

Say WEN

March 2012

www.wenetwork.org

Dedicated to encouraging and promoting the art and skill of writing and editing.

Breakfast Networking

WEN's monthly meetings offer an ideal environment to refine your knowledge of the writing and editing business through our guest speakers, and also to network with peers from your own community who have similar interests. There is generally an opportunity to purchase autographed copies of guest speakers' books. Our breakfast buffet provides a variety of hot and cold dishes and a selection of fresh fruit and pastries for your enjoyment.

Breakfasts are held at the Canadiana Restaurant located at Six Points Plaza, 5230 Dundas Street (Dundas and Kipling) from 9 am to 11:30 am.

Advance registration is required. This is your last day to register. Please contact Anna Stitski by replying to this e-mail (breakfasts@wenetwork.org) or at ibanana@hotmail.com or by phone at 905-272-1478. If you have registered but find that you cannot attend, please let Anna know as soon as possible.

Cost is \$15 for WEN members and \$20 for non-members.

March 17, 2012: Ian Hamilton

It was a life-threatening health scare that prompted Ian Hamilton to write his first in the series of captivating Ava Lee novels. Just two days out of hospital and recovering from surgery, Ian sat down at his computer. The name 'Ava Lee' came to him and the first chapter was quickly written. A few short weeks later, the first Ava Lee novel was completed.

Ian is not a stranger to the literary world. He began his career as a journalist and wrote a non-fiction book in 1968, *The Children's Crusade*, which was a Canadian Book-of-the-Month selection. He has written for several magazines and newspapers in Canada and the U.S., including *Maclean's*, *Boston Magazine*, *Saturday Night*, the *Regina Leader-Post*, the *Calgary Albertan*, and the *Calgary Herald*. He has been a senior executive with the federal government, and as worked internationally as a diplomat and businessman. Although there are 40 years between books, Ian never lost his passion for writing.

April 21, 2012: Shane Serra

As an owner of a local office of a global company, I represent a network of consultants dedicated to your marketing excellence. The letter "I" represents Internet not one person. WSI is the largest global network of Internet Consultants dedicated to offer leading edge strategies to help your business increase sales and decrease cost.

With the economic uncertainty it is time to stop doing what you always did. We all work hard enough. Now the time is to work smarter!

Letter from the President

A recent New York Times Book Review had an interesting write-up on author Elmore Leonard. In addition to profiling his new book, *Raylan*, the article included some of Leonard's rather piquant writing tips. I thought you might find them interesting and perhaps even helpful.

"Easy on the adverbs, exclamation points and especially hooptedoodle." Adverbs and exclamation points are valid, but always in moderation. I'm not sure what 'hooptedoodle' is, though.

"If it sounds like writing, I rewrite it." Sounds to me like a good rule, one that applies to any type of writing. I know that if I write a business document that 'sounds like writing', something's wrong. The idea is to communicate, and we do that best when we don't force things.

"If proper usage gets in the way, it may have to go." I always try to remind myself that the rules of writing came later. Communication – getting the point across – is the reason we write, and if the rules aren't helping us get there, then we must find another way. Just ask Shakespeare (and a host of others).

I've not read any of Leonard's work, but if his rules are any indication of the tenor of his work, he's definitely going on my 'must read' list.

On the home front, Maurus Cappa has stepped up to become our new Webmaster, with a special focus on our website Members area. New developments include a blog, a chat area, member profiles, and more. As Maurus sums it up, "It's a positive step forward in building our community". Check it out at wenetwork.org. Our goal is to get all current members registered on the site so we can begin to build an active discussion group.

Richard Best,
President 2011-2012

Organizational News

Welcome new members

Dollina MacMillan Birch
Jay Mendham
Lorraine Piotrowski



Get in the loop

A new Writers Circle series is planned for the west end at Lorne Park Library. Ben Antao will be leading the series and has planned the following workshops. Each are 2 hours in length and run from 9am to noon. Lorne Park Library is located at 1474 Truscott Drive in Mississauga which is south of the QEW near Erin Mills Parkway.

Mar 31	Descriptive writing with exercises
May 3	Narrative writing with exercises
June 2	Traditional English poetry with writing assignments
July 7	Journalism (news writing, editorial writing, and features)
Oct 6	Memoir writing with exercises

**We want your
two cents!**

We want to hear your feedback about changes to the newsletter, especially the front page. If you have an opinion about Say WEN, please contact NathanMedcalf.

Nov 3 Book reviews with exercises
 Dec 1 Travel writing with exercises

All are welcome to attend. Cost will be \$10 per session.

Closing the loop

The Writers Circle series at Fairview Mall Library has now ended. The last session was held on January 7, 2012. Special thanks go out to Ben Antao for preparing and teaching the sessions. Ben helped members with topics all the way from memoir writing to travel writing and everything in between. Maria Marchelletta, who organized the Writers Circle, presented a certificate of appreciation to Ben Antao for his dedication and expertise at the December 10th meeting. The last session held January 7th was well received. David Cook presented techniques on how to market your book and Hans von Maltzhan gave a multimedia presentation on how to create and release your own e-book. Although attendance was low at times, those that participated said it was very educational and the WEN Board is now planning to have a follow-up Writers Circle in the west end.



Ben Antao receives a Certificate of Appreciation from Maria Pia Marchelletta.

Members News

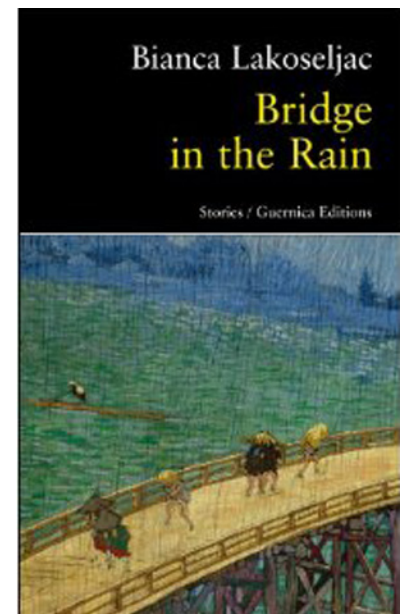
Come out of the rain and into Chapters

Sunday, March 11: From 1-5 pm, Bianca will be signing copies of *Bridge in the Rain* at Chapters, Yorkdale Shopping Centre, Toronto.

Saturday, March 17: From 12-5 pm, Bianca will be signing copies of *Bridge in the Rain* at Chapters, Yonge & Eglinton, 2300 Yonge Street, Toronto.

Saturday, March 24: From 1-5 pm, Bianca will be signing copies of *Bridge in the Rain* at Chapters, Richmond Hill, 8705 Yonge Street, Richmond Hill.

Saturday, March 31: From 1-5 pm, Bianca will be signing copies of *Bridge in the Rain* at Chapters, Stoney Creek, Heritage Greene Shopping Centre, 1783 Stone Church Rd. East, Stoney Creek.



Judie Oron goes to Washington

Judie Oron is gearing up for a tight roster of events and TV appearances for *Cry of the Giraffe* in the coming months. At the beginning of March, she'll be interviewed in Hebrew on the Ethnic TV Channel show, 'Together with Gila Yefet.' On March 10th, she will be speaking at a conference for International Women's Day, organized by The Women's Federation for World Peace Canada, an NGO in General Consultative Status with the Economic and Social Council of

the UN. On March 18th she'll be appearing on the Anna Aidoo Show in the context of International Women's Day. On April 22, 2012, she'll be speaking about Cry of the Giraffe and the issue of slavery in Ethiopia at Library of Congress in Washington, DC. The trip also includes two high school book talks and a synagogue talk, all in the Washington area. In May, she'll be back in her home town of Montreal for two book talks – for the annual luncheon at Beth Ora Synagogue and at the annual fundraiser for Canadian Hadassah-WIZO.

Jennifer Maurano among the Hurons

In November, Jennifer Maruno had a three-evening book signing at the historical site of Sainte-Marie-Among-the-Hurons in Midland, Ontario. Her latest novel for children, *Warbird*, is set at Sainte-Marie and Jennifer was part of the First Light Celebrations.

Yet another writer's blog

I started a blog. Then I quit. Then I started another one. It petered out after awhile. I did a few killer podcasts. They nearly killed me. I hit upon an idea for another blog and posted regularly for, uh, several months. Then I realized I was blogging not because I had something to say but because I was told to. I was advised to blog in order to market my books. I think it's safe to say that I pretty much hate marketing, so those blog ideas were no doubt destined to fail.

Then I had another idea. It occurred to me that I'm enthusiastic about my writing. And also about my books, my publishing, and my self publishing. So I decided to blog about how this is going for me. Call it "Adventures in Self Publishing." I hope to share the many things I've learned – both good and bad – about bringing books to fruition and especially about the things I've done to get my books into the hands of interested readers. thefrugal-loenophile.blogspot.com

Richard Best

Increase your book sales and marketing

Are you having difficulty finding shelf space to sell your book? There is plenty of space on the web. Convert your printed work into a digital one and sell it where people will see it—on online bookstores like Amazon.ca and Lulu.com.

Or, perhaps you have an unpublished manuscript and are looking for a printer or publisher. Publishing online is affordable and can offer higher margins on book sales. Perhaps, you want to test the market by publishing online first.

Nathan Medcalf can quickly and easily convert your book into an e-book to be posted at online bookstores. Contact him at nathan_medcalf@hotmail.com for an inquiry or free quote.



Other News

Word Nerds Gone Wild

Registration is now open for the Editors' Association of Canada's 2012 conference in Canada's beautiful capital, Ottawa, and conference mascots Fox and Squirrel can't wait to welcome you to their habitat.

This year more than 35 sessions will be presented by a wide array of expert speakers during three days of networking, professional development and fun!

EAC's 2012 conference takes place June 1-3 at the Ottawa Convention Centre, just steps from Parliament Hill and the historic ByWard Market in downtown Ottawa

Highlights include the following:

- informal pay-as-you-go dinner on Thursday evening
- Friday: EAC-NCR's pre-conference workshops
- Official opening reception on Friday night
- Keynote speaker, award-winning author Charlotte Gray
- Learn about the Power Of Words from Peter Milliken, Canada's longest-serving Speaker of the House of Commons

Learn from experts with topics that cover editing, language, career building, tools and tips, legal issues, and more.

<http://www.editors.ca/conference/conference2012/index.html>

Blogging about anthologies

Have you ever considered writing for anthologies? A great post on the APABlog talks about why they could be a great idea for writers. If you are part of an anthology or have had writing experience with one before, we'd love to hear about it. Please share your thoughts and opinions by commenting on the post.

While you're there, check out the contest. Deadline is March 14.

<http://authorspromotingauthors.blogspot.com/>

Did you know that volunteering not only provides opportunities to develop new skills, but can also makes you better looking? It's true.

**Elections for WEN board and other volunteer positions are approaching.
If you are interested in volunteering, talk to a board member.**

A list of Board members are on page 7.

How to List Your Book on Amazon

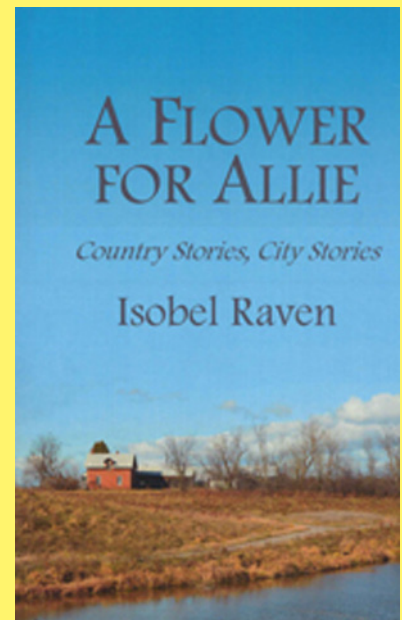
With great difficulty, and much back and forth with the "Help", Isobel Raven has succeeded in listing *A Flower for Allie* (AFFA) on Amazon and adding the Search Inside The Book (SITB) feature. She has written some tips for other authors who also plan to list their books on Amazon.

Listing the book:

1. Go to Amazon.ca. (Canadians can't list on Amazon.com.)
2. Set up a Seller Account. You have to set up Pro Selling in order to list a book that isn't already in their catalogue. You can downgrade to Individual Seller later. That costs about \$30.00.
3. Design the page describing your book. Take your time. Be accurate. It's hard to fix if you have a typo. "The photo download didn't work for me. I got my cover photo on by working from the page for AFFA that buyers see." Buyers are allowed to enter comments and photos.

Getting SITB:

1. You have to deal with Amazon.com for this. Set up a Seller Account for SITB with them. You can start at the blurb for SITB located under the cover photo of your book on your Amazon.ca listing. You cannot use your Amazon.ca Seller Account for this. You set up a new account with a different password.
2. You will receive an e-mail invitation to enter SITB. Use the link provided to receive another e-mail containing a Code Number.
3. Using the link provided, send your Code number to Amazon.com.
4. You will receive another e-mail inviting you to Amazon.com Seller Central and giving you the link. There you can easily find the place to upload your text and cover .pdf's.
5. SITB is fairly clear about the kind and size of files you may send. Have them on file in the required form for uploading. (SITB is free.)



A Flower for Allie, now available on Kindle, is dedicated to Alice Munro, celebrated Canadian author of short story collections and two-time winner of the Giller Prize for Canadian fiction.

Mission Statement

The Writers & Editors Network is an organization dedicated to encouraging and promoting the art and skill of writing and editing. WEN aims to foster literacy and to assist, empower, and provide moral support to writers and editors from all disciplines. WEN will network, mentor, and educate members independently and in cooperation with other organizations.



www.wenetwork.org

Board Of Directors 2011-2012

President: Richard Best

president@wenetwork.org

Past President: Dr. Glenn S Reid, D.Mgt

Vice President: Maria Marchelletta

vice-president@wenetwork.org

Secretary: Jasmine Jackman

secretary@wenetwork.org

Treasurer: Maurus Cappa

treasurer@wenetwork.org

Breakfast Coordinator: Anna Stitski Gemza

breakfasts@wenetwork.org

Communications Coordinator: John Ambury

communications@wenetwork.org

Membership Coordinator: Susan Winlaw

membership@wenetwork.org

Program Coordinator: Maria Marchelletta

programs@wenetwork.org

Newsletter Editor: Nathan Medcalf

enews@wenetwork.org

Director at Large: Vacant

directoratlarge@wenetwork.org

Board Appointments

Member Reading Coordinator: John Ambury

WOTS: Marianne Funny

Founders

Patricia Armstrong

Lawrence Coughlin

Marilyn Fraser

Marjorie Ludlow Green

Mickey Turnbull-Coughlin

Say WEN is produced by The Writers & Editors Network

The Writers & Editors Network publishes Say WEN as a service to members and friends. WEN freely publishes news about members and events in which our members participate and welcomes other news and events that may benefit our members. WEN does not verify the accuracy of submissions.

Say WEN is distributed the first week of each month, excluding August, to more than 100 WEN members and it is posted online at wenetwork.org.

Submissions to Say WEN are directed to the Newsletter Editor. The cut off date for submissions is the 1st of the month.

Next submission deadline: March 1.

Newsletter editor: Nathan Medcalf

Contact: nathan_medcalf@hotmail.com