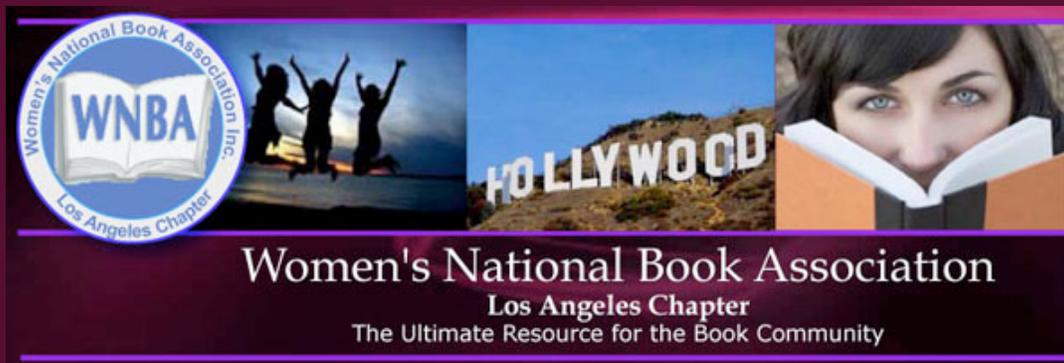


From: Women's National Book Association - LA Chapter <juliadrake28@gmail.com>  
Subject: **Women's National Book Association Newsletter - May**  
Date: May 1, 2009 9:25:20 AM PDT  
To: terri@fengshui5.com  
Reply-To: juliadrake28@gmail.com



## Newsletter

May 2009

### In this Issue

Expert Tips  
A word from Kelly  
Recent Events  
Upcoming Events  
Member Events  
Website & Newsletter News  
Featured Member of the Month  
Member Stories  
Member News  
Member Services/Requests

### Expert tips from our Members

Donna's Monthly [Publishing](#) Tip

Don't explain. Entertain! In your query letter, think 'Concept! Concept! Concept!' Get into your bestselling concept within the first paragraph. Then sizzle your book's concept by establishing a powerful platform and highlight the benefits your book provides to large audience. Then exit your query letter powerfully.

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Kelly's Monthly [Dream](#) Symbol

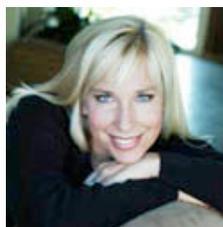
**Amazon.com:** Dreams of Amazon.com represent curiosity and a desire for knowledge, information, and entertainment. Your dream is telling you that all

## DEAR CHAPTER MEMBERS,

Welcome to our May Newsletter!

Summer is in the air! Mother's Day is just around the bend, so all mothers and mothers-to-be, it's time to celebrate, be honored, and honor your motherhood and womanhood. We have two very exciting events coming up: Our crowning year's event, the Judy Lopez Memorial Award for excellence in children's literature, and our Amaing Bookwoman's Day & Silent Auction. Also be sure to check out this month's member tips and member stories.

## A word from Kelly...



Welcome to May! To all of you amazing mothers, on behalf of WNBA/LA, I salute you!

Several years ago my friend Suzanne Rock-Steirle stunned me with an introduction to the original Mother's Day Proclamation," written by Julia Ward Howe

in 1870.

Arise then...women of this day!  
Arise, all women who have hearts!  
Whether your baptism be of water or of tears!

of the information contained within the jungle known as Amazon.com resides within your own mind.

-----  
Julia's [Travel/Living](#) Well Monthly Tip

In need of a Mother's Day pamper for body, mind and spirit? Then head to Santa Ynez Valley in the heart of St. Barbara 's Wine Country. Just two hours away from L.A., you can let your spirit dangle in an enchanted countryside of lush forests, lakes, and wildlife while tasting some of California's best wines and seasonal gourmet cuisine. For more info, visit [Santa Ynez Visitors Association](#).

-----  
Hayette's monthly [Oracle](#) Life Advice

The Oracle provides guidance and tools for enrichment in your life.

Quote 1: I accept the responsibility for co-creating all events in my life.

-----  
John's monthly [Miracle](#) tip

"A job worth doing is worth doing lousey " ~ John Thie

I live by this daily. Most people usually don't achieve what they want to in their lives as they believe they need to be able to do something well before starting, and usually never get started.

#### BOARD MEMBERS

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Publicity Chair:  
Laurel Shapiro  
United Nations Representative:  
Kelly Sullivan Walden  
Annual Auditor:  
Holly Shaffer

[Join our Mailing List!](#)

Say firmly:

"We will not have questions answered by irrelevant agencies,  
Our husbands will not come to us, reeking with carnage,  
For caresses and applause.  
Our sons shall not be taken from us to unlearn  
All that we have been able to teach them of charity, mercy and  
patience.  
We, the women of one country,  
Will be too tender of those of another country  
To allow our sons to be trained to injure theirs."

From the voice of a devastated Earth a voice goes up with  
Our own. It says: "Disarm! Disarm!  
The sword of murder is not the balance of justice."  
Blood does not wipe our dishonor,  
Nor violence indicate possession.  
As men have often forsaken the plough and the anvil  
At the summons of war,  
Let women now leave all that may be left of home  
For a great and earnest day of counsel.  
Let them meet first, as women, to bewail and commemorate the  
dead.  
Let them solemnly take counsel with each other as to the means  
Whereby the great human family can live in peace...  
Each bearing after his own time the sacred impress, not of  
Caesar,  
But of God -  
In the name of womanhood and humanity, I earnestly ask  
That a general congress of women without limit of nationality,  
May be appointed and held at someplace deemed most  
convenient  
And the earliest period consistent with its objects,  
To promote the alliance of the different nationalities,  
The amicable settlement of international questions,  
The great and general interests of peace.

~~~~~  
As we see from Julia Howe's Proclamation, Mother's Day was not intended to be merely a day of mani/pedis, flowers and Hallmark cards (I have nothing against these, by the way)...but rather a day of women uniting to non-violently make a difference in our communities and in our world. We all have a part to play in making a difference in this world...it might look like the book you are writing (or reading) and the sharing of ideas that perpetuate peace, activism, and personal responsibility.

I, personally, am so deeply grateful to WNBA/LA for being the bridge that connected me with the United Nations...and thus inspired me to create the Dream Project. We just held an Earth Day/Dream Project Celebration assembly at John Muir Middle School for 600 6th-8th grade students. Thank you to Cynthia Kersey, Gina Rene, Lori Rischer, Rich Bella, Gagnez, for being our inspiring speakers and performers that day. One student thanked me at the end of the event and said, "The assembly really woke me up...I realize that I am a part of the change...my life has a purpose. I can help people...even though I am a kid."

We started the Dream Project program 2 1/2 years ago with thirty students...and we are now up to 1,000 students...with our goal (dream) being to reach a million students by May 2011. We are learning when you combine a meaningful message with music and entertainment---you pack a powerful punch that teaches and

reaches the hearts and minds of these amazing young people. These are very exciting days, in deed.

Happy Mother's Day to you all...a curtesy to our WNBA foremothers, to Mother Earth, and to the great mother that resides within us all!

**Kelly Sullivan Walden**

## Recent Member Events - A Review

April brimmed with events, hosted by and for our members.

**April 19-24:** Lisa Doctor hosted her popular writing workshop, The Voice of Essence, at the Esalen Institute in Big Sur.

**April 20:** Media & Networking Expert Renee Plane and Best-Selling Author & Brand Strategist Ruth Klein guided authors through "What you need to do" to attract agents & publishers.

**April 25:** Matthew Mitchell--Kelly Sullivan Walden's business coach and friend--led a One-Day Negotiation Seminar for transforming business & life agreements.

## Upcoming Events A Sneak Peek

### **JUNE 14 -- JUDY LOPEZ MEMORIAL AWARD DINNER, HOSTED BY WNBA/LA**

The JUDY LOPEZ MEMORIAL AWARD for excellence in children's book writing presents a central event in the history of our LA chapter. It is a nationally recognized award and we are proud to host the annual award ceremony. Judy Lopez was a founding member of WNBA/LA and a children's bookseller. Each year, the Judy Lopez Award Selection Committee considers books that meet the award criteria-fiction, nonfiction, or poetry for ages 9-12.

Each year's award will go to books copyrighted within the year prior to the award ceremony each June.

[CLICK HERE FOR PAST WINNERS](#)

The JUDY LOPEZ MEMORIAL AWARD dinner is scheduled for Sunday June 14. It begins at 5:00 pm and includes dinner and the presentation of the awards. Our WNBA/LA President, Kelly Sullivan Walden, appointed a liaison member to focus on helping out with the organizing of the event.

**There are many ways that chapter members can get involved in supporting this great event, and we will send out a detailed list of activities within the next week.**

\*\*\*\*\*

**JUNE 27 -- EXTRAORDINARY BOOKWOMAN DAY & SILENT**

## **AUCTION**

*What Bookwoman--when she isn't reading or writing--doesn't like to shop???*

We are revving up for our annual WNBA-LA Silent Auction June 27th. Traditionally this is our biggest fundraiser for the year (hat's off to Laurel Shapiro, our Silent Auction Chair) and we intend that this year be no exception...except that it be bigger and better than ever!

This is why we invite all of our members not only to attend but to contribute and participate getting donations of merchandise, gift certificates (stores, restaurants, hotels, travel), and professional services. Feel free to get creative.

Here are some examples:

\* **Donation of a service:** Terri Negron, our Web-gal is offering a FREE Feng Shui consultation.

\* **Gift certificate for restaurants and grocery stores:** Melinda Woolf, our VP frequents Whole Foods has received a \$50 gift certificate from them---Ruth Light, our Membership Chair, received a \$50 gift certificate from The Cheesecake Factory, as well as Famous Writer Dolls--i.e. Shakespeare, Virginia Woolf--from the Writer's Store.

If you don't feel comfortable asking for a gift certificate, do you have a beautiful item of jewelry, a vase, picture frame, hat, scarf, etc that may be old to you but would be a new treasure to someone else?

**Make sure to deliver your items to Ruth Light by no later than June 1st to:**

**3327 Moore Street  
Los Angeles CA 90066  
Phone: 310.397.4503  
<ruthabc@ca.rr.com>**

Note: Donated items that are not sold during the event are non-refundable-they will carry over to the next year's event.)

### -----EVENT DETAILS-----

**LOCATION AND TIME TBA -- Stay tuned for updates!!!!**

In the past we have typically had a speaker followed by the silent auction...this year we have 4 extraordinary speakers followed by a panel discussion on Book Marketing in the 21st Century, with the grand finale being the Silent Auction, with a catered lunch in between.

### **BOOK MARKETING IN THE 21TH CENTURY**

- \* Do you have a story to tell?
- \* Do you have a book to publish?
- \* Do you want to make your already published book a bestseller?

Meet the contacts you need to take your book career to the next level...and discover how to become the Extrordinary Bookwoman you truly are!

**Keynote speakers include:**

\* [Cynthia Kersey](#) (Author of the bestselling books *Unstoppable* and *Unstoppable Women*---Cynthia will inspire you and share with you her secret to selling 600,000 copies of her book)

\* [Marie Diamond](#) (Author of *The Very Simple Law of Attraction*, Marie Diamond, internationally known Feng Shui Master, teacher, and featured *The Secret* contributor, will teach you how to develop your personal and work environments to further support your wishes and requests to the Universe...and gain the best results from the Law of Attraction.

\* [Ruth Klein](#) (Author of 3 books including *De-Stress Diva* ---she is an author branding expert and publishing consultant for authors)

\* [Jacqui Jordan](#) (Author of *Get On TV*, she is the founder of [TVGuestpert.com](#). TVGuestpert.com is a media development company primarily responsible in raising the profile of each guest expert and thereby growing the business and brand of each client.)

**Our Panel discussion will include the following publishing/marketing experts:**

Rocky Lange ([BookstoFilm.TV](#)), Teresa Fogherty (Independent Book Publishers Marketing Association), as well as literary publishers, agents, film and TV producers.

**The cost for the event is: \$149 for non-WNBA-LA members, \$99 for WNBA-LA members (price includes lunch)**

**If you only want to attend the silent auction, the price for admission is \$25**

## Member Events

**Tracy Repchuk**

Bestselling author, international speaker and motivator, I am putting on a 2 day seminar May 16-17th in Los Angeles called the Dreams to Reality Success Summit.

To check out the event, and the speakers, go to:

<http://www.dreamstorealitysuccesssummit.com>

**For WNBA members, there is a special price from \$997 to FREE.** Simply go here - I have set up a speaker promo code and access with this link. Once you register, details will arrive, and your ticket will be confirmed.

## Important Website & Newsletter News

If you would like to be included in our [Meet Our Members](#)" and "[Member Books](#)" pages for our [WNBA/LA website](#), please send our web mistress Terri Negrón ([terriwnba@yahoo.com](mailto:terriwnba@yahoo.com)) the following information:

**Meet Our Members:**

- Your Name
- Your Website (if applicable)
- 100-word description of you
- A thumbnail jpg photo of you (72 dpi, 125 pixels x 125 pixels-approx)

**Member Books:**

If you have a book that you would like to list on our Website, please email Terri Negrón ([terriwnba@yahoo.com](mailto:terriwnba@yahoo.com)) the following:

- Your Name
- Title and subtitle of your book
- Publisher, publishing date, and list price
- A 100-word description of your book
- The URL of the Website you would like to direct the public to for information and/or to purchase your book
- A thumbnail jpg of your book cover (72 dpi, 125 pixels x 125 pixels-approx)

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**Updated Features on our WNBA/LA website:**

[www.wnba-books.org/la](http://www.wnba-books.org/la)

[Home/News/Events](#): Find out what's happening in our member community. Stay updated on recent and upcoming events as well as member news: Who has just published a book? Who's preparing for book signing? Who's hosting a media event?

[About us](#): Learn about the origin and history of WNBA and our local LA chapter.

[Become a Member/Member benefits](#): What benefits do I enjoy as a member of WNBA? We have added an online membership application form for new members to join WNBA:

[www.wnba-books.org/la/membership.php](http://www.wnba-books.org/la/membership.php)

**To join WNBA, it's as simple as 1, 2, 3:**

1. Click on the "[Join Now](#)" button
2. Fill our on-line application and press "submit" button
3. Pay Your Membership fee through our secure website (\$40 + \$2 convenience fee, total=\$42) Or if you prefer, you may send a check for \$40 to: WNBA-LA, 944 Centinela Ave. Santa Monica, CA 904031.

[Member Books](#): a list of books, published by our members

[Meet our Members](#): Please note that our "Member Blogs" page has been combined with our new "Meet our Members" page. This is your chance to connect with other members, and share with them and the world what you're about and what's cooking in your career.

[Contact us](#): Questions, suggestions or concerns? Find out who to contact.

[Judy Lopez Memorial Award](#): Get information on our annual gala event in June.

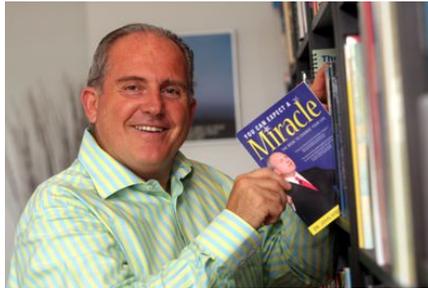
[Dream Project](#): Learn more about the Dream Project. Headed by our president Kelly Sullivan Walden, this grade 6-12 educational

program empowers students to discover and invent solutions to the United Nations Millennium Development Goals.

[Newsletter Archive](#): Missed a newsletter? Just download it on PDF. You can also download the [Newsletter Submission Guidelines](#) & WNBA style sheet. Refer to these guidelines and send your story off to [juliadrake28@gmail.com](mailto:juliadrake28@gmail.com).

## Featured Member of the Month

### Five Questions for John Hinwood



#### 1. Who am I?

I'm a person who loves a fun filled life with lots of challenges and I have so many things I want to do to live my life's purpose. I believe sleeping will be part of my next life. I've been married to the same

beautiful woman for 43 years this year and have three amazing kids who are in their 30's and the also enjoy fun filled lives. I'm now known by many as The Miracle Man as last Christmas marked the 21st year that I have been handing out little white cards with the words Expect A Miracle written on them. I've now handed out personally over 70,000 of these cards to people all over the world and I've observed many lives change as the result of people receiving these cards

#### 2. My favorite read is...

Jim Stovall's The Ultimate Gift. I read it at least once each year and it always brings tears of joy to my eyes as it encompasses the values of love, health, gratitude, giving, dreams, laughter, family, problems, learning, friends, money and work.

#### 3. One personal/professional accomplishment that I'm proud of is...

After being married for 18 years and having no children that Judy and I decided over night after a friend came for Christmas in 1984 and shared with us that she was going to adopt a baby from Chile that we would start a family by adoption also. Our life had always been very full and wonderful after years of traveling all over the world off the beaten track and then developing one of Australia's biggest chiropractic practices. In August 1985 we flew from Australia to Chile and adopted 3 older children who had many challenges. Shavela, 10, Natcho, 8, and Rodrigo, 7. Seeing our kids ( the boys were mute when we found them in the orphanage ) grow emotionally, physically, mentally and spiritually from 50 words of colloquial Spanish to thriving adults living wonderful lives now is an absolute treasure.

#### 4. An experience that changed my life...

At age 3, I realised I was personally responsible for my life,

nobody else. When the orthopedic surgeon told my parents that my knock knees were so severe I would probably be in a wheel chair in a few years, I decided right then and there that I would prove him wrong and become an Australian champion in some sport. It took me until I was 15 to achieve this. At 12 to be not allowed to go to a high school as they said I could not be taught due to my dyslexia (unknown in 1958) to "just do it!" as Nike says and then win a Teacher's College Scholarship at 17 (1 of 40 from 1,900 applicants) in 1964. And then to go back to College in Canada as a mature student in 1973 and graduate as Valedictorian in 1977 and go onto develop one of the biggest and most successful Chiropractic practices in my native Australia. To understand that anything is possible if your will and dream is big enough.

#### **5. My advice to other WNBA-LA bookwomen is...**

The more passion you have in your life to serve others, the more you attract the most beautiful souls to accompany you on your journey through life. I live by the motto of 'loving service, my first technique'.

For more info on John Hinwood and his work, [click here](#).

## **Member Stories**

This month, we're featuring a poem and a modern fairytale--both tackling what it means to be a woman.

Carol Ann Howell: [We Are Not Goddesses](#) (62 lines)

Julia Drake: [My Life With My Rib](#) (1,400 words)

## **Member News**

### **Donna Sozio**

I'll be appearing at Macy's Community Shopping Day May 16th 12-2:30 PM in Sherman Oaks giving Shoe Personality Predictions and signing copies of my hit dating book *Never Trust a Man in Alligator Loafers*.

\*\*\*\*\*

### **Sharmagne Leland-St. John**

Sharmagne will be performing at:

**April 25 ,2009**~ Bohemia Poetry Slam ~ 2009 1st Street LA 90033 7:30-9pm

**May 14, 2009** ~ Pasadena City College Poetry Slam ~ 7~ 8:30pm (Campus Location TBA)

**May 23, 2009** ~ Small Press Book Fair ~ Santa Monica, CA 10am~4pm (Location TBA)

September~ West Hollywood Book Fair ~ Panelist ~ Guest of the National Women's Book Association (exact date TBA)

\*\*\*\*\*

**Judith Yoakum--UPDATE**

Long-time chapter member, Judith Yoakum, has been dealing with cancer now for quite some time, and her fight is not yet over-----however, she is determined to be the "champion", and those of us who know her have no doubt that she will be!! Judith will have surgery on April 30th at Tarzana Hospital, and here is her address if you'd like to send her some love and good wishes.

586 Otero Ct.  
Camarillo, CA 93010-1630

Judith has her support team and family with her on this journey, and now it's time for "...lots of good wishes and prayers..."

**Member Services & Requests**

**Attention Romance Writers**

For all romance authors in our organization, check out this New York Times article on how the recession might just be your ticket to selling your book: [Recession Fuels Readers' Escapist Urges.](#)

\*\*\*\*\*

**BookExpo America in New York City**

Attention WNBA Member-Authors and Companies!

If you are attending the upcoming BookExpo America in New York City (May 29 - May 30) as an official exhibitor or an author represented by an official show publisher or distributor, WNBA wants to help publicize you. As a members' benefit, we will start Facebook and Twitter chatter mid-to-end May to get your news out. Please send the following information to Jill Tardiff <jtardiff-wnbanational@att> net no later than Monday, May 4.

Include:

Your Name  
Your Book Title: Subtitle [ISBN; Pub Date]  
Your Contact Information/Email Address  
Your Company, Publisher And/Or Distribution Company  
Booth Number  
In-booth Signing Date/Time  
A General Signing Date/Time

Are you a speaker at one of the BEA panels? We would like to do the same for you.

Include:

Your Name  
Your Company/Title  
Your Contact Information/Email  
Panel Title  
Panel Information (Other Speakers)  
Date/Time

\*\*\*\*

**Donna Sozio**

I've just added (for Free!) all new informative and juicy expert interviews with bookstore owners, branding specialists, publicists, copyright lawyers, media experts and even Amazon bestseller campaign strategists to my eCourse The Secret Rules of Publishing: What Every First Time Author Needs to Know! To learn more visit: [www.ImPublished.com](http://www.ImPublished.com)

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**So that's it for May.** Please note that the deadline for submissions to the June newsletter is **Thursday, May 21**. Please refer to the submission guidelines and formatting requirements posted on our WNBA/LA website: [CLICK to download](#)

Feel free to contact me with any questions or concerns at [juliadrake28@gmail.com](mailto:juliadrake28@gmail.com)

**Thank you for your submissions!**

Julia Drake  
Newsletter editor  
[juliadrake28@gmail.com](mailto:juliadrake28@gmail.com)

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