

# Women's National Book Association

## Los Angeles Chapter

The Ultimate Resource for the Book Community

November 2008

Newsletter

### In This Issue

Bookwomen links

Welcome to our newsletter

A Word from Kelly

Recent Events

Upcoming Events

Website/Newsletter news

Member of the Month

Member Stories

Member News

Member Services/Requests

Green Tips

### Quick Links

- [WNBA LA website](#)
- [WNBA National website](#)
- [My Blog LA](#)
- [Calendar of Events](#)
- [The Dream Project](#)

### Essential Links

- [NY Times Bestseller List](#)
- [booktour.com](#)

### A Word from Kelly...



"If I have been privileged to see farther than others, it's because I stood on the shoulders of giants."

### DEAR CHAPTER MEMBERS,

**Welcome to our November Newsletter!**

Heading into the holiday season, it can be difficult to stay on top of things--what with shopping for gifts, promoting your career, and finding time for yourself. Therefore, we're devoting special attention to our local WNBA/LA Web site this month, to show you what a wonderful resource it is for events within WNBA/LA, as well as the book world at large. To help you with your holiday shopping, we'll also provide you with cost-saving green tips for more meaningful, and responsible gifts in a time of economic uncertainty in our country.

### Inspirational Quote of the Month

"It is really a wonder that I haven't dropped all my ideals because they seem so absurd and impossible to carry out. Yet, I keep them, because in spite of everything I still believe that people are really good at heart. I simply can't build up my hopes on a foundation consisting of confusion, misery, and death. I see the world gradually being turned into a wilderness, I hear the ever-approaching thunder, which will destroy us too, I can feel the sufferings of millions and yet, if I look into the heavens, I think that it will all come right, that this cruelty too will end, and that peace and tranquility will return again."

~ Anne Frank



~ Sir Isaac Newton

Can you believe it is already November??? I am absolutely in shock. Is it just me, or is time flying by more than ever? Perhaps it is because this is such a historic (and hysterical) month, with the upcoming presidential election. It makes me think of the women who paved the road for us over 90 years ago--just a couple of years before the WNBA was born. With all the privileges, gifts, and blessings that we enjoy in our world (in spite of our economic challenges), we have it as good as we do because we stand on the shoulders of giants.

It seems that most people I talk with, myself included, seem to be acutely aware of the changes we wish to see in the world right now, and I think this is a very good thing. However, my wish for all of us during this time of Thanksgiving, is that we can all pause for a moment (or two, or three) to simply be grateful for all the progress that has been made thus far, and for all that is right and good in our world. At my Thanksgiving table this year, I will count you, the women of WNBA/LA among the things for which I am deeply grateful.

Speaking of gratitude, our National Reading Group Month event (NRGM) was a smash success (thank you Ruth Light) at Book Soup in West Hollywood. In addition to the fantastic swag bags (compliments of HarperCollins, Hyperion Books, Random House Publishing Group, Sasquatch Books, Simon & Schuster, Susannah Greenberg PR, and Steve Allen Media), we had three brilliant authors speak about their books, their writing process, and the value of book clubs. David Fuller, Yxta Maya Murray, and Lisa See, thank you for your talent, inspiration, and generosity!

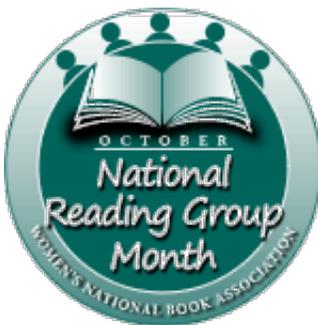
I am also thankful to report that the Dream Project is in full swing with schools in East Los Angeles, Van Nuys, and Orange County. The Mayor's office of LA has endorsed our program and we are in the process of creating a teacher's training. If you feel moved to take part in this project, feel free to contact me (kelly@dreamprojectun.org) and we'll happily find a place for you!

I wish you and your families great abundance and a very happy and grateful Thanksgiving.

I'll see you at the voting booth!

Kelly Sullivan Walden

## RECENT EVENTS 2008 -- A SHORT REVIEW



**October 25, NRGM Event at Book Soup**  
By Ruth Light

Our three-author event at Book Soup to celebrate National Reading Group Month was a very big success! One of the attendees, Joan, who had never been to a book signing, remarked that the authors were "captivating", and that is very accurate.

Our three authors were David Fuller (*Sweetsmoke*), Yxta Maya Murray (*The King's Gold*) and Lisa See (*Peony in Love*, except that Lisa "gifted" us with a preview of her new novel, which isn't in print yet!). All three spoke of the importance of reading groups, and we in fact had a few people from groups who were in the middle of reading *Peony in Love*. Lisa See said she does phone discussions with a book club twice a week! And Yxta Maya Murray described in wonderful detail her collaborations with a special friend, saying it is her very own book club.



We loved the Book Soup location, which is so chockful of books that we literally felt enclosed by books. And the staff there took very good care of us, seeing to every detail with care and friendliness.

As delightful and humorous and interesting as our

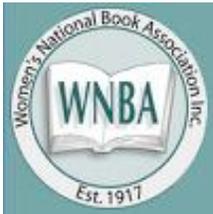


authors were, the questions from the audience extended and amplified the already fascinating presentations. We really hated to stop, and that was apparent as people continued their discussions at the book signing table while sipping wine and generally schmoozing to their heart's content!

After the event, several of us, along with David Fuller as our guest, went next door to PI restaurant to continue our chatting, and to snack on Mediterranean delicacies.

National Reading Group Month was well and truly honored at this event. Our three authors were exceptional, and our audience was captivated!

## UPCOMING EVENTS 2008 -- A SNEAK PEEK



### **Saturday, November 8, 2008 WNBA Award, San Francisco**

The Women's National Book Association has named author, musician and Rock Bottom Reminders founder Kathi Kamen Goldmark recipient of its 2008 WNBA Award. A reception in her honor will take place on Saturday, November 8th at 4:30pm in San Francisco.



### **Saturday, November 15, Media Training Day-----facilitated by Jack Barnard**

By Melinda Woolf

As an author, you need to promote yourself and your books, in order to get your work out to the public. That means spending considerable time networking, attending book signings, media interviews, and speaking engagements, and, hopefully, lots of them! As an author, you must master the media.

Jack Barnard is a master branding, media and presentation coach. He works with authors, speakers and entrepreneurs both one on one, and in group settings. Jack is the author of *We Get Our Cue From You: The Communion Approach to Public Speaking* and three CDs: *The Soul of Speaking*, *Mesmerize Your Audience* and *Storytelling*.

On our Media Training day, Jack Barnard will teach you how to:

- Communicate the exact message you want--exactly the way we want to hear it.
- Deliver your message in juicy, succinct, sound bite language.
- Understand the value of engagement over information.
- Identify compelling and memorable stories that paint a vivid picture and inspire immediate audience buy-in.
- Develop your Niche-Pitch: two-three sentences that nail your message in a to-the-point evocative manner--how the book trouble-shoots the author's particular chosen audience, her niche.
- As the center-post of your media campaign, you need to field all inquiries in a variety of ways, in sound-bite language, long and short, tailored for any kind of situation: print, radio, TV interviews, networking, elevator speeches, book signings, etc.

Space is limited, so please sign up ASAP!

WNBA Members enjoy a discounted price of \$174 per person.

Non-WNBA Members pay \$199.

**Where:** Marina del Rey, CA; the exact address will be sent to you once registration is completed

**When:** 9am-6pm

To sign up for Media Training Day online visit:

<http://www.speakerservices.com/wnba/index.html>

To sign up for Media Training Day via phone and for questions contact:

Susan Levin, Speaker Services;  
susan@speakerservices.com  
310-822-4922

## WEBSITE/NEWSLETTER NEWS

<http://www.wnba-books.org/la>

This is the link to our local WNBA/LA Web site. Bookmark it NOW on your browser. Here is why:

### Our WNBA/LA web site features:

- **Recent and upcoming events:** Many events are open to members and the public, so you can invite your friends and spread the word.
- **Member news:** Find out what's happening in our member community. Who just published a book? Who's doing a book signing? Who's hosting a media event?
- **Member benefits:** What benefits do I enjoy as a member of WNBA?
- **Member books:** a list of books, published by our members
- **Member blogs:** Here's 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. Even better, you don't have to set up your blog yourself. Our web designer, Terri Negron, will set up your own personal blog up for you (Terri's e-mail is: ttorq@aol.com).
- **Newsletter Archive:** Missed a newsletter? Just download it on PDF.
- **Newsletter Submission Guidelines & WNBA style sheet:** Have a great idea for a submission to the newsletter? Refer to these guidelines and send your story off to juliadrake28@gmail.com.

In addition, our WNBA/LA Web site also provides links to connect you with WNBA National--our thriving organization all over the country.

- Woman's National Book Association
- WNBA United Nations
- WNBA by-laws
- Press releases

### Password for "Member's Only" section

Interested in accessing an audio library with panel discussions, expert advice on pitching, publishing, editors, agents, and some inspiration from successful authors in the book industry? Request your member password from Ruth Light (ruthabc.ca.rr.com) or me (juliadrake28@gmail.com).

### WNBA/LA Newsletter News

As our local WNBA organization and newsletter attract more members and public attention, we intend to make our newsletter look more professional and so we ask you to please review our WNBA/LA Web site for the new Newsletter Submission Guidelines as well as the official WNBA Style sheet.

Click [here](#) for the Submission Guidelines!

Click [here](#) to download the WNBA style sheet!

## MEMBER HIGHLIGHT OF THE MONTH



### Pamela Philips Oland--"Do what you love and love what you do."

By Julia Drake

Born second generation British to a Russian immigrant family, Pamela grew up in London. Her father, a brilliant musician, named Max Phillips, encouraged her to play the piano and the violin, while her mother wanted her daughter to become a ballerina and speak the Queen's English. So she sent Pamela to the Royal Ballet Academy, and arranged for elocution lessons. Despite receiving honors, Pamela gave up dancing for poetry.

"But dancing gave me grace," Pamela says, "and a sense of self." Grace and a sense of self might have been what made Pamela excel at poetry contests all around London, where she performed classic poetry, taught to her by her elocution teacher.

"Poetry was a way for me to convey my angst as a teenager," Pamela says. When a young boy whom she befriended while volunteering at the Oxford & St. George Settlement House, taught her to play the guitar, the seed of what would later become her life's passion was planted: writing song lyrics.

After moving to Los Angeles, Pamela began to set her poetry to music. But when she played her songs at record companies around town, she'd invariably receive the same response: "You're not writing lyrics, you're writing poetry." Prompted by Pamela to explain the difference, they'd say, "I just know it when I hear it."

Far from being discouraged, Pamela threw herself into her songwriting, and gradually identified the thoughts and characteristics that marked the difference between poetry and lyrics. When UCLA extension invited her to teach her own accredited song-writing course, she immediately took to teaching, but also conducted seminars, and continuously wrote, recorded and published material.

"This is how I came to write my first book, *The Art of Writing Great Lyrics*," Pamela says. "Writer's Digest approached me and said, 'We've been tracking your projects--do you have a book in you?' This is also how Pamela later came to write *The Art of Writing Love Songs*. So the advice she has for other writers of nonfiction is to create a very real platform of interaction with your subject matter. "Be visible, be knowledgeable."

Pamela & her publisher Steven McClintock



As for the distinction between poetry and lyrics, Pamela explains, "Poetry is of the mind, lyrics are of the heart. Lyrics are conversations, and the truth within them has to be easy to understand and grasp." With a twinkle in her eyes, she continues, "And remember: You must never let the truth get in the way of a good idea."

This is a lesson Pamela shares as a teacher with all budding writers: "Don't tell me who said what and what happened exactly in your story, but paint me a picture!" It's about the essence, the emotional truth of what transpired. "That's why one of my favorite exercises for writers is to ask them to take a story they've written from their perspective and tell it from someone else's. For example, take a typical song about a lover's quarrel, 'I'm so mad at you.' Instead of writing your song, write his song. Get out of your head. It's not about you."

Pamela has taken this selfless approach not only in her writing, but also in her life. Since she was a teenager, she's been volunteering with a range of different organizations--be it producing TV spots for the Los Angeles Free Clinic, volunteering for the Big Sister program, or roaming the halls of the Veterans

hospital with her guitar, playing folk music for the patients.

"Love is not how you feel about somebody else, it's how they make you feel about yourself, and you give that love back to them. So you create a big circle of love, making each other feel good and supporting each other. That's what love is. It's not about you."

But how to keep giving when working on ten different projects at the same time, as a lyricist, author, speaker, and mentor?

Pamela smiles. "My mother keeps saying to me, 'Aren't you going to tire yourself out?' And I say, 'No. It's just the opposite. Every new thing I do keeps me inspired, because any given project I work on becomes my most important project, and deserves my best work.'"

For Pamela, that means being ruthlessly honest with your work.

"I ask my students, 'Have you ever been in a writing session with someone, and suddenly, a line comes to you, and you know it's the most brilliant line you ever thought of, and you realize it's too good for the song you're writing? Then what are you doing writing that song in the first place? Why go through the motions of doing mediocre things? No. You must scratch the old song, and write a new song, based on that brilliant line'."

In Philippines with artist Claire dela Fuente, producer Christian deWalden, co-writer Richard Carpenter, Mme. Imelda Marcos, and Mary Carpenter



That also entails being open and aware of your surroundings, and to simply listen. In writing sessions, Pamela listens to musicians talk about their lives, and asks questions to make them feel comfortable. Pretty soon, the germ for a song or song title emerges from the conversation, without her clients even being aware of it.

"I don't believe it has to be midnight and a full moon to come up with a good idea," Pamela says. But her novel, *The Downfall of Oliver Hepz*, came to her at 4 am in the morning. "I could have gone back to sleep, but I didn't. A writer writes, a dilettante talks about writing."

When asked about the teachers in her life, Pamela says, "Every person I meet teaches me something every day." But there are two seminal moments Pamela recalls, that changed her life. "When I was 22, I worked as a junior PR in an ad agency. I was frustrated and bored, because I knew there was something else out there for me, so one day, I stepped into the elevator with an elderly gentleman. When he asked me why I looked so glum, I replied, 'I spent my whole life, preparing and waiting for something to happen, and I just wonder when it is finally going to happen.' The old man turned to me, and said: 'My dear, let me tell you a secret. The process is the purpose.' His words stuck with me, so a month later--I was in a nightclub at Redondo Beach, dancing with this guy in a Hawaiian shirt--I told him about my encounter with the gentleman and what he had said to me. The guy in the Hawaiian shirt replied, 'Yeah, everyone's looking for the end of the road, but the end of the road is the road itself.'

These completely different teachers taught Pamela a single lesson, that she coins the secret of life: Live in the moment, do what you love, and love what you do.

## MEMBER STORIES

Check out this month's selection of stories: engaging, inspiring, thought-provoking.

**Carol Ann Howell:** [Nora Windham, Super Woman](#) This short story is about Carol's grandmother, who grew up at the turn of the century--a time very different from ours, and yet, Nora's strength and spirit are an example to all of us modern bookwomen today.

**Ellen Schmalholz:** [The Promise Part 2](#) Part 1 of Ellen's story was featured in the last newsletter; it traces

the emotional roller-coaster of a pet owner in caring for her dying, beloved four-legged friend)

## MEMBER NEWS

### A WARM WELCOME TO OUR NEW MEMBERS!

This month, we are excited to welcome many new members into our organization: Joseph Buhnerkempe, Lisa-Catherine Cohen, Joseph Fatheree, Sara L. Hough, Catherine James, Cody Johnson, Rachelle Knight, AuTrilla Gillis, Virginia E. Gentry, Kimberly C. Kowol, Rozanne T. Fischer, Dr. Winnie Tan, Craig Lindvahl, Moira Nordholt, Glenda Shaw, LaVonne Taylor.

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### Our new member LaVonne Taylor has a message for you:

I'm starting a national quarterly poetry and short prose journal. I would love to invite WNBA members to be part of the project by contributing either poetry or fictional short stories or short essays (2,500-word limit). You can request a set of Writer's Guidelines by contacting me via <lavonne.taylor@sbcglobal.net> with "Poetry Journal" in the subject line or sending an SASE to me at 3040 Aspen Lane, Palmdale, CA 93550-7985. The first issue is due out in January 2009 and my deadline for that issue is December 1, 2008. I am functioning on a shoestring budget, so I can't pay for submittals at this time; however, this is an opportunity for some of your members to have a voice in a national publication. Let me know if you have any further questions.

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### BOOKS PUBLISHED

#### Laurel Corona

Please announce that my novel, *The Four Seasons: A Novel of Vivaldi's Venice*, is coming out on November 4th from Hyperion/VOICE. It is about the composer's involvement with a founding hospital in Venice, which had a famous all-female choir and orchestra for whom he wrote much of his music.

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### NEW RECORD

#### Pamela Phillips Oland

Hi there - just for fun - here's the new video of "I'll Be There" recorded by Howie D of the Back Street Boys, as a duet with Sarah Geronimo, the Philippine Idol. I co-wrote the song with a songwriter from Australia (whom I've never met). It's No. 2 on the Philippine chart this week! The producer, Christian deWalden, provided the track to me. Click [here](#) to view it.

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### IN THE NEWS

#### Mira Tweti

The LA Times Reports about Mira: "Mira Tweti's lorikeet is living the good life - ocean view, personal chef. Still, the owner advocates leaving such birds in the wild. To read more, click [here](#).

The Daily Breeze reported on the Little Miss Dewie Duckumentary screening event at G2 Gallery. Click [here](#) to read the article.

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### LIVE ON AIR

#### Hillary Carlip

Author of, *Ala Cart: The Secret Lives of Grocery Shoppers*, Hillary was just featured on NPR! Click [here](#) for the link

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## AWARDS

### Julia Drake

My travel essay, "Bruja Crocodilo--the Crocodile Witch," was awarded first prize in the Deep Travelers Travel writing Contest. To read my essay, click [here](#).

## MEMBER SERVICES/REQUESTS



IWOsc - Independent Writers of Southern California -is an organization that provides writers with opportunities to get together with other writers each month. They also offer casual satellite get-togethers in various areas and monthly seminars; their members range from published professionals to new writers, working on breaking into the professional writing scene.

As IWOsc has been publicizing our WBNA events to their members, we're now returning the favor and feature some of their events to provide you with a richer spectrum of opportunity.

### **Monday, November 24, IWOsc presents From Books to Film - Romance or Nightmare?**

What is it like for writers to get the "Hollywood treatment," and what can you expect when your book gets an offer to be adapted into a movie? These are some of the main questions our November panel of Hollywood "A List" lineup of experts from both sides of the industry will deal with. Top writers who have had their material adapted for the screen (or who have worked on adaptations of other people's work), and the literary agents and executives who help decide which books and articles garner a movie deal.

**When:** 7:30 to 9 pm

**Where:** Veterans Memorial Building,  
4117 Overland (at Culver Boulevard)  
Culver City  
Parking free, enter on Culver

Cost: IWOsc members free, non-members \$15.

Reservations Required: Deadline (if space is still available) is 4 p.m. Sunday, November 23. Call (877) 799-7483 or e-mail [info@iwosc.org](mailto:info@iwosc.org).

**Note:** If you reserve and cannot attend, please email the IWOsc office at [info@iwosc.org](mailto:info@iwosc.org) to let us know.

**For more info on IWOsc and upcoming events, please visit their web site:**

<http://www.iwosc.org/>

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### **Other Resources:**

[Booktour.com](http://booktour.com)

Have you heard of [booktour.com](http://booktour.com)? It's a database of book events, and great resource for upcoming events in the book world. Check it out! We'll also add a link to [booktour.com](http://booktour.com) in our newsletter's "Helpful Links" section below.

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## MEMBER REQUESTS

**Carol Ann Howell:**

I'm writing a stage play for high school age, but I realize now, I don't know the proper format for a stage play. I've looked on the Internet, but found conflicting advice. Could one of our members give me some advice on the proper format for a stage play?

## GREEN TIPS

By Julia Drake

As the nights get colder, and the holiday season approaches, here are some tips to not only stay warm while saving energy, but in an economy where we need to watch our spending, why not get creative, money-savvy, and environmentally conscious in our gifts this season?

### **Ways to Stay Warm and Save Energy:**

1. **Fix the Leaks:** not only work to keep out the heat in the summer, but also hold the warmth inside in the winter. Obviously, you don't want to plaster them all over your house, but they work great for badly insulated walls, and areas with much window-exposure. Leave them open when the sun is shining into the room, or when outside temperatures are warmer than inside. Close them at night, or when outside temperatures fall. Costs for blackout curtains run about \$15-40 each, but they last forever and reduce thermal loss by about 25% energy, according to [greenlivingtips.com](http://greenlivingtips.com).

2. **Keep the Lid on:** When cooking up those huge Thanksgiving meals, save energy by covering up those pots, boil water in the microwave, not the pan, and wait to fire up the stove, until you're done slicing and dicing. Instead of keeping the food simmering on the stove to keep it warm, wrap it in a bath towel (which also creates more room on the stove!). Crock-pots are also a great energy-savvy alternative to cooking food in a pan, especially when it comes to stews and soups, that take a long time to cook. All you need to do is plug the crock-pot into an electrical outlet, and let it cook. You'll not only save energy, but you can leave the house to run other errands. By the time you return home, the meal is ready and waiting for you.

### **Ways to Support the Environment and Save on Gifts:**

1. **Donate to a good cause:** There are so many ways to make this world a better place, and most people like to donate to a good cause. So why not make a gift to another person by donating to a charity on their behalf? Think about what concerns/passions they have expressed to you. Maybe they want to save the polar bears, or deplore the lack of drinking water in developing countries, or maybe they'd like to plant a tree, bearing their name. There are thousands of different causes that appreciate donations. Even \$10-25 dollars can make a difference.

2. **Recharge and save:** Battery-operated items make very popular gifts. But batteries contain all sorts of toxic chemicals that damage the environment. Why not make rechargeable batteries or a battery recharger part of your gift giving? These items are inexpensive and reduce impact on the environment.

3. **Shop online:** If you shop, shop online to save freight and fuel costs for transport, not to speak of avoiding a stressful day in crowded shopping malls.

4. **Gift cards:** All of us have received gifts in the past that we had no use for. So if you're not sure what a person wants, why not purchase a gift card? Some retailers even offer earth-friendly gift cards, made from biodegradable materials. Also, how about purchasing tickets to a concert or movie?

**So that's it for November!**

**Thank you for your submissions and please feel free to contact me with any suggestions on how to**

**make this newsletter better.**

**Happy Thanksgiving and a wonderful holiday season!**

**Julia Drake**  
**Newsletter editor**  
**juliadrake28@gmail.com**

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