding, hoping no one will call on you? A secret calling to be on staff of a newspaper (ok, I'm not that big, but it's a stepping stone), willing to learn some new skills that can help advance your marketing?

PLEASE Think about it and let me know:

Rusty@RustyLaGrange.com

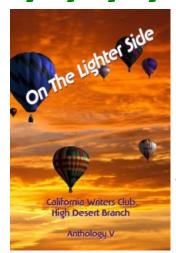
Let's Continue Our Vision in 2020.

~~ Rusty, editor.



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

# Grinch christmas in July for Lunch



Our latest HDCWC Anthology V with a lighter more humorous tone, On The Lighter Side, went on sale last December.

Jenny Margotta did a great job editing and creating the cover.



Stylish and green, The Grinch smiled his best fiendish grin with HDCWC party-goers in December. Lorelei, also in green, helped arrange our guest's special appearance during our meeting, followed by the luncheon at Lone Wolf Colony. (photo credit: Bob Isbill)



A well-oiled Machine? HDCWC planning committee held their meeting at Olive Garden planning programs for 2020. Beginning at top then clockwise: President Dwight Norris, Inkslinger editor Rusty LaGrange, Webmaster Roberta Smith, Membership Chair Mike Raff, Secretary June Rudder-Ward, A/V Assistant Mary DeSantis, Dorothy C. Blakely coordinator Mary Langer Thompson, Member-at-Large Linda Boruff, Vice President Mike Apodaca, Programs Director Bob Isbill, and Treasurer Jenny Margotta.

What You Missed ...

# Insights to Your Rights

Our guest Paul S. Levine has practiced entertainment law for over 30 years. His message was simple. If you use your resources to be well informed about your rights as an author, you should also be cautious as you negotiate for other media platforms. It's best to consult an attorney because the rules are changing constantly.

Authors need to be aware of "advances, royalties, subsidiary rights, best seller bonuses, and media technology formats. Know what it means to control e-books, ex-

cerpts, paperback versus hardback, audio and video, podcasts and forms of web advertising, as well.

Wording in a contract can bind or limit you before you get started. Keep deadlines short in contracts to avoid extending power to the publisher and distributor.

If you do get your book picked up by a mainstream publisher, congratulations, but first call an attorney.



Paul S. Levine, entertainment attorney and consultant for authors.



~~ Rusty LaGrange

# CELEBRATE & BIRTHDAY

# MAY:

MAY 5 JAMES FLDER
MAY 11 ALLEN REID

MAY 19 NAOMI WARD

# JUNE

JUNE 9 FRAN SAVAGE

JUNE 9 DEBORAH DETERING

JUNE 24 REBECCA KOSKO

JUNE 27 HENRIETTA WILLIAMS

# JULY:

JULY 3 MICHAEL BREWER

JULY 24 MADELINE GORNELL

JULY 29 MARY LANGER THOMPSON

If you would like to join the rest of our members enjoying a little recognition for another year shared with writing friends, be sure to update your birthday date. We use our local branch's MRMS database.

Go to www.hdcwc.com then from the menu go to "Links for Club Members" and click on MRMS. If you don't remember your sign in name then check your Benefits Handbook or ask for help from Bob Isbill, Risbill@aol.com.

~~ the editor

# Creatures of Habit

# by Diane Neil

Are you having trouble being confined at home during this pandemic? Fred and I are an old married couple going on 80, and I have to tell you that all this social distancing has actually brought us closer together.

We used to bicker a lot and have many differences of opinion and sometimes loud shouting matches, and then maybe we wouldn't speak to each other for days. Fred would drive off in a huff and not even come home for lunch ... or else I would. I'd go to the mall and go shopping and come home with three items I didn't even need that I'd return the next week.

Well, the pandemic has put a stop to all that.

Our younger neighbors, who used to go to work and be gone all day, are either not working at all or are working from home and are there all day and can hear us yelling at each other. It's pretty hard to have a big fight when you have to whisper, so we don't quarrel anymore.

Also, with all this social distancing, neither of us can drive off in a huff. There's nowhere we can go with everything being shut down, so we're mostly stuck with staying home except for when we have to go out for groceries, which it takes both of us to do. By the time we finish shopping and can take off those horrible masks and drive home, we're too pooped to be mad at each other. So we have a beer and play a game and take a nap.

When we get up, we figure out what we'll have for dinner and eat together.

Later we watch the news on TV and yell at the stupid announcers instead of each other.

Then we kiss each other goodnight and go to bed, tired but happy.

People say they can't wait for all this ordeal to end. But for Fred and me, we don't mind it at all.

# MANAGING YOUR WRITING CAREER

# BY RUSTY LAGRANGE



# **Staying in Touch During Quarantine**

We all know times are challenging, yet we hear it constantly in ads, the news, from chit-chat on the phone, and especially from relatives attempting to use Zoom.

Part of managing your career is keeping connections as current as possible. So if you have several key people that help you, let's say an editor at a magazine you haven't sent an article to in a few months, do it now.

We may not be promoting ourselves during the national shutdown but we have Skype and Zoom to bridge the gap. Attending a Zoom Room is not the same as a personal visit. Some people feel like they're in a fishbowl and find it more irritating watching the signal flutter and the mic cut out.

Whatever your concern, communication is key. Many members are agreeing that face-to-face is missing, but they appreciate the secondary version with a TV screen instead.

Our own branch has experimented with Zoom Rooms for board meetings, and general meetings for those who figured out how to connect. Our Poemsmiths meet in a Zoom Room and hold critiques for several hours.

On the 27th of June, Redwood Writers branch invited CWC members to join their Zoom Room for a one-hour poetry reading "Celebrate Poetry with Redwood Writer's Club Zoom Salon."

With 13 pre-selected readers and 26 members and visitors connecting, it takes a coordinator, Judy Baker, to help with those new to the platform, and an Emcee, Roger Lubeck, and Salon Chair Sher Gamand, willing to manage the event. Readers were unmuted for their time at the "mic."



Someone chuckled, and said, "It's kind of like Brady Bunch . . . on steroids."

And a short social time was held during the last few minutes of the hour. So Redwood members could keep in touch, just like we enjoy now.

I took advantage of the invitation as well, and wanted to note how a large group is managed and if the viewing screen becomes too small to enjoy. I'm happy to say that we all fit in without too many flickering off the screen and the voice quality was about average for listeners to follow along.

Of course, in media with different service providers, connectivity, equipment, and the weather, each visitor is entering the Zoom Room with a good chance of being locked in, kicked off, stretched, and "fractured flickered" during the Zoom Room activity.

Everyone was in a cheerful mood and seemed eager to share an hour of poetry.

### The Readers:

Florentia Scott, Robin Gabbert, Pamela Heck, Dmitri Morningstar, Linda Stamps, Anita Erola, Judy Baker, Fran Claggett-Holland, Harker Brautighan, Kathleen Torian Taylor, Henri Bensussen, Chlele Gummer, and special guest Linda Loveland Reid, an accomplished artist, poet, novelist, and art teacher.

I'll be looking for other open Zoom sessions soon.





Dwight Norris from the President

# HDCWC MEMBERSHIP SURVEY

I knew that membership renewal time was fast approaching, and with our inability to meet live and face to face, I was concerned that we might lose a record number of members. So we decided as a Board to reach out to our membership and conduct a survey to see what was on the minds of our writers, and understand how everyone felt. We also wanted to know from you how we could keep us writing and help us stay connected as an extended family. Here is some of what we learned.

First, let me thank all of our members who took the time to respond to our survey. There was a written version designed by our Vice President, Mike Apodaca, (affectionately known as *Mr. Daca*). Then there was our phone outreach resulting in many friendly and productive conversations. Much was learned from both approaches.

Because of his expertise with data and computers (which is much appreciated), Mr. Daca will lay out some comprehensive results from our survey. As president, I would like to highlight some issues that help define who we are right now, and suggest some courses of action that we can take. I am happy to report that our little extended family appears to be happy, supportive of one another, willing to help, and under the circumstances, doing all we can do to hold up the club. The biggest thing some are missing is Rita's TLC and cookies.

Based on how you responded to the survey, here are some meaningful things we can do. Most of us do not have an agent. We are self-published. Then what? We admire our books on the shelf—our shelf. We need to have a group that trains us in public speaking, PR, and marketing so we know what to do to sell some books.

This is within our ability to provide in a quality way.

Some have suggested a conference. How about a conference, like most book conferences, that attracts a few agents who are willing to listen to writers pitching their books? I don't know if we could

attract too many agents, but we could make a good effort. I know one who would come if he was available, and that would be Paul Levine. It seems like many of our writers would appreciate the help in actually marketing a few books.

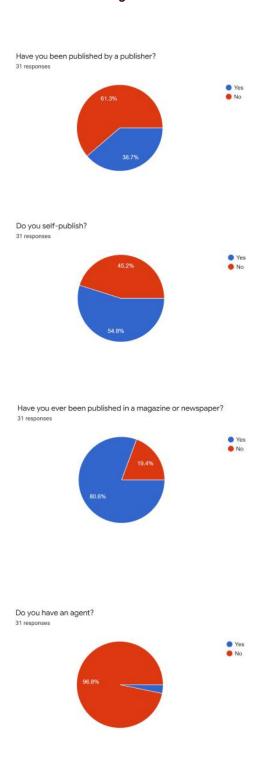
I see from the survey that we need more critique groups. This is easily remedied. Thanks to a decade-long effort by Marilyn Ramirez and Mary Thompson, we have lots of experience with critique groups. Unlike some commodities, demand for more critique groups will expand the supply. One thing we've learned is not to be in a critique group that is too big. I was in one that had 8-10 members. They were all very sharp and you learned a lot when you listened to their critique of your work. But you also had to read their submissions, and sometimes it was hard to keep up. Smaller groups (maybe four or five) might be easier for a lot of us. And groups devoted to your specific genre would be great if we could set that up. Someone suggested a western theme. How much fun would that be? Linda Boruff and Mike Raff are now in charge of critique groups, and will be able to provide what is needed.

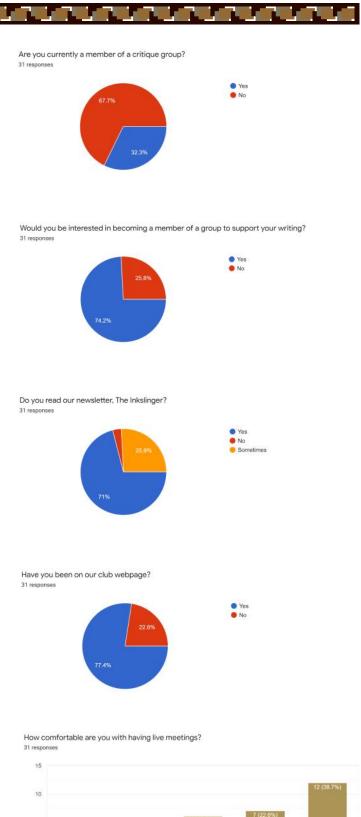
We also notice that the age range of our members is skewed widely from seniors plus to minors. While we enjoy and benefit from the wisdom and experience of our elders, and the imagination, energy, and intelligence of our youngsters, I wonder if the gap between could be filled. Maybe a concerted campaign with Victor Valley College would yield some students who don't even know we exist.

Finally, I want to thank all members for the generous contributions of time and effort that you give to the club and our members. What one member needs, another supplies, or at least points you in the right direction. And the members of our Board, a collection of sharp, funny, and giving people who invest much of their time and talents to steer the HDCWC in a positive and productive direction. We are fortunate to have such a group in the High Desert!

On the following page are the raw data taken from the surveys and shared as pie charts and a bar graph. It gives each of us the value of our survey participation. Graphs are provided by VP Mike Apodaca.

# Continued from Page 6







# Point of View ~~

# by Mike Apodaca

This week our family went camping at the Colorado River, at a quaint place called Black Meadow Landing.

Waiting for the office to open so I could pay our registration, I stood staring at a mesquite tree, studying its strategy for life and vibrancy. I noticed that there were two interconnected parts to the tree, two parts that—working together—ensured the tree's survival. There was the ancient stump, anchored in the ground by deep roots. From this rose the trunk which had thick branches emanating from it. These provided stability for the tree. The thick older branches determined the general direction—upwards and outwards. Growing from these foundations were the saplings, shoots which were lighter, younger, full of life. The leaves were attached to these saplings, drawing energy from the sun and carbon dioxide from the air, delivering this life to the

In an instant I saw this tree as a metaphor for our club. Our High Desert branch of the California Writer's Club is working to build on our strong foundations and our well-founded values and priorities.

### What are these values and priorities?

- 1. Our club is all about getting people writing. By writing, we express ourselves, we bring a message—our message, creatively to others. Before anything else, we want to inspire and encourage you to write.
- 2. Our club is about making connections. There are people in the club that can help you with your writing endeavors. One excellent way to get great feedback is by joining an editing group. We are a community of writers here for each other, helping each other succeed.
- 3. Writing is complicated, with many aspects from the writing itself to getting an agent and publisher to developing a platform. Our club provides its members with the best professional advice possible. From established authors to industry professionals, our club is always seeking to give us insight into the writing and publishing field. We provide this professional support through our newsletter, our monthly meetings, and special salons and conferences. We also suggest books to read that have been helpful to us.

This is the foundation of our club, values which provide stability and direction.

But we also have the green shoots of new life branching out from the solid foundation.

The life of the club will come from these new ways of branching out, extending ourselves into new mediums, new markets, new ways to get our writing out there. This is where I have been most impressed with our branch Board.

At our June meeting, the Board took up the question of how do we reinvent our club in light of the Coronavirus and our current realities? In essence, how do we keep our club meeting the needs of our writers? The meeting was electric, with proposals and ideas flying. Many of these ideas were groundbreaking and all were very exciting. Then we decided to bring the entire membership into our discussion (which is why we did our survey).

Many organizations of all types are falling off because of the Coronavirus.

It is our intention to not only see our club maintain its membership, but we want to see it thrive. We see our club like that beautiful vibrant mesquite tree extending its branches outward and upward. We can do this together.

~~ Mike Apodaca, VP

# Coming This Fall Our Latest Anthology

It's getting closer to completion. Our collection of stories is now in the judges' hands. Steve Marin and Jenny Margotta have seen the entries. Competition is strong for the three top stories to receive cash prizes.

Authors who win will have the option of sharing it with their branch or donating it to their charity of choice.

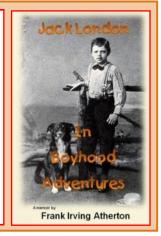
The draft cover is in process. ~~ editor

# 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 \$14.99 Barnes & Noble.

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



# News You (an Use

# A Zoom Room in your Future?

As the corona virus continues to frustrate us, can we see the new tools of socializing platforms like Zoom.com becoming a standard?

We use Zoom to connect members in our region, but taking a step further, why not invite guests from out of state. Bob Isbill sees the potential, too. "We can get higher caliber speakers with Zoom at less cost because they don't need to leave their home. And we'll have less expenditures," he noted during our board meeting.

The board also approved enticing a higher gratuity for guest speakers who can receive as much as \$200 for a 45-minute Zoom session.

Like Jeff Somers coming via Zoom in August, we could see broader uses in our future: salons, workshops, use of projection screens feeding a special writers conference to a large gathering.

It's not just a stop-gap to work around the sheltering in place issues. Instagram, You Tube channels, and social media in general, have grown to offer mini concerts, celebrity interviews, and more podcasts to promote services, products, and info. It's also most a group of channels within the channels we're used to seeing on TV.

Our branch has a subscription to this service so we can enjoy extended view times and other features not available with the free account.

### Wiser Woman

Another milestone for those in the Wise Woman group. June Langer has just turned 96. This group boasts that members must meet the basic requirement of being over ninety.

### Ways to Keep In Touch

You may have noticed on page 4 that our birthdays will be shared; we'll be doing more surveys online to prompt improvements the board can implement; possibly adding a second session per month with short training salons.

The board is also considering scheduling a Zoom session on weekday evenings to connect with younger members who work or play on Saturdays.

# Kiddos in Writing Critique Group

A supervising parent may step up to help with our newest critique group just for our minor writers. We have five or six talented writers and authors now. This is an awesome change for us Over-the-Hill gang.

### Summertime Challenge

Joan Rudder-Ward, our secretary, came up with a Summertime Challenge that includes a drawing for prizes at the finish of 8-week writing prompts and maybe salon sessions. We want to keep you happy and engaged in writing.

The concept is simple. You work to get prize tickets tossed into the hopper. We'll draw winners by the end of September. More details coming in August.

Stay safe. ~~ Rusty LaGrange, editor



If you would like to join us in a Zoom Room meeting and Saturday's regular meet tomorrow, then contact Anita Holmes or Mike Apodaca for quick training.

Well...this may be the way we share our writing info and salons, and everything in between for many months ahead.

Don't miss out.

# Newsletters: To Have or Not to Have?



by Marilyn Levinson, with permission

For the longest time, every book-promoting guru I listened to insisted an author needed a newsletter. A newsletter was essential. It was the best way to communicate with one's readers. And for the longest time I refused to take the plunge. What did I have to say, I wondered, that I couldn't put in a blog or on my Facebook page? Besides, weren't newsletters a lot of trouble to set up and distribute?

Then three years ago I realized time had come to update my website. A website is a necessity in every writer's promotion arsenal, and mine—which had well served its purpose—was now a Model-T Ford among SUVs and hybrids. Since the person creating my new website used WIX, I thought it only logical to use WIX to send out my newsletters, which they now call an email campaign.

It took quite a number of lessons to learn how to compose a WIX newsletter, and I certainly haven't taken advantage of all of the bells and whistles. Still, I now manage to put out a newsletter every six to eight weeks. Much to my surprise, I've discovered this is something I enjoy.

### Basically, my newsletter consists of three parts

In the first part, I post a picture that reflects the season and write about what's happening in my personal and professional life.

The second part I devote to news regarding my books, book-related events, and giveaways. (I did my first giveaway in the latest newsletter.)

In the third section I list and sometimes comment on books I've read, movies I've seen, and series and shows I've watched on TV, Netflix, and Prime. Then off it goes—to subscribers as well as to my Facebook page, Pinterest board, and Twitter account. The best part of sending out a newsletter is hearing back from readers. Many write to let me know how much they enjoy receiving it. They like hearing updates about my books and often share what they're reading and watching. WIX gives you detailed statistics of how well your campaign went, and I'm

pleased by the high percentage of people who open my email campaigns.

If you're an author and thinking of starting a newsletter, I say go for it! I think the secret of having one that's effective is to be yourself and share your thoughts and aspects of your life with your readers.

You might want to include some things in your newsletter to make it unique: pho-

gs to Allison Brook
Author of Burroll in the Stacks

HAUNTED LIBRARY MYSTERY\*

tos of trips, recipes, your pet's escapades. And, of course, keep readers up to date on your writing life.



Bio Notes: A former Spanish teacher, Marilyn Levinson writes novels for kids, mysteries, and romantic suspense. As Allison Brook she writes the Haunted Library series. Death Overdue, the first in the series, was an Agatha nominee for Best Contemporary Novel in 2018. The fourth, Checked Out for Murder, will launch in September 2020. Her article was printed in W&PNetwork newsletter (former known as SPAWN)

"The one thing our current situation (with COVID-19) has highlighted is how important a role the human, personal, and social aspects of business play."

~~ Michael J. Katz,
Blue Penguin Development

# Coping Skills with Corona Virus in Elementary Schools

As taken from the Internet

# Can you image a room full of 3rd graders wearing masks?

Here's how we think requiring masks might work in elementary school settings:

- Please don't snap Billy's mask in his face.
- Your mask is not a necklace, bracelet, or any other form of jewelry.
- You should not be using your mask as a slingshot.
   Please put it back on your face.
- Your mask should be on your face, not on the back of your head.
- Please take the mask off your eyes and watch where you're walking. I don't care if you have X-ray vision.
- Please take the mask off of your pencil and stop twirling it.
- Please don't share your mask or trade masks. I don't care if you like Ingrid's mask better than yours.
- We're not comparing our masks to other kids' masks... everyone's mask is unique and special.
- No, you may not decorate your mask instead of doing your work. I don't care if you have a Sharpie.
- You're not a pirate, please take your mask off your eye.
- Why is there a shoe print on your mask?
- I'm sorry your breath stinks in your mask, maybe we should all try to brush better.

Yep. I know it was probably meant as a joke but it illustrates perfectly why elementary school kids wearing masks would spread more germs and make them sicker than without!!























# Events Ahead> Book Fairs & more

# July & August Activities

July 7	HDCWC Board meeting
July 11	HDCWC regular meeting
July 29	Pay Ads for "Bulletin" deadline
Aug. 4	HDCWC Board meeting
Aug. 8	HDCWC regular meeting
	(virtual meetings are in ZOOM format & dates may change)







OUR OWNYOUTUBE CHANNEL
Here's the link to the channel:
<a href="https://www.youtube.com/channel/UC28XLtEK5oBNq5gW2Zy1ssg">https://www.youtube.com/channel/UC28XLtEK5oBNq5gW2Zy1ssg</a>

Managed by Joan Rudder-Ward



Order extra copies of our HDCWC anthologies for your bookshelf, your gifts, as a Senior Center donation.

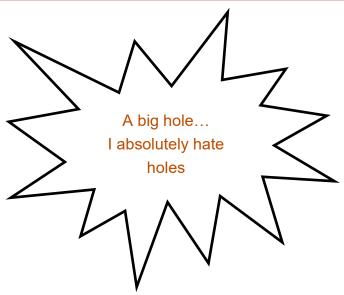
Titles can be found on Amazon.com

# Member Services

Do you provide a service that could benefit other writers?

Send a JPEG file of your business card or ad to Rusty@RustyLaGrange.com.

We'll advertise it free of charge!



# Take Advantage of Your Membership Benefits

Free advertising & free posting of your book titles, your latest project, your free PR author's webpage & other free & fantastic benefits!!

**Because** you belong to CWC High Desert Chapter.

Contact a Board Member, our Webmaster Roberta Smith, or review your Benefits Booklet online: www.HDCWC.com

I'm back!! A big thanx again to Mike Apodaca and Joan Rudder-Ward for covering my beat.

# **Editor**

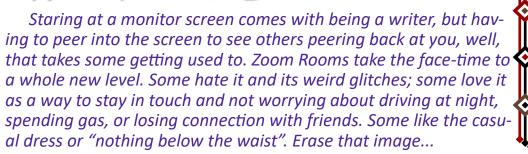


Rusty LaGrange

Editor of the CWC's The Bulletin

next issue is mid-August

# Notes From the Editor



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. Articles and stories between 300 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.

Submit Aug. items by July 23; Submit Sept. items by Aug. 23

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