



September 16, 2006 Speaker

Greg Godek

writer, speaker & marketer

Creating Best-Selling Careers as well as Best-Selling Books

Greg Godek is best known for the self-published two-million-copy bestseller *1001 Ways To Be Romantic*.

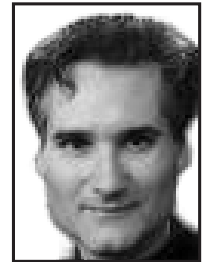
He is also known as a “marketing maniac” who took his shady background as an advertising/marketing guy and applied it with a vengeance to the staid world of publishing. He founded a little publishing company in 1991 (before Amazon.com and POD), turned it into a mini-industry, wrote and published five titles, sold his first million books, and appeared on Oprah and Donahue before he came to his senses and sold the publishing company to devote himself full-time to writing, speaking and marketing.

He has been featured in the *New York Times*, the *Los Angeles Times*, the *Boston Globe*, *Cosmopolitan*, *Glamour*, *Redbook*, *Playboy*,

Harper’s Bazaar and *People*.

Greg conducted the biggest book tour in the history of publishing, traveling the country full-time for two years aboard a custom RV beginning in 1996. He currently writes books, consults occasionally with authors of rare talent, manages his wife’s speaking business, and (mostly) plays with his eight-year-old son.

Godek’s latest book, to be released later this year, is called *Bring Food, Arrive Naked*.



Lynette Baum
V.P. Programming

**YOUR
ARTWORK HERE?**

SCWA will be holding
a contest for a
new logo soon.
Put your thinking caps on!

See Victory Crayne's
article on
page 6 for more details.

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President's Message

RECOGNIZING PROPAGANDA TECHNIQUES - THE LIBERAL PRESS

You have all heard how the "Liberal Press" distorts the truth, slants the news, and prints only those biased versions that are damaging to President Bush and the Republican Party, but you probably don't recognize the depths of deceit to which they are willing to delve to accomplish their fiendish goals.

To illustrate my point, let us just take a look at how the Liberal Press covered the 2006 Rose Bowl football game.

They reported the final score: Texas 40, USC 38.

But what they didn't report is that USC has had more Heisman Trophy winners than Texas by a count of 7-2.

They didn't report that USC had been ranked # 1 in both polls and in the computer system all season long, while Texas had struggled to sneak in at # 2 at the last minute ahead of some teams who were probably more deserving.

They reported that USC was going for their third straight national championship, but it was buried somewhere deep in the article where most readers would not find it. They did not mention that Texas had not won a national championship in nearly forty years.

They didn't report that USC's star player was not on the field for the game's critical play, and would no doubt have made the first down if he had been given the ball.

They did not provide enough facts to demonstrate that there were many areas of the game whereby USC actually outplayed Texas, and they did *not* report that Texas was extremely lucky to win the game.

They twisted the truth by not reminding the readers that, if the two teams were to play a hundred times, USC would probably win at least 80 of the games.

They didn't point out that, were it not for some questionable official calls, USC would have had such a commanding lead that the fourth down play by USC that fell short wouldn't have mattered.

And finally, the main photograph--of Texas fans celebrating while confetti flew through the sky in a childish display of misplaced emotion--was certainly a slap in the face to all of us on the Pacific Coast who know who the better team really was. By reading the distorted Liberal version of the Rose Bowl, one would get the feeling that the better team might actually have won the game!

In short, the Liberal Left showed us clearly why they cannot be trusted to report the news accurately.

Go to Fox News to get the true story--USC wins 2005 Rose Bowl 59-19 over Oklahoma!

Good luck and good writing!

Roy King
President

SCWA Critique Committee Open to Members of SCWA

Nonfiction & Fiction

Roy King 3kings@urs2.net

Roy will take any amount of writing for critique. He prefers to see the entire ms at one time. Please mail your manuscript to Roy at:

15772 Heatherdale Road, Victorville, CA 92394

Poetry

Dr. Joyce Wheeler

Joyce will critique up to five poems. Please mail your work to Joyce at:

3801 Chestnut Avenue, Long Beach, CA 90807

Executive Committee

President Roy King
V.P. Programming Lynnette Baum
V.P. Membership Victory Crayne
Secretary Victory Crayne
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Publicity Director Larry Porricelli
Webmaster Tony Stoklosa
Newsletter Editor Mary Michel Green
Associate Editor Nancy Darnall
Tape Librarian Sharon Walters

Membership Information

Victory Crayne, V.P. Membership
paypal@ocwriter.com or membership@ocwriter.com

Meeting Reservations

Carolyn Smith, Treasurer treasurer@ocwriter.com

AUGUST HIGHLIGHTS:

Christopher Rice: *Secrets of Killer Suspense*

Having published *A Density of Souls* at the age of 21, two more novels since, and with a fourth scheduled for early 2008, Christopher Rice must “write the book I want to read – or my heart is not in it.” This 28-year-old kept SCWA members listening intently to the working psyche of a successful writer, who presented “The Secrets of Killer Suspense.”

His father, Stan Rice, was a well-known Bay area Beatnik poet and Creative Writing professor at San Francisco State University while his mother, Ann Rice, was “...in the back room writing about vampires.” His father “told the truth all the time – whether you wanted to hear it or not.”

Stan Rice’s artistic vision was “Everyday things in the right light become magical.” Eventually, Ann Rice’s novels brought her into prominence. Young Christopher absorbed this atmosphere while avidly reading on his own.

Set on being an actor and screenwriter, Rice was infuriated when he didn’t win a coveted role. After fuming for a period of time, he wrote a novel because “no one [no director] would be standing between me and my computer.” Arrogance, he says, led him to his present success. When teased by SCWA if he were still arrogant, his reply was “Well – it’s a struggle.” After the laughter subsided, he said, “I think writing is a very arrogant activity. We think we have something to tell others.”

Rice never expected his first novel to do so well and freely credits his mother’s reputation for opening publishing doors. He had

underestimated the value of her name.

Critics have said the premise of his mother’s books has been, “If I am a thing of God, how can I be evil?” Rice’s own premise is “driving toward self-acceptance.” Thus, far, it’s come in phases: “To be accepted by others” and “Letting certain people go.” When he has a life change, the premise of his books will change.

Member Bill Blake asked if writer’s block for Rice would involve “a problem in understanding what *self-acceptance* really is.” “Yes,” replied Rice. Blake then inquired if “solving the block works in the heart rather than the head.” Again, Rice’s answer was an emphatic “Yes!” He told the audience, “You write the book for yourself – the ideal Zen quest.”

Rice’s books are labeled suspense thrillers. A thriller, he explained, is a situation with two characters talking over a table, below which a bomb is about to explode. In suspense, however, a detective is nearby trying to figure out the situation. Each character’s actions must be plausible for his nature. In this genre, a writer “has to identify with – without celebrating – killers.” The character combination of straight women and gay men interests him. “You always have a woman with a gun,” his mother says.

Where does Rice get his ideas? “I don’t think any of us know.” However, he seems to “begin with characters in a state of loss” and tries to restore them. Sometimes, an idea comes because he wishes a book or film had taken a different

course or developed a minor character. He says writers re-evaluate earlier life choices: “What if I had made a different choice?”

When asked if he has dialogue running through his head, tone and all, Rice answered yes. “If it comes back three times, it’s a keeper.” But he warns to be suspicious of a returning image: it might be from a film.

Pieces of ideas flit into the writer’s mind over time – “but eventually they come together. The problem is that not all ideas work that way. Not all the pieces have shown up yet.”

Once into a manuscript, Rice uses a goal of four hours’ work rather than a targeted word count. Some of that time may be spent in research. He has to be careful, though, because research is “the greatest method of procrastination I know.”

When asked if he becomes obsessive when gripped by an idea, Rice said, “Isolation makes me crazy, and I can’t be productive.” He stops here and there and just reads in different genres so “one type won’t dominate my work.”

Rice recommends *The Art of Dramatic Writing* by Lajos Egri; writers’ groups such as ThrillerFest, held by the Mystery Writers of America; and the Men of Mystery convention at the Irvine Marriott, Oct. 28. For more information, see www.ChristopherRiceBooks.com.

Glenda Rynn
Member
grynn@cox.net

Jerry Simmons Returns to California!

Remember our July speaker, Jerry Simmons, the tall, gray-haired VP of Sales from the Time-Warner Group? Jerry spoke to us on “Publishing Secrets that Publishers Don’t Want Writers to Know.”

Well, Jerry is hosting a *free* seminar in Costa Mesa on Wednesday, Oct .18, from 7 p.m. to 9 p.m. on “**I’ve Written the End, Now What?**” Topics include:

- Different types of publishers
- Questions every writer should ask a publisher before they query
- Submission guidelines
- Writing a concise, eye-catching synopsis, cover letter, and bio
- Understand your readership
- Promotion plan
- Manuscript formatting

Cost is free, however space is limited to 40, so sign up to be assured a seat. Wednesday, October 18, 7-9 pm. South Coast Plaza Borders Bookstore, 3333 Bear Street, Costa Mesa, CA 92626. 714-432-7854. Also Tuesday, November 14, 7-9 pm. Barnes & Noble Bookstore, 72840 US Highway 111, Palm Desert, CA 92260-3324. 760-346-0725. E-mail Lynn Price at lynn@behlerpublications.com for further details.

Victory Crayne
V.P. Membership

SCWA News & Announcements

NEXT MONTH’S SPEAKER:

October 21 – Gregg Hurwitz

Writer of six best-selling thrillers, screenwriter for Jerry Bruckheimer Films, and fiction teacher

Dear Readers:

Once again, your *Writers News* arrives late in your mailbox. Things are just not going right. The new computer I ordered at the beginning of the month was delivered late. The Outlook™ software on it filed all of my e-mails from Roy King in a “spam-killer” folder before I saw them, along with other important messages. (Somehow the multiple copies of “Buy Genuine (sic) Rolex Watches at a Low, Low Price” got right through!) I still would have been only one day late in mailing this issue out if two of the printer’s staff hadn’t gotten early Labor Day fever and called in sick.

Just know that I’m trying hard. I appreciated the suggestions at the last meeting and have made changes. My address and SCWA e-mail are on the back cover and my direct e-mail address is green.mary@cox.net. You can reach me by phone at (949) 361-6581.

We’re excited to see the newsletter go to eight pages this month. To keep it up, we need lots more articles. So crank up your computer or sharpen your pencil and send some in!

Mary Michel Green
Editor

The September 2006 “Will Write 4 Food” Contest

Write: Look carefully at the photo (right) and write a short-short story (maximum 250 words) about what is happening.

Submit: One entry per member per month.

Via e-mail: Lynette Baum, therightwriter@cox.net.

Via snail mail: L. Baum, 17595 Harvard., Ste. C-144, Irvine, CA 92614.

Deadline: Stories must be received on or before September 15, 2006.

Revised requirements: To facilitate fair judging, put the story name on the top of the page with your **name** and **daytime** phone number underneath. Only the winning author will be contacted.

Subject Line: *September 2006 “Will Write 4 Food Contest”* with your daytime number or e-mail address.

(For snail mail put this information on the outside of the envelope.) **Warning: without the subject line, submission may not be read in time.**

Winner: Attends their next SCWA meeting for free. He or she will also be presented with a winner’s certificate. The winning story will be featured in the club’s newsletter, The Writers News, and on the organization’s Web site.

Criteria: Contestants must be members of SCWA. The story must be 250 words or less. No evaluation or comments will be offered on contest submissions. Only one **winning** entry per member per year.

Lynette Baum, V.P. Programming



Photo courtesy of www.geekphilosopher.com

August Contest Winner:

Lettuce Prey

By Mariana Williams

“But, how?” Claudine whined. “We’ve tried everything to infiltrate their world!”

“The same way the Simbouka infested the Yutoo Species, a thousand years ago. Don’t you know your history?”

The elder lashed his tail, slamming it to the floor with a thud. “It’s true in our larva state we aren’t powerful, Claudine.” He blinked for the first time in weeks. “We are light, and without independent mobility. Rooted to the ground we suffer communication gaps with our hosts. However, the Ninth Council of Intergalactic Research has an announcement. They’ve devised a route for our species to infiltrate the body, soul and psyche of Earthlings.”

She wrapped herself around a pole and waited.

“The presentation begins in seventeen nanoseconds,” the elder said. A high-pitched sound

and pale green light signaled a young scholar as he slithered up to the podium.

“Thank you for your patience,” he hissed softly. Using his upper prongs he adjusted a board on a tripod.

“Is a picture beneath that black drape?” Claudine whispered to the elder.

“Earthlings are complicated,” the young serpent began. “We cannot decode each language, or replicate their image. But the Ninth Degree has a solution. I’m announcing a route by which our green, leafy larvae enter humans. Studies surmise after a long incubation, 975 generations of lettuce eaters will be rendered powerless. With DNA forever altered, we will rise and conquer!”

”How?” they hissed.

With flourish, the young serpent yanked the drape.

“Hamburger with lettuce and tomato.”

HONORABLE MENTIONS

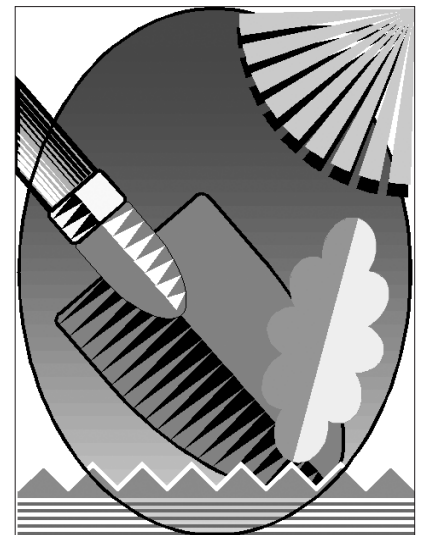
***Well Done* – Dana Lambrose**

***Is That It?* – Paul Halewijn**

www.ocwriter.com/willwrite.html

SCWA is Growing!

What a great meeting! The August 19 meeting was a real winner. We had one of our great speakers, Christopher Rice, who spoke from the heart on how he learned to write great mysteries and gave us some pointers on how to become better writers. We also connected in a very real way with each other. I am happy to report that our treasury is healthy and that we currently have 85 members--three more joined at our August meeting.



Yahoo Groups email discussion lists

When I mentioned the idea of having two email discussions groups (one on fiction and one on nonfiction), I sensed a brightening of eyes in the audience. Well, actually I saw the hand go up...it really is easier to see hands than eyes from the podium. So I created two Yahoo Groups for SCWA. By now, you should have received an email invitation to join either or both of these groups (*SCWA-fiction@Yahogroups.com* and *SCWA-nonfiction@Yahogroups.com*), provided, of course, that you have an email address on record with us.

Roy King (our President) and I will moderate the fiction group and Roy and Mary Green, (our Newsletter Editor) will moderate the nonfiction group. We hope that you will have fun discussing ideas on the two main purposes of these groups: (1) the craft of writing fiction or nonfiction and the business of writing fiction or nonfiction (selling, publishing, etc.). I encourage each of you to join one or both of these groups.



Advertising

You can expect to see some advertising in our newsletter and I hope on our website. Now, ads are not just clutter for your eyeballs. They are also opportunities for you to read about items of interest to you as writers. In addition, they provide revenues for our newsletter and website, which means we can afford to offer more services to you!

Student membership rate

The Board approved a fifty percent discount for full-time student members, provided they are of the age range 18-22 and are students at a normal accredited college or university (but not students at a cosmetology college, for example). That means that students would pay only \$12.50 for a year's due, except during June through September, when the normal dues are only \$15. During those summer months, students would pay only \$7.50 for the rest of the year. What a bargain for young writers! If you know someone who would qualify, please let them know we are here. Refer them to our website at <http://www.ocwriter.com>.

Contest for new logo for SCWA

With all the new programs we are considering, one thing became clear: The logo for our newsletter is getting old and is different from the logo for our website. The Board decided we need a whole new logo for use everywhere: newsletter, website, flyers, letterhead, etc. So, we are having a contest for designs, open to all members. Logo designs should not be too complicated, should be easy to read, relate to our writing group, and not have too many colors. A version printed in gray tones should be easy to understand. It should be

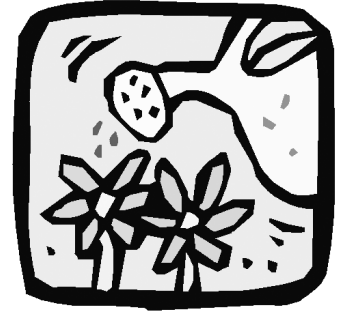
See *Growth*, page 8

Membership Numbers, Benefits Climbing

Growth, continued from page 7

scalable (we prefer a vector graphic over a bitmap graphic) but if you don't have vector graphic capability and your design wins, we may be able to find someone to make it into a vector graphic.

This is an opportunity for the graphic artists in our group to use their imagination! If you have some brilliant ideas, send your designs to me at victory@crayne.com. We will announce more details on the design contest later.



Annual book fair

Hands went up when I asked if anyone would be interested in our holding a book fair at which members could bring books they've published and make them available for sale. We'll discuss this more in the future.

Membership Directory

Many members expressed interest in having a special section on our website for members-only on which they could provide *optional* contact information and a list of their writing interests. Our Webmaster, Tony Stoklosa, and I will be working to bring this to you over the next several months.

More new ideas

Larry Porricelli (our Publicity Director) and I have presented a long list of new ideas for publicity and marketing to our board. So you can expect to see more information in future issues.

Raffles

If you have not attended a meeting in a long time, you've missed out on some fine gifts. We often hold a raffle (you get a free ticket when you attend). This time I gave away a free professional critique of 2,000 words of fiction, normally worth \$25. Larry Porricelli gave away a pair of tickets to a theater. Sometimes we give away books.

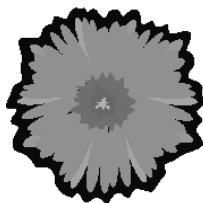
Invite your friends

As you can see, SCWA is undergoing a period of explosive growth in ideas, new services to members, and expanded membership. Let your writer friends know that the Southern California Writers Association is *the* writers group to join. Refer them to our website at <http://www.ocwriter.com>.

I look forward to seeing you this month, Sept 16, to hear Greg Godek speak on "Creating Best-Selling Careers, as well as Best-Selling Books!"

Victory Crayne

V.P. Membership





September Meeting:
Saturday
September 16, 2006

GREG GODEK

Creating Bestselling Careers as well as Bestselling Books

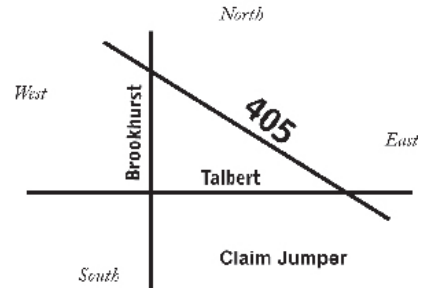
(See inside to learn more about Greg Godek)



LOCATION: Claim Jumper Restaurant

Banquet Room Entrance, rear of building
18050 Brookhurst St., Fountain Valley, CA
Restaurant telephone: (714) 963-6711

Registration & Networking:	9:30 a.m.
Meeting & Program:	10:00 a.m.
Lunch:	11:30 a.m.
Afternoon Program:	12:15 p.m.



WALK-INS & GUESTS ALWAYS WELCOME — \$25 AT DOOR

MEMBERS WHO DO NOT RSVP PAY \$25 AT DOOR

MEMBERS WHO DO RSVP PAY \$20

RSVP before Sept. 9:

Carolyn Kimme Smith, Treasurer, 630 Harbor Island Drive, Newport Beach, CA 92660
Check must accompany reservations. Make checks payable to SCWA.

After Sept. 9:

Carolyn Kimme Smith, Treasurer, (949) 675-4244, treasurer@ocwriter.com

BE SURE TO RSVP WHENEVER POSSIBLE! . . . Or register online at www.ocwriter.com/meetings.html

Southern California Writers Association

Writers News

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