

Say WEN

September 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)
9 am-11:30 am.

Advance registration is required. 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.

September 15, 2012: Valerie Bulanda

Valerie Bulanda is the Affiliate Relations Manager at Access Copyright, the Canadian Copyright Licensing Agency. She works with both publishers and creators to explain the benefits of affiliation and promote new digital service offerings such as ACE Creator. Prior to working at Access, Valerie was the co-owner and partner in the BookMovers Sales Agency working with a number of trade non-fiction publishers. She has over 30 years experience in the publishing industry and has held senior sales management positions in both the educational and trade sectors of the market.

October 20, 2012: Dennis Topp

Dennis is now semi-retired after practising law for 25 years, and consulting for the City of Toronto for 16 years. These days he works on contract for the City of Toronto, Municipal Licensing and Standards Department, as the City Wide Chairman of Property Standards, adjudicating appeals, settling disagreements between the City and its property owners, and overseeing the activities of the sixteen adjudicators.

He developed his literary creativity by planning and writing new legal documents, such as an entirely new form of franchise contract and a new form of family trust document. He has successfully obtained literary and artistic copyrights both for clients and for his own three published books.

For fun, when he has time and he is not riding his bicycle around town, he writes poems and short stories, preferring the humorous and the ironic.

*Newsletter focus: This summer...**October's focus: Training*

Letter from the President

Let me begin by saying that I am honoured to serve as your President for the 2012-2013 term. I enjoyed my term as Vice-President and look forward to the challenges that lie ahead.

I would like to take this opportunity to welcome onboard the team of new board members and I am so pleased that we have many returning members as well. Volunteering is a noble gesture and WEN thrives on volunteers. For the first time ever we have all positions filled. I look forward enthusiastically to working with the new board.

We will be looking at initiatives such as an Authors Showcase, increasing membership and planning for a new anthology. We will continue to arrange for quality and motivational speakers. I hope to meet all of you at our September 15th breakfast meeting. Valerie Bulanda from Access Copyright will speak about the benefits of its affiliation.

Maria Pia Marchelletta

President, Writers and Editors Network 2012-13

Organizational News

Welcome new board members

Julie Tellier, Secretary

Throughout childhood and adolescence, visual arts and writing have always been a large part of Julie's life. Her dream – to publish or sell her art – has driven her to seek deeper into her heart and soul to create. Working her way through manufacturing to Human Service worker employments; she has learned many skills and life experiences to assist her in her development and growth in her artistic styles.

She currently works in a field that she enjoys greatly; she is a bilingual customer service technician for a ventilation company located in Mississauga.

She lives in Oakville with her partner where she spends the majority of her time painting, writing, and spending time with family.



Fran Edelstein, Program Coordinator

Born in Montreal, raised in Toronto, Fran Edelstein attended creative writing classes at Ryerson University.

With features published in major newspapers, art and antiques periodicals, Fran continues to write stories. "Set to Music and Other Stories", is her first fiction, (can be found in Toronto libraries, or ordered from any bookstore in the world). She is currently working on a novel.

Fran is the mother of three, a grandmother and great-grandmother.





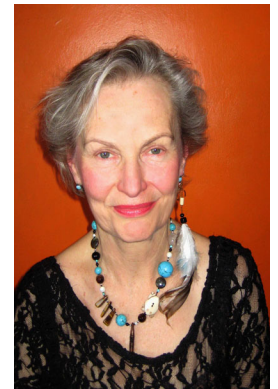
Dave Cook, Communications Coordinator

Dave joined WEN in 2010. He has a background in media, professional sports, and politics. He worked as a radio news announcer with CHIC Brampton and then CHIN Toronto in the late 1960s and early 1970s. In 1974 he joined Inland Publishing as a news reporter assigned to The Mississauga News and later The Etobicoke Gazette.

In 1980 he was elected Councillor, City of Mississauga and Regional Municipality of Peel. He served three terms and retired in 1988. After retiring from Council, Dave accepted a job as general manager of Mosport International Speedway. When the race track was sold to a U.S. promoter he retired from motorsport and turned his attention to writing and publishing books on community history. He has written and published four books. Dave has participated as a member of the Board of Directors on several community historical organizations and is a member of several heritage groups in the GTA.

Marianne Funny, Director at Large

Marianne has an antique business selling on Ebay with over 14,000 positive transactions. She recently retired her position as president of a non-profit gym club for which she has been a volunteer for several decades. By nature she is a diarist who loves the written word. She has published her first non-fiction book *Diary of a Self-Help Junkie*.



Kevin Hopper, Director at Large

New Executive Member at Large Kevin Hopper is looking forward to serving his fellow



writers. At age 14, his first published work was a letter to the Editor of the London Free Press. In 1976 he was awarded an Ontario Arts Council Award for his screenplay adaptation of Hugh Garner's classic novel "Cabbagetown". The next thirty years were spent pursuing his acting career in Toronto, the U.S., London England, and Sweden. He has worked with Miss Moneypenny, John Candy, and Don Franks among others. Kevin is currently working on a book of short stories while he re-builds his acting career since returning from Sweden.

31 Flavours! Okay. Just 11. Newsletter themes for 2012-2013

This year, newsletters will be themed. This will diversify the newsletter's content, make the newsletter more fun, increase interaction with readers, and improve the newsletter's marketability.

The theme will describe the bulk of the content of a newsletter, and by no means excludes submissions that don't match the theme.

We will be publishing a member's work in the Fiction, Non-fiction, and Poetry issues, so please submit your best fiction (maximum length: 1,000 words) to Newsletter Editor [Nathan Medcalf](#), and your work could be published in the November issue, if it is deemed the best submission.

Our next theme is on Training, so send your training-related submissions to Newsletter Editor [Nathan Medcalf](#). Non-training-related submissions are also welcome.

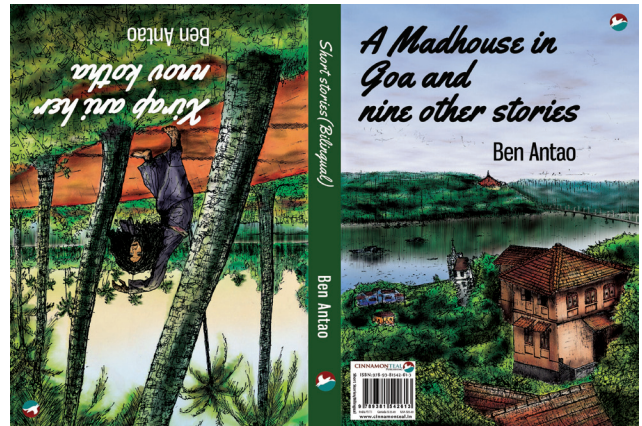
<i>Sep.</i>	<i>This Summer...</i>
<i>Oct.</i>	<i>Training</i>
<i>Nov.</i>	<i>Fiction</i>
<i>Dec.</i>	<i>Happy Holidays</i>
<i>Jan.</i>	<i>Publishing</i>
<i>Feb.</i>	<i>Non-fiction</i>
<i>Mar.</i>	<i>Marketing</i>
<i>Apr.</i>	<i>Poetry</i>
<i>May</i>	<i>e-World</i>
<i>Jun.</i>	<i>Annual General Meeting</i>
<i>Jul.</i>	<i>Summer Reads</i>

Member News

10 stories, two tongues

WEN member Ben Antao is publishing another book of fiction. This time, it's a collection of ten short stories in English, and the same ten converted into Konkani, his mother tongue spoken in Goa, India. The bilingual book will come out in mid-September.

Free workshops



Since February of this year Heather Dick, WEN member and Artistic Director of the Sirius Theatrical Company, has been working in partnership with Lakeshore Arts on a community performance project to celebrate the Bicentennial of the War of 1812. Our goal is to produce a multi-generational, multi-disciplinary performance piece that will explore the vital but often forgotten 'behind the scenes' roles played by men, women and children during the War of 1812. The piece will be performed next June/July in eight outdoor locations in and around the Lakeshore Area and central Etobicoke. For much of the summer we've been involved in the research and development stages with assistance from Queen's University History major, Varsha Jayaraman, who is uncovering stories that will be woven into the final performance piece.

Starting this fall, we'll be offering a series of free workshops to the community (ages 12 to 70+). All the lead facilitators will be professional artists who will mentor the workshop attendees. The first workshops will begin in September and focus on developing the script and acting.

Writing Workshops – Assist with Script Development

Location: New Toronto Library, 110 Eleventh Street, Etobicoke

Time: 2:00 pm – 4:30 pm

Dates: Sundays: September 30, October 14, November 18, December 2

Sunday, November 11 – this class will be held at Mimico Presbyterian Church in collaboration with the acting class

What: Participants will be given scenarios based on stories discovered in historical documents and letters. They will use a number of writing tools and techniques to create vignettes for the acting workshops.

Acting Workshops

Location: Sirius Theatrical Company Studio at Mimico Presbyterian Church, 119 Mimico Avenue, Etobicoke

Time: 2:00 pm – 4:30 pm

Dates: Sundays: October 21, November 4, November 11 and November 25

Sunday, December 2 – this class will be held at the New Toronto Library in collaboration with the writing class

What: Participants will be introduced to theatrical acting techniques. No experience required.

For more information, please contact Heather at: info@sirius theatrical.com
or visit our website: www.sirius theatrical.com.

If you would like to get involved, donate your time, money, or expertise to the project please contact 1812theatre@lakeshorearts.ca

Hot book sales

This summer (June, July, and August) Dave Cook had exactly 50 book signing/sales events. His best days came at the Painting on the Green at the University of Guelph where artists offer their work in a juried art show and at sales tables. My books sold well at that event.

Other events where sales were brisk were with my presentations at a number of Probus Club meetings where I was the guest speaker, followed by signing and sales.

Books sold well at the many summer community events at various locations in the GTA. Dave ended his summer with a large delivery truck from the printer dropping off his second printing of *Fading History Vol. 1*, which now has hit the Best Seller number. Looking forward to a brisk winter in sales.



Please join
JENNIFER MARUNO
to celebrate the launch of her new title

Cherry Blossom Winter

SEPTEMBER 9, 2012 - 2 TO 4 P.M.
A Different Drummer Books
513 Locust Street, Burlington, Ontario
905-639-0925
diffdrum@mac.com
www.differentdrummerbooks.ca

Cherry Blossom Winter comes early this year

Jennifer Maruno is launching her book *Cherry Blossom Winter* on September 9 at Different Drummer Books in Burlington, Ontario.

Which came first? The poem or the painting

The Visual Word is a group of “collaborative” visual artists and poets. They bring their recent work to meetings: some of their artwork inspires new poems, and some of their poetry inspires new paintings, drawings, and photographs. The resulting creative pairings are shown every couple of months at CJ’s Cafe in Oakville.

This month the members are having their first big, public show! More than 25 art/poetry collaborations, both current and retrospective, are on display at the Gallery of Sovereign House in Bronte – on weekends and Wednesdays from September 1-12, from 1-4pm.

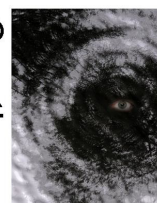
As a special feature on Sunday, September 9, poets will read from their displayed works after the show, from 4 pm-5:30 pm.

Sovereign House is at 7 West River Street in Bronte (the west end of Oakville). West River street runs south from Lakeshore Boulevard, between Bronte Road and Burloak Drive – immediately west of the Bronte Harbour bridge. Parking is on the left, just after the “No Exit” sign.

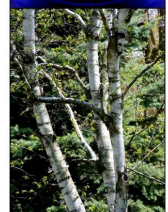
The Visual Word



Creation



Sharing in



A Collaboration of Art and Poetry

Art

and **Poetry Show**

September 1-12

Sat, Sun and Wed.

1pm-4pm

Sovereign House

7 West River Street

Oakville (Bronte)

Public Reading 4:00-5:30 pm Sunday September 9th

When we share our explorations our thoughts interweave and new patterns emerge

Taking on some big challenges

This summer, Nathan Medcalf has been organizing two events that will likely be a great success for the Editors' Association of Canada (EAC) Hamilton Halton Twig, of which he is a coordinator. On November 5, Frances Peck will be leading a seminar entitled, "The Secrets of Syntax". This is the first time an EAC event is being held in the Hamilton-Halton region. The second event is a trade show and conference for wordies (writers, authors, editors, journalists, poets, marketers, publishers, speakers, etc.)

The trade show is free and will feature exhibitors from different professional organizations, as well as groups offering career and community resources. The conference will feature informative seminars and free 30-minute talks from industry experts.

We are still looking for exhibitors and speakers. Interested parties should submit booth space requests or talk or seminar proposal to [me](#).

The Power of Podcasts

The wide array of simple and affordable technical innovations available today broadens the author's ability to interact with their readers. And among the most innovative of these new tools is the podcast.

If you have the keen ability to read aloud (and it's not as easy as you might think), readers would be able to tune into your YouTube channel and recite text from your book, whether it's straight to the camera or before a live audience.



Camera shy? Why not simply read your book while still images play on the screen? Otherwise, if your oral reading skills aren't up to snuff, consider using a voice-acting or broadcasting student to read over the still images. You should at least appear in an introduction, however, thanking your readers for tuning in.

Another growing trend is to produce a book trailer. This would consist of a short video of your cover and/or still images while a voice reads your book's back cover copy.

Don't deny yourself the opportunity to reach a whole new audience with an effective and entertaining podcast.

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email: richard@richard-todd.com

blog: raincloudbook.wordpress.com

facebook: www.facebook.com/pages/Author-Richard-S-Todd

Twitter: [authorstodd](#)

Book Review

“The 48 Laws of Power,” by Robert Greene
by Ken O’Connor

If there is one thing writers need, it’s touches of reality. Whether fiction, non-fiction, poetry, plays, or movies—we all relate to them from our own experiences of life. Our successes in writing depend on personal knowledge, plus believability.

Robert Greene has written a book (1998) I never heard of until recently. The date doesn’t matter. This work is endlessly informative. I plan to read it at least every two years from now on, because our perspectives on writing change with experience.

Why should I read it so often? I sit back and marvel at statements he writes on just about every page. I cannot help myself. Greene writes, “The feeling of having no power over people and events is generally unbearable to us—when we feel helpless we feel miserable.” He peers extensively at it with 48 magnifying glasses. He exposes deep, real reasons how the world’s most powerful people achieve effectiveness in private and public lives. He backs up insights with many examples we all know about, or never heard before, from history. He brings to our minds famous celebrities, infamous manipulators, and seemingly naïve no-nothings who have conquered themselves and the world.

We cannot avoid power. It is better to understand it and work positively within it, than to let it overwhelm us. Greene helps us do that. He ranges in topics from love and affection to mastering emotions, from looking at the past to preparation for the future. He writes, “The power of verbal argument is extremely limited...” As I writer, I stopped reading this statement to wonder what he means. He continues in the same sentence with, “...and often accomplishes the opposite of what is intended.” I know I must read more. I have to understand it.

Another example: King Henry VIII wanted to get rid of his wife, Catherine, who had failed to produce a son. He banished her from the court. “The pope tried every threat in the book, but nothing worked.” Henry faced other problems at the same time. He planned to marry Anne Boleyn. Pope Clement refused. What did Henry do? “He played a devastating power game—total disdain. By ignoring people you cancel them out. This unsettles and infuriates them—but since they have no dealings with you, there is nothing they can do.”

Quotes from William Butler Yeats, Leo Tolstoy, Sun-Tzu, Jesus Christ, Voltaire, Dr. Milton H. Erickson, and many others give us insights I find rich in depth.

Further reading will help you understand why this book is essential for me to read as often as I can. I will close this review by quoting from the fourth law of power, “Always say less than necessary.”

Send a book review of your book to
nathan_medcalf@hotmail.com.

What Do You Think It Takes to Be a Successful Book Writer?

I write because I love it! For me, "successful" has taken much of my adult life. Success in my book (pardon the pun) means writing for my audience who needs a variety of help in getting their books written, published, and marketed.

That's because in 1986, a college and adult school teacher, I decided to leave the many meetings and clerks who could only say, "no." I evolved to make book coaching my full on business and wrote and published 14 books on author skill topics including my signature book, "Write your eBook or Other Short Book – Fast!"

I did what I love and I'm still doing it.

Success means I have made enough income and also met over the years beautiful people who write great information, 82 clients who published with me. I'm grateful for this ride of a lifetime and continue to offer what writers need, much of it free.

Over the years, my writing improved partially because I wrote a lot.

I taught "how to write a book" seminars for years leading up to this benign divorce from the schools. I knew I needed to position my-

self and bond with like minded experts and "go to" people like myself. I joined publishing groups and scheduled speaker "Influentials" such as Dan Poynter and John Kremer. Creating my virtual office website, I grew my brand, my books and blogs, and through seminars, my coaching business thrived. Studying with many gurus over the years, I kept on learning what works today. To stand out from the crowd, I keep writing strategically to keep my name alive in a noisy on-line world. Every year, I still update my site, recently adding my blog to books as helpful resources. These two are the perfect content marketing marriage for financial success.

Yes, I want my audience to make a difference when they write and also to make enough income to be happy, living a full life. The goal goes beyond book or coaching sales. What will that income bring to enlighten our lives? For me, it's traveling every year to new places – exotic ones like Egypt, Turkey, India and Africa. And many Caribbean islands where I snorkel, swim and play with Bill, my life partner. It's also enjoying my many friends and family who support and love me as I am.

Book Coach Judy Cullins helps you transform your book idea into a helpful, entertaining, and engaging book. Now you can get far more visibility and credibility for your business. Author of 13 business books include "How to Write your e-Book or Other Short Book-Fast!," and "LinkedIn Marketing: 8 Best Tactics to Build Book and Business Sales."

Get fresh, useful free weekly publications on book writing, self publishing, and online marketing at <http://www.bookcoaching.com/help-writing-a-book.php>

**I am an author/writer/poet
who just completed a
script/manual/book, and
am looking for an editor.
Contact me at awp@smb.com.**

Don't forget to submit your classifieds
to Say WEN. This is a free service
for all WEN members.

Upcoming Events

Well, come to Influeny

Wednesday nights, 7-10PM
UofT. St. George Campus
September 19 - November 21

Designed by Margaret Christakos, Influeny is a contemporary cultural space of discussion and contemplation about what poetry “means” and how it activates aesthetic response in various readers.

This semester Influeny will be facilitated by poet Jenny Sampirisi. Over this ten-week course, you will have the opportunity to broaden your own descriptive and critical vocabulary for discussing contemporary poetry, will read and engage contemporary poets and their work, and will contribute to a larger cultural conversation.

Eight poets participate in Influeny by offering performances of a text from their oeuvre and critically engaging with the work of their contemporaries.

Participating Poets: Aisha Sasha John, George Elliott Clarke, Nicole Markotic, Sandra Ridley, Mark Goldstein, Helen Guri, Angela Carr, David McGimpsey

Register today:
2learn.utoronto.ca/uoft/search/publicCourseSearchDetails.do?method=load&courseId=1274873

WORDS 2.0 - A celebration of intellectual potential

September 7, 8:30pm - 2:00am
The Glass Factory, 99 Sudbury Street
\$25 in advance \$30 at the door

Lauren Shirreffs and @TammyTalksTO will partner to chair the second annual WORDS 2.0 Fundraiser as part of National Literacy Month. WORDS 2.0 is a “party with a purpose” benefit for the Literature for Life charity.

Last year WORDS raised \$25,000 for Literature for Life programming.

This year the event will feature talent from:

- DJ Eon “The Soul Proprietor” Sinclair
- Tanis Rideout, author of the Scotiabank Giller Prize nominated book *Above All Things*
- Drum Duo Team Rhythm Works
- DJ Ray Gillespie
- Fine Artist Beckie Di Leo
- Graffiti Muralist Javid (JAH)

For more info visit: words.literatureforlife.org

Send your fiction (up to 1,000 words) to **Nathan Medcalf** be the winner of the Say WEN fiction contest, and have your fiction published in the November issue of Say WEN.

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: September 25.

Newsletter editor: Nathan Medcalf
Contact: nathan_medcalf@hotmail.com

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Directors at Large: Marianne Funny &

Kevin Hopper

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Member Reading Coordinator:

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Lawrence Coughlin

Marilyn Fraser

Marjorie Ludlow Green

Mickey Turnbull-Coughlin

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.

WEN!
Writers & Editors Network