



The SouthWest Sage

Vol. 21, No. 11

The Voice of SouthWest Writers

November 2006

SouthWest Writers is a nonprofit organization dedicated to encouraging and supporting all people to express themselves through the written word.



When I moved to Oregon to attend graduate school, I managed to blow most of the money I'd saved on the trip from Baltimore to Eugene, which, if I recall correctly involved a lot of national forests and beer. By the time I arrived in Oregon, I could barely pay rent. As is the way of most graduate students, I found some place cheap, bought all my furniture used, and ate a lot of Ramen noodles. I did manage to luxuriate on one purchase: a desk. After all, I took writing pretty seriously in those days.

The one I chose was enormous: a Mack truck of a desk with a marble slab on the top, filing cabinets, drawers, the whole enchilada. If this desk had a voice it would be a deep baritone like James Earl Jones. It would have said, "This is where you write. You hear?" And, of course, I would listen.

After graduate school I actually paid movers to transport the desk (and not much else) back to Baltimore where it sat in the basement for a while. Then I rented a giant U-Haul to reassign the desk (and not much else) to Albuquerque. This was five years ago and I still remember the desk banging against the metal interior of the truck like a caged beast as I pushed through wind storm somewhere outside Tucumcari. Upon my arrival, I rented a shack—and I do mean a shack—by the Rio Grande. I had no kitchen table, no living room chairs or even a china hutch. I had a bed and I had my cat, but most importantly I had my desk: that colossal magical beast.

All I had to do was sit at it and write. And I did. I taught GED and literacy during the day and, at night, I sat down at my desk atop the shag carpet and looked out my warped windows and wrote. It lasted for about three months, but then I met a man.

In order to move into my boyfriend's small apartment, a few sacrifices had to be made. One of these sacrifices was my desk. I gave it to one of my students. He eyed it suspiciously, "Are you sure you want to get rid of it?" he asked. Oh, I was sure. I watched it wobble precariously in the back of his pick-up truck, tied down haphazardly with bungee cord and twine. Had it arms it might have waved—or given me the finger. Who knows?

If somehow I could visit myself while I was at the apartment on the Rio Grande—it is still there, though \$400,000 condominiums abut it on both sides now—I would tap myself on the shoulder and say, "Hey you. It's me. Whatever happens don't get rid of this desk."

I would perhaps steal cigarette from my former self, because I do miss them, nearly as much as I miss the desk, and let myself out of the apartment. My former self would have balked at the comment, but would have definitely obeyed. She was supersti-

tious about things, and back then everything was marked with intense mystery.

The side of town where my husband and I moved to one month ago didn't even exist when I first moved here. Certainly it was here in the traditional sense, but the noxious subdivision I live in wasn't, where every house is painted Brown #487656 and every car is parked in the driveway because every garage is teeming with stuff. My house backs up against the petroglyphs. If I crane my neck just past the vibrant view of my neighbor's kitchen, I can see a spectacular sunset that probably would have inspired my former self to write.

I am on my fourth or fifth desk now, though now we have downsized from the Wal-Mart-put-it-together-yourself-and-risk-divorce-while-doing-so desk to the saw-this-advertised-online-and-it-was-less-than-\$50-dollars-and-fits-into-a-station-wagon model. It fits in nicely with our suburban (read disposable) world. We have sofas and taupe carpet and our walls are beige. I have a behemoth house, moored in sacred land. I have accumulated a husband and a beautiful daughter. Yet somehow, my desks keep getting lighter. I can lift it with fingertips. My former self wouldn't have believed it.

Maybe on that trip back to my old apartment on the Rio Grande I wouldn't say anything to my former self. Instead, I'd take two cigarettes instead of one. My former self wouldn't notice; she'd be typing. But when the self went off the next morning to teach those GED kids, I would clear everything off that desk. I would take the marble slab and put in the backseat, opening up all the windows to accommodate it. Then I would push the lower part (with the cabinets and the drawers) outside and heave it on top of my car, tie it down with chains and maybe even a rusty anchor, if I could find one.

I would laugh the entire way home as I heard the roof buckling and the metal whining. When I got out, the top of my car would, no doubt, bend like a crescent moon, which would be fine. I'd roll it into my garage, mercilessly bypassing the mountainous terrain of baby toys and unpacked boxes and clothes that are too tight. I would shove it through my front door and leave it in the foyer. Then I'd sit down, breathless and sweaty, say, "Now where were we?" and go from there.

—
After a five-year sabbatical; teaching 12 people how to read; initiating and directing a GED program; getting married; losing 50 pounds and gaining back 40; and most importantly, having a most beautiful daughter, Jennifer Ruden decided to make her way back home to writing, which she should never have left in the first place.



The SouthWest Sage

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Roll Top Dreams Cover

Sell Your Book Page 3

Markets Page 4

Announcements Page 5

It Happened: Awards Banquet Page 6

Author Interview: Kelly Koepke Page 7

SWW Pitch, Publish, and Promote Conference Page 8

Conference Registration Form Page 9

SWW Events Page 10

SWW Workshops Page 11

Upcoming Contests Page 12

Hyphen Hang-Ups and Board Highlights Page 13

Odds & Ends/Ad Rates Page 14

Member Successes & New Members Page 15

Is it time for you to renew your SWW membership?

SWW dues are \$60 per year (or \$100 for 2 years).
Two individuals joining or renewing together get a special rate of \$50 each.
Full-time students under 18 with proof of status and current attendance can enjoy a special \$40 rate.

At the \$60 rate, that's only \$5 a month to belong to a great organization!
You can now pay your dues securely online at www.southwestwriters.org.

Selling Your Book

by Gunda Siska

Being a great writer is no longer enough.

There are so many writers with so many great stories to tell that succeeding in the publishing industry has become survival of the smartest. And if you define your success by becoming a best-selling author, then you need to sell books. And you sell books by understanding the entire process.

Get Going

To get started, go to the library. It's free and you'll need the money later for the book campaign. (It adds up if you make a habit of using your free resources.) Check out every book on the subject of selling and promoting a book. Plan as if you will be self-publishing even if you intend to get a New York publisher. Keep in mind that even if you do get a New York publisher, they will do the bare-bone minimum to promote your book anyhow. If you plan on hiring a publicist, do not count on them pouring their heart and soul into making you a success. They are trying to make themselves a success, and you are only their means. They, too, will probably do the bare-bone minimum. You have to be the mastermind behind your success. Don't be one of those people who go around blaming your publicist and publisher for the failure of your book. Take action now to give your book the best chance of success.

Organizing

Once you have a stack of books the size of a small child, photocopy the front cover and the table of contents. Take notes as you read the book. Write down strategies that you are willing to do and that apply to your book. Then move on to the next book. Be patient as you read through the stack. You don't want to miss anything important. However, you can always go back and check out the same book again at a later time. Repeat the process until you have the big picture and are thinking like a publicist.

Write down every idea. Ask yourself what more you can do and keep in mind your target audience and your hooks, (See "The Million Dollar Question" in last month's Sage).

Refining

Think every part of the process through to the end and write down every detail. Keep a notepad at your bedside because sometimes the best ideas come in the middle of the night. Organize your information in a document you can call a marketing plan. And make organized notes of the information you can use in the future, like who does book reviews and their contact information.

Don't lose momentum by the enormity of the project. This is something only you can do. You know the limits to your resources and all the angles of your book. Comfort yourself by knowing that the harder you work, the more books you will sell. And remember, best-selling authors sell books. You can do it. Be smart, be organized and be informed.

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Free Professional Email Address for SWW Members

You can give editors, agents, and booksellers an address like JoeSmith@southwestwriters.com and their messages will be automatically forwarded to your existing address.

Send an e-mail message to LorettaHall@southwestwriters.com, including your choice of SWW address and your existing e-mail address.



The SouthWest
Sage



Eileen Stanton is an award-winning author, co-founder and past president of SWW, and long-time teacher at three universities, including the University of New Mexico. She has honed her interviewing talents over 15 years on the radio and in thousands of articles. She brings this expertise to the Sage's Markets column each month.

Let her know what questions you want answered.

Her email is estanton@cableone.net.

Agent Katharine Sands Doesn't Mince Words

Katharine Sands, a literary agent with the Sarah Jane Freymann Literary Agency, represents a wide range of authors in a broad range of categories: from literary fiction to cookbooks, home design to humor, and even a little spirituality. She will be a featured speaker at SWW's November 18-19 Conference: Pitch, Publish and Promote.

In a recent interview with Jeff Faehnle, she answered a variety of questions. She gave me permission to use the Q&A.

Jeff Faehnle: In your book, *Making the Perfect Pitch: How to Catch a Literary Agent's Eye*, you talk about finding the perfect match between author and representative. How do you as an agent know, and how should an author know when that perfect match exists?

Katharine Sands: As a writer, you are looking for the right agent to successfully navigate the publishing landscape with—and for—you. As an agent, I tend to think of myself as a book dowser. My internal divining rod starts to hum when I come across an author-to-be. When it comes to agent-author match-making, you should consider the following: 1) the agency track record, 2) the agent's experience with your genre or subject, 3) her statements about why she wants to rep your project, 4) his substantive editorial suggestions, 5) her submission strategies, 6) his prognosis for your career. Then go with your gut.

JF: What is the biggest benefit of having an agent?

KS: Try this at home: call a leading publisher and try to get anyone to discuss your work. A civilian is unlikely to penetrate the publisher's multifarious systems for shielding editors from interested, yet unrepresented writers. And you couldn't possibly learn which new editor would really love your wickedly funny story in the soccer-mom vampire-hunting paranormal romance gothic chick lit tradition.

JF: What is one thing you would tell every writer searching for an agent not to do?

KS: Not to forget you can hire a hit man, but you can't hire a literary agent. An agent must

be seduced, struck, charmed, entertained, enriched, enlightened, enlivened and again, seduced, to take you on as client.

JF: What sort of material are you looking for?

KS: A literary agent with the Sarah Jane Freymann Literary Agency, I am actively building my client list. When considering new fiction, I read to be swept up by the urgency of the narrative, the story that makes me want to turn the page. For nonfiction, I want the writer to argue the case for publication successfully, showing me the reasons why theirs is a unique and [timely] treatment of their subject. I look for the writer who can transport their reader somewhere interesting; I am on the lookout for the writer who can teach their reader something new. I'm searching for Joie de livre - writing that takes a fresh look, writing that is insightful, observant, "infotaining." Writing that is transporting. Writing that makes you want to turn the page. I can become excited by many kinds of potential books in a broad range of categories: from commercial fiction and nonfiction, including popular culture, personal growth, leisure activities, lifestyle, home arts, entertainment, and cookbooks to serious nonfiction, including psychology, social thought, history, health to the more eclectic popular reference, travel, spirituality.

JF: Any thoughts you'd like to share on the current state of the publishing industry? What's hot now and what's warming up?

KS: Sex, shoes and shopping are still generating heat in the continuing chick lit and chick non fiction phenomenon. Chicks, of course, grow up to be hens and hen lit may soon rule the roost... Dysfiction focuses on dysfunctional families. A developing trend has been termed derivalit by agent Regina Brooks. Derivalit refers to characters springing to life from existing sources such as in Renfield or revisionist tales such as re-imagining the story of the Wizard of Oz in *Wicked*. Multiculti, diversity, and leadership are the buzzwords for fast-growing markets. And muggles will always want books on how to trim their thighs, talk to the dead, increase wealth, make better love or a better lasagna.

Book Signings

Friday, 11/3

J A Jance, author of the J.P. Beaumont Mysteries and the Joanna Brady Mysteries. Since she began publishing in 1985, Jance has completed a book nearly every six months, regularly landing on the best seller list. Starts at 7pm at the Taylor Ranch Community Center. For free tickets, contact Riann K. Powell at (505) 768-5115.

Slim Randles, *Sun Dog Days*. Slim Randles presents a captivating tale of two middle-aged cowboys who rekindle their friendship while running wild horses. From 6-8pm at Hastings, 12501 Candelaria NE, Albuquerque, New Mexico (505) 332-8855.

Saturday, 11/4

Ana Baca, *Mama Fela's Girls*. Ana Baca's novel tells the story of Mama Fela and her family living life in northeastern New Mexico at the height of the Great Depression. From 11am-2pm at Hastings, 12501 Candelaria NE Albuquerque, NM (505) 332-8855.

George Mendoza, *Running Toward the Light*. George Mendoza talks about the inspirational biography of his life as a runner and a painter who refused to be defeated by blindness. Starts at 12 pm at Borders—West Side, 10420 Coors Bypass NW Albuquerque, NM (505) 792-3180.

Sunday, 11/5

George Mendoza, See 11/4 listing. 2 pm at Page One, 11018 Montgomery NE, Albuquerque, NM (505) 294-2026.

Friday, 11/10

Hal Jackson, *Following the Royal Road: A Guide to the Historic Camino Real de Tierra Adentro*. Jackson brings to life this important route with narrative accounts, historical vignettes, and travel details for the modern tourist. From 5-7pm at Casa de Avila, 324 San Felipe St NW Albuquerque, NM (505) 242-3753.

Richard Peck, *Philly Amateurs*. Car heists and colorful characters set the stage for mayhem in Philadelphia. From 7-9pm at Hastings, 12501 Candelaria NE Albuquerque, NM (505) 332-8855.

Saturday, 11/11

Emmett "Shkeme" Garcia, *Coyote and the Sky: How the Sun, Moon, and Stars Began*. Garcia will present this Santa Ana Pueblo creation legend at UNM Bookstore's annual Children's Fair. From 10am-1pm at the UNM Bookstore, University of New Mexico Campus Albuquerque, NM (505) 277-7494.

Sunday, 11/12

Hal Jackson, See 11/10 listing. 12-2pm Fiesta Market (in the ABQ Sunport, pre-security) 2200 Sunport Blvd SE Albuquerque, NM (505) 243-3100

Saturday, 11/18

Multiple SWW Members: Lela Belle Wolfert, Loretta Hall, David Corwell, Judy Ballard, Sarah Storme, Mary O'Gara and Sandy Shairer will all be on hand to talk, sign books and fill your holiday book-shopping needs. 10-2pm, Raleys at Coors and Montano.

Rus Bradburd, *Paddy on the Hardwood: A Journey in Irish Hoops*. A burned out basketball coach (Bradburd) takes a job in Ireland and makes peace with his life and career. 3pm at Borders—West Side, 10420 Coors Bypass NW Albuquerque, NM (505) 792-3180

Hal Jackson, See 11/10 listing. 3pm at Borders—West Side, 10420 Coors Bypass NW Albuquerque, NM (505) 792-3180

Workshops and Events

Land of Enchantment Romance Authors (LERA).

Meets on the second Saturday of every month, from noon to 3pm, LERA, the local chapter of Romance Writers of America, meets the at Heights Cumberland Presbyterian Church, 8600 Academy Rd. NE, Albuquerque, NM, on corner of Academy and Moon, in the education building off the back parking lot. Please see www.leranm.com for details. Visitors welcome, memberships available.

Tuesday -Sunday, November 2-5, all day: Tony Hillerman Writers Conference. Wes Studi, who portrayed Lt. Joe Leaphorn in the PBS movies based on Hillerman's books and Tony Hillerman will be on hand. Hillerman also discusses his latest book, *The Shape Shifter*. www.hillermanconference.com for price, events and details.

Every Tuesday, 10-11:15am: Craft of Writing Workshops Taught by author/essayist/poet Linda Sonna. \$10, Drop-ins welcome. Wired Café, Taos (505) 737-9092.

Every Friday, 6-7pm: Poetry and Short Prose Readings. Newcomers are welcome to participate. For more information or questions, call Kamden weekdays at Title Wave Books, 1408 Eubank NE (505) 294-9495.

It Happened

Awards Banquet for the SouthWest Writers 2006 Annual Contest

by Judy Ducharme

Joanne Bodin, Chair, and her host of helpers conducted the 2006 SouthWest Writers Annual Contest with organization and aplomb, not to mention blood, sweat and tears, to give homage to Master of Ceremonies John Candelaria's poem celebrating clichés. His original poetry and quotes concerning writing, culled from famous writers, enlivened John's announcement of the winners.

Thirty-nine winners attended the banquet on Saturday, September 16, 2006. They won thirty-five of the fifty-eight possible prizes because three writers won in two categories: Wendy Bickel, Timothy Burns, and Marilyn Stablein. Sheryl Allen and Deborah Snyder wrote a piece together. David Halperin, of Durham, North Carolina, won the Storyteller Award and a thousand additional dollars with his First Place Mainstream/Literary novel, *The October Man*, a story of the Yom Kippur War. David, here for the banquet, drove to Roswell to research his work in progress.

Winning authors attended from Puerto Rico to San Diego and Miami. Phoenix and Taos were represented. Although the two New York winners, as well as the one from Vermont, were not able to attend, several winners from Texas and one from Missouri came to the banquet. 33 winners reside in New Mexico, 28 in Albuquerque.

Entries came from 33 states. Canada entered six times, Puerto Rico once. Of the 569 received, the most entries, 78, were in the mainstream/literary novel category.

This year marks the first time entries have been accepted in Spanish. Ricardo Gonzalez from Guaynabo, Puerto Rico

claimed his first-place prize in person. The others were SWW's own Margarita B. Montalvo and Lucretia Tippit, the only one of the three first-place winners who was not there. Lucretia's packet was accepted by Raquel Troyce, who had introduced the idea of a Spanish category, was instrumental in its initiation and located a judge for the category.

While most entrants found information through the internet with Google searches or from SouthWest Writers web site (<http://southwestwriters.com>), being a member or having a friend who knew about the annual contest, SWW's advertisements in writer's magazines accounted for one hundred entries.

Editors from *Atlantic Monthly*, *New Yorker* and *Highlights for Children*, to name a few, and agents from prestigious agencies judged the entries. Critiques were supplied by local authors who are qualified consultants in the field they critiqued.

The Marriott proved a fine place to hold a banquet. The food was good, the room accommodated all, the table staff served with verve and Michele Buchanan entertained on the harp. Chocolate Amor set up the chocolate fountain for the guests to enjoy.

Joanne Bodin, who planned the function, was honored with a bouquet of flowers to commend her indefatigable commitment to the 2006 Annual Contest and as congratulations for an awesome banquet.

The winners list, with judges, can be found on the web site: <http://southwestwriters.com>.

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Books, articles, short stories, stage plays and screenplays... even poetry.

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Query letter up to three pages: \$15, Synopsis up to three pages: \$25

All other manuscripts up to ten pages: \$35

Thereafter: \$3.50/page

NEW DEADLINE FOR ARTICLES

The new *Sage* deadline is the 10th of each month. The *SouthWest Sage* welcomes articles about the craft and business of writing. Articles should be 250 to 750 words long, plus a 40-word bio.

Submissions are preferred by e-mail in a Word attachment with 11pt. Times New Roman font and single-spaced. Bylines are given. No payment. The editor reserves the right to edit articles for length and content.

Send submissions to editor@southwestwriters.com.

Looking Good on Paper

Author Interview with Kelly Koepke by Lee Ross

As Kelly Koepke knows, for a freelance writer to do well it takes more than brain power, good writing and determination. You also need business skills, like the ability to networking; in other words, you can't be shy. And Koepke is no wallflower.

She's also easy to get along with, even though she's not afraid to give her frank opinion, then adjust her octagonal glasses, and often back up what she has said with an almost encyclopedic knowledge. Add in her keen business sense and you have a wicked freelancing package.

Before taking on freelance writing she earned an MBA, and then worked at non-profit organizations for 15 years, including a few years as a regional manager at the Make-A-Wish Foundation. She will be the guest at the SWW's Saturday, November 4 meeting (see page 10).

Q. What insights do you expect the SWW members to walk away from your talk with?

A. I expect people to walk away with an idea of what I do and how much I enjoy it. To me, feature writing [magazine and some newspaper] and business writing really aren't that different. It's a question of knowing your audience, doing research, and crafting a coherent whole out of the pieces.

Oh, and that running your own business isn't a walk in the park. It's taken a long, sometimes frustrating, time to get to where I am today, being a busy writer with a thriving business.

Q. What is your greatest strength as a writer? What issues do you struggle with as a writer?

A. I'm not a good ad writer. I just don't have a flair for compelling ad copy. Or titles, either. I rely on my editors to find the perfect title for something.

My greatest strength is that I have extensive business background, which benefits my business clients. I understand their struggles and that helps me probe deeper into how they operate. Another great strength is that I'm fast.

Writing has never been a struggle. Once I've interviewed/done the research and have given my mind some time to "percolate" the information, the words just flow. I realize that I'm lucky in that regard. My clients benefit greatly from that. Plus, I'm really organized.

Q. What is your advice for new writers, or what has been reliable as a technique, inspiration or education in your writing career?

A. My 9th grade English teacher once told me that I was too terse, that I didn't explain enough. But I consider the ability to take lots of information and distill it into a coherent, compact idea the best thing any writer can learn. So, I guess I'd advise new writers to be economical with their words.

Q. What is your favorite rule of grammar, punctuation or style? Or which rules do you break, and what is your test for breaking rules (how do you know if it works in your piece or not)?

A. I love starting sentences with "and" and really get peeved when clients and/or editors don't like it. I hate sentences that start "however" or "but" and try never to do it. I also like fragments, when the tone of the piece is appropriate for it. Feature writing is fun in that regard because often you can write a piece as if it were a conversation. People don't talk in complete sentences. And I love the subjunctive case, which is highly underrated. Would that it were....

Q. What is your favorite thing about writing? What do you do to keep your career fresh and exciting?

A. My favorite thing about writing is that it marries my highly analytical side with my creative one. I love being able to dissect a topic and put it back together into whole that's easy and fun to read.

Another favorite thing is the variety I have in my assignments. One minute I'm interviewing a business person and the next I'm writing about food or quilting or theater. Fabulous! This keeps this career fresh for me. You never know who's going to be on the other end of the phone and what you might learn from them.

Q. Is there's anything I forgot to ask, or you wish I'd asked?

A. Nope, but that's my favorite question with which to end an interview, too!

Kelly Koepke, kellykoepke1@hotmail.com, 505-265-0334. No website, but you might include that I'm a member of Writer Gals, which does have a site: www.consultnm.net/writergal.



SouthWest Writers' Pitch, Publish, and Promote Conference

(The one-day conference so BIG it'll take a day and a half to hold it)

Howard Johnson Hotel & Convention Center, Albuquerque, NM

November 18, 2006 from 8:30 - 5:00 and November 19, 2006 from 8:00 - Noon

What do you do once your book is written, revised, and edited countless times? To fulfill the goal of most writers, it's time to attract attention to your book, get it published, and make it a best seller. It's time to pitch, publish, and promote.

PITCH — To interest an agent or editor in your book, you need to learn how to pitch. Katharine Sands wrote the book on "pitchcraft." She'll give valuable advice and insight on how to attract and work with literary professionals. Katharine Sands is a literary agent with Sarah Jane Freymann Literary Agency in New York City. She represents a wide range of authors in a broad range of categories — category and literary fiction; chick lit; nonfiction (popular culture, entertainment, personal growth, leisure); home arts; and even more eclectic books on travel, humor, and spirituality. Katharine is also looking for wonderful writers to add to her client base, and she'll be taking a number of scheduled pitch sessions during the conference.

PUBLISH — To tell us about publishing, who better than the CEO of a dynamic small press? Bob Sanders from Mundania Press will tell you how to make a publisher say "yes" to your book. Come to the conference and find out what publishers want. Yes, talent is important, but publishing is a business. You need a business plan. Bob Sanders will explain how to make one and why you should. Mundania Press (www.mundaniapress.com) publishes a wide variety of genres in different formats — paperbacks, hardcovers, e-books, and now audiobooks. They've published over 150 books with many more to come. Bob will also be available for a number of scheduled 15-minute mentoring sessions during the conference.

PROMOTE — It doesn't matter whether you get published by a big house, a small press, or yourself, to sell the number of books you want to sell, you need to understand the marketplace and how to market your book. Jerry D. Simmons (www.WritersReaders.com) spent more than twenty years in sales and management at what was The Time Warner Book Group, now known as Hachette Book Group USA. He knows the industry. He knows what happens when a book is published. Most importantly, he knows what needs to happen for your book to sell successfully. When not presenting, Jerry will hold a number of scheduled 15-minute mentoring sessions to address your needs about marketing, publicity, or the publishing industry in general.

Cost for the conference is \$119 for SWW members (\$125 if you register after 11/3/06) and \$179 for non-members (\$185 if you register after 11/3/06). The non-member cost includes a one-year membership in SWW.

Enjoy a buffet banquet at JB's (adjacent to the conference center) Saturday night from 6:30 to 8:30 for \$30/person. Keynote speaker is Rob Spiegel, SWW vice-president and a man who has made his living in the publishing field for over 20 years. Rob will show how pitching, publishing, and promotion work together in the publishing world.

If you have questions, contact Keith Pyeatt, SWW Conference Coordinator, at k_pyeatt@comcast.net or call the SWW office at (505) 265-9485.

How Would You Like To See Your Byline Here?

We need your articles for the Sage!
The Sage Editor wants articles on SWW meetings and events.
This is your chance to flex your reporting muscles, send in your opinions,
test out a new style, have fun writing and get published in the Sage.
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A thorough critique and assessment of your manuscript by published writers, teachers, or agents. Books, articles, short stories, stage plays, and screenplays. Even poetry! Turnaround of approximately two weeks.
Query letter up to three pages: \$15, Synopsis up to three pages: \$25, All other manuscripts up to ten pages: \$35
Thereafter: \$3.50/page

Registration Form for SouthWest Writers' Pitch, Publish, & Promote Conference

Howard Johnson Hotel & Convention Center, Albuquerque, NM, November 18 & 19, 2006.

Registration includes conference presentations, a box lunch Saturday, refreshments, and the possibility of either a 10-minute pitch session with Katherine Sands or a 15-minute mentoring session with Bob Sanders or Jerry Simmons. The number of pitch and mentoring sessions are limited and will be assigned on a first-come basis. Not everyone will get their first or second choice. Not everyone will even get a session, but the earlier you register, the better your chances. Register by November 3rd (postmark date if mailed) to take advantage of the early bird rate.

Conference times: Check in from 7:45 - 8:15 Saturday morning. Please be on time. Conference from 8:30 AM - 5:00 PM Saturday and 8:00 AM - 12:00 noon Sunday.

NAME: ADDRESS: CITY: STATE: ZIP: PHONE: EMAIL:

Are you a member of SouthWest Writers? YES NO How did you learn about this conference?

Conference Cost (non-member registration includes a one-year membership to SWW): @ \$119.00 SWW member cost (registered by 11/3/06) = \$ @ \$125.00 SWW member cost (registered after 11/3/06) = \$ @ \$179.00 non-member cost (registered by 11/3/06) = \$ @ \$185.00 non-member cost (registered after 11/3/06) = \$ will attend the Saturday night buffet banquet @ \$30.00/each = \$ TOTAL \$

Indicate method of payment (the only credit cards we accept are MasterCard and Visa) Check or money order (made out to SouthWest Writers) MasterCard Visa

If paying by credit card: Cardholder Name: Card Number: Security Code: (the last 3 digits of the number near your signature) Expiration Date: Billing Address: City: State: Zip:

I'd like a pitch or mentoring session with (indicate first and second preference): Katharine Sands, agent from Sarah Jane Freymann Agency, 10-minute pitch session Jerry Simmons, marketing and publicity expert, 15-minute mentoring session Bob Sanders, CEO of Mundania Press, 15-minute mentoring session

Saturday lunch preference (check one): turkey sandwich box lunch vegetarian salad box lunch chef salad box lunch

Special diet requirements or allergies

If attending the Saturday night dinner with keynote speaker Rob Spiegel, indicate dinner choice(s) below: Dinner Buffet — carving station w/roast beef or roasted turkey breast, rice pilaf w/Julienne vegetables and walnuts, tossed salad w/assortment of salad complements, new potatoes w/garlic and parsley, two hot seasonal vegetables, rolls and butter, desert, coffee, tea, or soft drinks. Vegetarian Buffet — same as above except with pasta primavera as main dish.

Howard Johnson Hotel and Convention Center is located near I-40 and Eubank (northeast of the intersection) at 15 Hotel Circle NE, Albuquerque, NM 87123. For hotel reservations, call Howard Johnson at (505) 296-4852 and ask for the SouthWest Writers Conference special rate (\$44.95 plus tax per night).

Mail this registration form to: SWW, 3721 Morris NE, Albuquerque, NM 87111

We look forward to seeing you at the conference!

Very rarely are SWW programs cancelled, but it is possible should the weather become fierce. Please remember, if you have doubts about whether a program will happen, or about the time or topic, call the SWW office number (505) 265-9485 during business hours, M-F 9am - noon.

Program Location:
New Life
Presbyterian Church
5540 Eubank NE,
Albuquerque

Saturday, November 4, 10 am to Noon

The Freelance Advantage

Kelly Koepke will speak about her experience as a freelance business and lifestyle writer. Kelly helps businesses small and large, profit and not for profit, better communicate with their employees and customers via brochures, website copy, newsletters, press releases, letters to the editor and ghostwritten articles.

She also contributes feature stories to a variety of local publications, including *Dukecityfix.com*, *albuquerqueARTS*, *Localflavor*, the *Albuquerque Journal*, the *New Mexico Business Weekly*, the *New Mexico Business Journal*, and *New At Home*.

Kelly Koepke received her bachelor's degree in liberal arts from St. John's College in Santa Fe, and her Master of Business Administration from the University of St. Thomas in Minneapolis. Before striking out on her own, she spent 15 years as a non-profit manager. Her business training and experience translates into a keen understanding of marketing and public relations for her clients.

She is a board member of and marketing committee chair for the Arts Alliance, an arts advocacy organization.

Tuesday, November 21, 7 to 9pm

Hooking the reader at First Balance - The Importance of Titles

The title of a work is just as important as the manuscript itself. Yet writers have the hardest time coming up with names that accurately and dramatically represent their stories. Come and learn a few approaches to creating titles that will stand out to agents, editors, and readers.

David J. Corwell's short fiction appears in *Dead in Thirteen Flashes* and *Cloaked in Shadow: Dark Tales of Elves*. His writing has won five national writing awards, including the 2003 SWW Storyteller Award. He recently completed his first novel and received his M. A. in Writing Popular Fiction from Seton Hill University. David is also a graduate of the Odyssey Fantasy Writing Workshop and the Borderlands Press Writer's Boot Camp. He has been a critiquer for the annual SWW writing contest and critique service, a panelist at SWW writing conferences, and teaches writing at Los Volcanes Senior Center.

Saturday, December 2, 10 am to Noon

Your Life as a Book: Crafting the Memoir

Everyone has a story. Our lives are rich tapestries of event and emotion. But how do we turn that experience into a book? Author and writing coach Lisa Dale Norton shares the basics of crafting a book-length life story, and signals the pitfalls that trip most writers as they work to craft a tale from the material of their life. Included will be short writing exercises that access "launch" memories, the key moments that drive story arc.

Lisa Dale Norton is the author of *Hawk Flies Above: Journey to the Heart of the Sandhills* (Picador/ St. Martin's Press), a work of narrative nonfiction that combines memoir and nature writing. She serves on the faculty of the UCLA Extension Writers' Program and the Whidbey MFA Program, teaches workshops across the country and works with private clients crafting books. Her book *Audacious Memoir* is forthcoming. Norton is currently at work on a book of creative nonfiction entitled *Ogallala: The Life and Death of the Great Plains Aquifer*.

SouthWest Writers Workshops

Program Location:
New Life
Presbyterian Church
5540 Eubank NE,
Albuquerque

Saturday, November 4, 1 to 4pm

Verb and Metaphor

Juan Blea will take attendees through the components of a metaphor and show how they relate to verbs. Using the AGENT-ACTION-OBJECT formula, he develops new metaphors from verbs that may not have been considered for usage in poetic language.

The basic outline is as follows:

- 1) Define metaphor and discuss various types of metaphors
- 2) Discuss the components of a metaphor: tenor and vehicle.
- 3) Describe how verbs allow both complex and simple metaphor construction once a writer understands how tenor and vehicle relate to verb construction using the AGENT-ACTION-OBJECT formula.
- 4) Construct metaphors in new contexts using all the previous concepts.

Saturday, December 2, 1 to 4pm

Self-Publishing: The other Path to Print

The maze of the traditional publishing industry is a tough one to navigate. With today's technology of digital printing, publishing a novel or short story is much easier with no need to lock-step through a rigid process of publishing. Writers are no longer tied to submitting their work to the big publishing houses but are able to see their stories in print much sooner. This workshop will explore many of the different ways to get their work into print and into stores. A panel of self-published authors will explain the process.

Melody Groves is the author of *Ropes, Reins, and Rawhide: All About Rodeo* (May, 2006, UNM Press), *The Quest* and *Sonoran Rage* (novels published by print-on-demand). She recently received a book contract from the University of North Texas Press to produce a book on ranch rodeo. Meldoy has also published articles in *New Mexico Magazine*, *True West Magazine*, *Desert Exposure* and *Albuquerque the Magazine*. She is a columnist for *albuquerqueARTS* and has written two screenplays.

Melody is publicity chairman for the Western Writers of America, and PR chair for SouthWest Writers. She's a member of The Westerners, the New Mexico Book Co-op, and she is a gunfighter with the New Mexico Gunfighting Association.

Donations of refreshments at the regular SWW meetings will be gratefully accepted!

Please consider providing this valuable service to our organization.

Note: This information is provided as a convenience. Before entering, be sure to check the listed website at the end of each listing for submission guidelines and information or write the sponsors to make sure a contest is right for you.

Deadline: 11/3/06 (postmark). 2nd Annual John Templeton Foundation Kairos Prize for Spiritually Uplifting Screenplays. Prizes total \$50,000. The primary purpose of the prize is to help inspire first-time screenwriters to produce compelling, entertaining, spiritually uplifting scripts. Late deadline December 15, 2006 More information at <http://www.kairosprize.com>.

Deadline: 11/15/06 (postmark). Short story and poetry. East Coast Writing Contest. Prizes per category: \$100 first, \$50 second, \$25 third. All winners will be published in the East Coast Writers bi-annual journal. No further copyrights will be taken. Entry fee: \$10 for first entry, \$5 each for second and third entry. Four categories, each with word limits: 2,500 words for Fiction, 2,500 words for Personal Essay, 72 lines for Poetry, and 1,500 words for Children. Submission guidelines and information at: <http://www.eastcoastwriters.com>.

Deadline: 12/1/06 (postmark). Short, short story. Writer's Digest Short Short Story Competition. Prizes: \$3,000 first, \$1,500 second, \$500 third, \$100 fourth through tenth. Winners names printed in *Writer's Digest*. *Writer's Digest* reserves the one-time publication rights to the top 25 winning entries. Entry fee: \$12/entry. All entries must be 1,500 words or fewer. Submission guidelines and information at: <http://www.writersdigest.com/contests/shortshort>.

Deadline: 12/1/06. Print on demand books. JADA Promotion for Print on Demand Books. Prizes: \$1,000 first prize for fiction and \$1,000 first prize for non-fiction. Books must have ISBN numbers and be Printed on Demand. Entry fee: \$40/book. Submission guidelines and information at: <http://www.jadapress.com/AwardAnnouncementPage.html>.

Deadline: 12/16/06 (postmark). Short stories. Crazyhorse Fiction Prize. Prize \$2,000 and publication in Crazyhorse. Single short story of up to 25 pages. Entry fee: \$15 (includes subscription to Crazyhorse). Submission guidelines and information at: <http://crazyhorse.cofc.edu/prizes.html>.

Deadline: 12/16/06 (postmark). Poetry. Lynda Hull Memorial Poetry Prize. Prize \$2,000 and publication in Crazyhorse. Up to 3 poems (up to 10 pages of poetry). Entry fee: \$15 (includes subscription to Crazyhorse). Submission guidelines and information at: <http://crazyhorse.cofc.edu/prizes.html>.

Deadline: 12/20/06 (postmark). Poetry. Writer's Digest Poetry Awards. Prizes: \$500 first, \$250 second, \$100 third, \$25 fourth through tenth. Winners names printed in *Writer's Digest*. *Writer's Digest* reserves the one-time publication rights to the top 25 winning entries. Entry fee: \$10/first poem and \$5/each additional poem. All entries must be 32 lines or fewer. No style or subject restrictions. Must not be published (even on a personal website) or submitted elsewhere. Submission

guidelines and information at: <http://www.writersdigest.com/contests/poetry>.

Deadline: 12/31/06. Southern Shady Ladies Home Remedy Contest. Submit a home remedy and the story behind it. 1500 words or less, double-spaced, include cover page with your full name, title of remedy and story, current mailing address, telephone number and SASE. Prizes: \$100 grand prize, \$50 first prize, \$25 second and third prize. All winners' stories and remedies will be published in the Southern Shady Ladies Home Remedy Book. All other winners receive one copy of the book and 25% discount on additional books. After publication, all rights revert back to author. All unselected work will receive comments where appropriate. Entry Fee: \$10/entry. Larnette Phillips, 7877 Highway 4, Jay, Florida 32565, Chelsearichards@aol.com.

Deadline: 12/31/06 (postmark). Novel or collection of short stories. Jefferson Press Prize for Best Voice in Fiction. Prizes: \$5,000 and publication first prize, \$500 for four other finalists. Entry fee: \$35/manuscript. Open to any work of book-length fiction by any writer who has never published a book and is not under contract to do so. Self-published writers and their self-published titles are eligible. Submission guidelines and information at: <http://www.jeffersonpressprize.com>.

Deadline: 12/31/06 (postmark). Short story. Thomas Wolfe Fiction Prize. Prizes: \$1,000 first prize and possible publication in *The Thomas Wolfe Review*. Entry fee: \$15 members North Carolina Writers' Network, \$25 non-members. Unpublished fiction manuscript not to exceed 12 double-spaced pages. Submission guidelines and information at: <http://www.ncwriters.org/programs/competitions/wolfe.shtml>.

Deadline: 12/31/06 (postmark). Nonfiction. X.J. Kennedy Award for Nonfiction (by *Rosebud*). Prizes: \$1,000 and publication in *Rosebud*. Entry fee: \$10/per entry. Original, unpublished nonfiction 3,500 words or less (longer will be considered). Any kind of nonfiction including essays, nature and travel writing, and memoir. Submission guidelines and information at: http://www.rsbd.net/x__j__kennedy_award.htm.

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Keith Pyeatt is the new conference chair at SouthWest Writers, and a paranormal author. He refuses to clarify what's paranormal—him or his novels.

Hyphen Hang-Ups

by Barbara R. DuBois

A lot of ink is wasted on unnecessary hyphens because most people don't have a clue as to their use and abuse. Some rules do apply, but a writer must always be willing to check a dictionary for cases without rules.

Rule #1: Look up nouns because they don't follow any rule! For example, a *check-out* uses a hyphen, but a *checkup* does not.

Rule #2: Hyphen a compound modifier before a noun, such as a *well-known scientist*.

Rule #3: Do not hyphen the compound modifier AFTER a noun, such as *the scientist is well known*. This rule is abused because people are used to obeying Rule #2.

Rule #4: Never hyphen an -ly adverb, as in a *carefully prepared* paper. The -ly adverb always goes with its adjective, so the hyphen is superfluous.

Rule #5: Do not hyphen a verb that may be separated, as in *to check out*. One may check a book out or check out a book. But hyphen a verb that cannot be split, as in *x-ray*. One cannot x something ray, only x-ray something. Another example is my title: the noun *hang-up* has a hyphen in my dictionary; the verb has no hyphen because you can hang clothes up.

Rule #6: Do not hyphen a prefix unless the vowel repeats, *preamplifier*, but *pre-empt*; or unless a capital follows: *unusual*, but *un-American*; *nonnuclear*, but *non-Soviet*; or unless the word might be confused with a homophone: *re-cover*, meaning to put the cover back on, but *recover*, meaning to recuperate.

Rule #7: Do not hyphen an adverb plus a compound modifier, *very well known scientist*.

Rule #8: Look up *co* words because they have no rule! *cooperate*, *coordinate*, *coworker*, but *co-author*, *co-education*, *co-opt*.

Rule #9: Hyphen *self* compounds: *self-control*, *self-discipline*, but not words that are not compounds: *selfhood*, *selfish*, *selfsame*.

Rule #10: Use the suspension (or suspended) hyphen to avoid repetition: *one- or two-page* article, *one- or two-column* format, *top- or bottommost* character.

Rule #11: Be reasonable. Please do not fight for hyphens, we make exceptions for expressions that everyone is used to: *reentry*, *microorganism*.

The most important rule is to help the reader!

Recent Board Meeting Highlights

by Sandy Schairer

- The December program will be a holiday potluck with no carol singing. Since SWW is a non-profit educational organization, our programs cannot promote religious or political preferences.

- Channel 27, local public access channel, filmed a 28-minute documentary of SWW, which aired on Sept. 16. SWW will be receiving a DVD of the program.

- Budget and Finance committee designed new procedures for the front and book table at programs. SWW will sell books for members and for the speaker's and workshop presenter's during the program. After the program is closed speakers and workshop presenters may sell their own books. (They may request help from a SWW member, but proceeds will go directly to the author and not be processed through SWW after the regular program.)

- Membership stood at approximately 577 the beginning of Oct. It goes up and down with renewals and new memberships each month. There were 24 new members from the August 19th Conference. A new and easier signup sheet is being designed. Members are reminded not to let their membership lapse, renew in a timely manner so you will not be without benefits.

- Thirty-one critiques have been done by the SWW Professional Critique Service. YTD in Sept. Income: \$4,248.00, expenses: \$3,209, with a net of \$1,030.00. Compliments are regularly coming in for the critiquers from the people using the service. Thanks have been given to the critiquers for their quality of service.

- The Conference Chair is arranging to have a free critique at the next conference. The next conference will feature a keynote speaker banquet and a half day Sunday additional to the format.

- Monthly Writing Competition continues to have good participation

- The election of officers was conducted by mail and email voting. The board is looking into plans to amend the Bylaws next year to include elections in-person at a special or annual meeting.

- The annual meeting was held Oct. 7th.

- The rent on the SWW office suite has increased \$100 per month. Rent is only \$600 a month now and the board feels is exceptionally good rate for the space.

- Parris Award and Service Awards were presented at the Annual Contest Awards Banquet in September instead of at the Annual meeting.

Sandy Schairer, Ph.D, is the author of Extremely Short Stories for Busy People and writes romantic fiction under a pseudonym. She can be reached at her southwestwriters.com email address.

Odds & Ends Critique Groups

Submit addition or deletion requests or changes to SWWriters@juno.com.

Wanting to Start Groups/ Looking for a Group

***Any Genre, Albuquerque:**

GLBT Writers
Jim McDonough
505-688-2954

jim@queerwriters.com

***Any Genre, Las Cruces:**

Barbara Villemez
505-522-5734

***Any Genre, Santa Fe:**

Mary Mazza-Anderson
cmmom@zianet.com

***Fantasy/Poetry:**

Janet Belovarsky
505-891-9529

royalbloodseries@aol.com

***Fantasy/Romance:**

Heidi Punke
505-271-9772

heidiandmitch@yahoo.com

***Historical Romance:**

Leah Dodd

505-890-0210, patandleah@peoplepc.com

Lester Libo

is looking for a critique group in the fiction genra. lesterml1@comcast.net.

***Poetry:**

Billy Brown

505-401-8139, welbert@aol.com

***Sci Fi/Fantasy:**

Joel Holt

505-265-1938, loki265@hotmail.com

***Writing-for-fun:**

East Mountains near Edgewood
Sandy Schairer

sandyschairer@southwestwriters.com

***Short Nonfiction:**

Suzann Owings
505-867-0567

Groups Seeking Members

***Albuquerque Nonfiction:**

Meets twice monthly at the old Albuquerque Press Club

Marianne Powers
505-270-9150,

marianne@mariannepowers.com

***American Theater Ensemble Screenwriters and Playwrights:**

Meets 1st and 3rd Tuesdays of the month, 7pm

Puccini's Golden West, 620 Central Ave SW

505-242-2353 elreytheater@qwest.net.

Any Genre:

Meets once a month on Sunday afternoons

Michael Franco

MDLindell@aol.com

***Any Genre, including childrens, Albuquerque:**

Meets the first Wednesday of the month, 7-9pm, Hastings Superstore, Wyoming and Montgomery

Sabra Steinsiek
505-260-1837

Groups Seeking Members

***Any Genre, Moriarty:**

Second and fourth Thursday each month, 6pm

Moriarty Library

Tina Ortega

505-832-2513, jleksutin@hotmail.com

***Any Genre, Rio Rancho:**

Alice Harpley and Bob Harpley

505-867-1408,

riversedgebob@cableone.net

riograndema@cableone.net

***Fiction & Nonfiction:**

Paula High

505-271-0837, plhigh@abq.com

***Land of Enchantment Romance Authors:**

Meets the second Saturday of each month at noon.

Potential members, attend three meetings to try it out.

leranm.org.

***Mystery/Sci Fi:**

Fred Aiken

505-856-2145

FredAiken@southwestwriters.com

***Novels/Short Stories:**

Janeen Anderson

505-899-5624, janeen@janglya.com

***Novel/Memoir**

Meet online and monthly, NE Albuquerque.

Nancy Costea

505-323-9681

costeawood@comcast.net

***Novels/Short Stories:**

Meets Saturday afternoons

Albuquerque Main Public Library on Copper

Jack Phelan

505-292-0576 or 256-3500

***The Santa Fe Screenwriter's Group:**

Susan Burns

505-474-8268, thursday51@aol.com

***The Screaming Ninja Screenwriters:**

Meets every other Thursday, Flying Star on 7th and Silver.

Marc Calderwood

505-897-6474,

skatingkokopelli@hotmail.com

SouthWest Sage Ad Rates

Worldwide Circulation on the Internet

The SWW website receives hundreds of thousands of page requests every month.

Business card size: \$16

1/8 page: \$24

1/4 page: \$36

1/3 page: \$45

1/2 page: \$75

Full page: \$100

15% discount for 3 mos.

20% discount for 6 mos.

Deadline:

1st of each month
for the following month.

Payment due
with camera-ready
ad copy.

**Because SWW
is a nonprofit
organization,
we cannot accept ads
for financial
institutions,
insurance,
or real estate.**

For information about benefits for SWW members contact:

Cheri Eicher

INDEPENDENT MEANS

Group Benefits
(505) 299-5919
(800) 883-4310

Independentmeans@comcast.net

SWW Board Meeting will be held at the SWW office on Tuesday, October 3, 2006, at 6 pm

Here we are:
3721 Morris St. NE Suite A
Albuquerque, NM 87111-3611
phone: (505) 265-9485 fax: (505) 265-9483
e-mail: SWWriters@juno.com
web: http://southwestwriters.com

Member Successes

Connie Harrington’s short story “Quartersawn Century” will be published in the Spring 2007 issue of *Yemassee*.

Lee Ross wrote a profile of a local photographer that was published in High Country News, which is distributed throughout the west.

Your successes could be on this page and our worldwide website to be seen by agents, editors, publishers, producers, and search engines. But you have to do more than just talk, you have to e-mail your successes to editor@southwestwriters.com. Don't miss this unique chance for free publicity and fame...and your right to brag!

Send information by e-mail in rich text format (.rtf) to editor@southwestwriters.com.

New SWW Members

Sally Orozco	Susan Rhoades	Ron Rundo
Leslie Herbst	Emily Clark	Krystal Carden
Debbie Espinosa	Mark Langner	Sharon Davis
William M. Slater	Martha Fiedler	Scott Palmer

**Need a new book (or almost anything else)?
Save Money and Support SWW!**

*Go to www.southwestwriters.org
and click on the
amazon.com box.
You save money &
SWW receives a commission.*

President/Office Coordinator

Larry Greenly
SWWriters@juno.com

Vice President

Rob Spiegel
(505) 275-2556 · RobSpiegel@southwestwriters.com

Secretary/Parliamentarian

Sandy Schairer
(505) 281-0546 · SandySchairer@southwestwriters.com

Treasurer

Loretta Hall
(505) 764-9906 · LorettaHall@southwestwriters.com

Membership

Larry Greenly
(505) 265-9485 · SWWriters@juno.com

Public Relations

Melody Groves
MelodyGroves@southwestwriters.com

Critique Service

Edith Greenly
(505) 265-9485 · SWWriters@juno.com

Policies Procedures, and Audit

Lela Belle Wolfert
(505) 899-2952

Volunteer Coordinator

Ron Schultz
RonSchultz@southwestwriters.com

Workshop Coordinator

Bonnie Hayes
Conference Chair

Keith Pyeatt
(505) 890-5545 · keith@keithpyeatt.com

Conference Chair and Historian

Judy Ducharme
(505) 256-9659

JudyDucharme@southwestwriters.com

Board Member at Large

David Corwell
(505) 898-0624 · DavidCorwell@southwestwriters.com

Writer’s Contest 2006 Chair

Joanne Bodin
(505) 880-8326 · drjsbodin@hotmail.com

Other Key Positions

SWW Sage Editor

Lee Ross
editor@southwestwriters.com

Assistant Editor

Tom Gibbons
E-lert Mistress

Gail Rubin
publicity@southwestwriters.com

Speaker Coordinator

Rob Spiegel
(505) 275-2556 · RobSpiegel@southwestwriters.com



SWW is happy to announce the enormously expanded list of writer’s resources website links is now on the SWW website. Check it out.



The SouthWest Sage

SouthWest Writers
3721 Morris NE
Albuquerque NM 87111
www.southwestwriters.org
SWWriters@juno.com

See your membership card or mailing label for renewal date. Renew to retain your membership benefits. You may now do this securely online.

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