



# SouthWest Sage

The Voice of SouthWest Writers

Vol. 30, No. 8

August 2014

## 2015 Executive Committee Candidates Offer Choices on Oct 4<sup>th</sup>

Something unusual is afoot at SouthWest Writers!

Anyone who has belonged to a non-profit organization knows that regardless of how many members enjoy the benefits of the group, only a small percentage are willing to donate the hundreds of hours of work every year that is needed to keep the organization running smoothly.

People who have taken on the mantle of a board position usually burn out after a few years and if the group is lucky someone is willing to assume those duties for the next 12 months. SouthWest Writers is no exception.

In non-profit parlance we are on the small side of a medium sized organization. Small organizations are often known as "living room" non-profits as they cannot afford to keep a permanent office or paid staff. SWW has a small part-time office where two people each work 10 hours a week answering phones, opening mail and performing basic office duties.

We have around 400 members. Of that number only about 20-25 people volunteer to help out in any capacity during the year. We were lucky in the last few years as we have had board members with some computer acumen who brought SWW into greater visibility with a professional looking website and the ability to handle financial transactions online.

SWW differs from most organizations in that the only elected Board Members are the Executive Committee – President, Vice-president, Secretary, and Treasurer. All other Board Members are appointed by the President. Even for that small list, most non-profits must cajole its members to fill these top positions, and those that do are normally uncontested. Such is usually the case with SWW.

But not this year. Surprisingly, the SWW membership is faced with choices!

Requirements for Executive Board eligibility are that the individuals must be members in good standing and must have served as on the Board of Directors in the past. All persons who have tossed their hats into the SWW 2015 ring meet those requirements. Some are current board members and are familiar with the overall

plans to modernize and expand SWW, while others are remembered as having been truly inspiring leaders in their own right.

SWW members will get a couple of chances to look over the candidates and decide who to vote for prior to the election during the SWW meeting on October 4<sup>th</sup>. The candidates' bios and comments are here in the Sage, and all candidates will be given floor time during the meetings on September 6<sup>th</sup> and 16<sup>th</sup>. That is when you, the members, will have a chance to ask questions.

Remember, only those members who physically attend the meeting at New Life Presbyterian Church on October 4<sup>th</sup> will be eligible to vote.

Voting will be by secret ballot. As people arrive their membership will be checked against the current member list. If your membership has lapsed you will be allowed to go to the membership table and pay your dues. Once membership is established you will receive a voting ballot.

Once the form is filled out place it in the ballot box. All forms must be in the ballot box by the time the speaker begins his presentation. At that time the voting committee will tally the votes and the new 2015 SWW Executive Committee members will be announced at the end of the meeting.

**Be there! Your Vote Counts!**

## Meet the Candidates

Beginning on Page 8 you will find information about the men and women running for office in the next SWW Board election. Bob Kidera, chairman of the election committee challenged the nominees to answer these two questions:

1. For the past few years, SWW has been running about a \$5K per year deficit, something that is clearly unsustainable. What experience, talent, or ideas could you bring to our attempt to balance the budget?
2. Although the term of office for Executive Board members is a single year, your decisions will have long-term impact on SWW. What is your vision of SWW five years down the road?



Gadzooks,

Another month is upon us and there is much to talk about! First of all, the Brown Bag Session schedule has been confirmed through October with a lot of great topics. As always, these are free to everyone at the meeting and begin about half an hour after the normal Saturday meetings. BBSs that are scheduled are listed below.

- August: Kathy Kitts leading "Surviving and thriving in Critique Circles"
- September: Kathy Wagoner leading "Dialog"
- October: Rose Marie Kern with "Writing for Magazines"

The Annual Writing Contest is in its final phase. The top three winners of each category will be announced in the September Sage – but first, second, and third place will not be revealed until the awards ceremony at the October 4<sup>th</sup> meeting. We'd like to see all the members in attendance bring something for a big celebration pot luck as we announce the winners of the contest AND the roster of new Board members at that time.

Speaking of the elections – I hope you all take the time to read up on the candidates. It is a majority ballot and even one vote can make a difference – pick the one you feel will be the best person to lead SWW in the days ahead. Only current members who attend the 4 October meeting can vote. If your membership has lapsed, you can re-up and vote at the meeting.

*Lee*

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## Classes & Workshops

Classes and Workshops are held at the SWW Office, 3200 Carlisle Blvd NE, Albuquerque 87110, 505-830-6034

### SouthWest Sage Advertising Rates Worldwide Internet Circulation

The SWW website receives thousands of page requests every month.

Business card size: \$20 1/4 page, vertical: \$40 1/3 page, horizontal: \$50  
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 in .jpg format.

### Annual Membership in SouthWest Writers

Individual: \$70 (\$65 renewal if paid two months in advance)

Student: 18 and over, \$40; under 18, \$25

Requires proof of student status

Outside U.S.: \$75, Lifetime Membership: \$750

Download the Sage from [www.southwestwriters.com](http://www.southwestwriters.com)

Join us first Saturday, 10 am-Noon and third Tuesday, 7-9 pm

New Life Presbyterian Church, 5540 Eubank NE,  
Albuquerque, New Mexico



## South West Sage

Published monthly by the Board of Directors of South West Writers, a nonprofit, tax-exempt 501(c)(3) organization. Subscription is a benefit of membership.

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### LOOKING FOR A CRITIQUE GROUP?

Email Rose Kern at swwsage@swcp.com with the following information and we'll publish your request:

- your name
- email address
- phone number
- genre preference
- geographic location (Belen, NW Heights, near UNM, etc.)
- preference for frequency
- day of the week.

### ~ WRITING MARATHONS ~

Two SWW members host an 8-hour writing marathon on the last Sunday of every month, 2:00-10:00 pm, at alternating locations. Email ktwgaw@msn.com or ruffwag3@earthlink.net.

### SOUTHWEST WRITERS MONTHLY MEETINGS

are held at  
**New Life Presbyterian Church**  
5540 Eubank NE  
Albuquerque, NM 87111

For more information, call the SWW office at 505-265-9485.

To register for classes and workshops: sign up at SWW meetings or register online at [www.southwestwriters.com](http://www.southwestwriters.com).

### Workshop and Class Refund Policy

Full refund if cancellation is received more than 7 days before class. From one week out to 24 hours before class, participant is entitled to select another class. Inside of 24 hours, participant receives no refund or class. For multi-session classes, if you miss a class, you receive no refund. We pay our instructors based on how many students enroll, so you are part of that roll count if you don't cancel as detailed above.

## Critique Groups Seeking Members

### Fiction/Nonfiction

Wally Gordon, wallygordon@q.com or Chris Enke, enke@unm.edu  
Erna Fergusson Library  
Second Wed. each month, 4-6:00 pm With interest, can change day & time

### Mainstream Fiction

Online Critique Group  
Christie Keele,  
ckeele10@hotmail.com

### Sci-Fi

Send name and writing experience to:  
Cosmic\_Connections\_SF\_Critique\_Group@yahoo.com

### Suspense/Mystery

Olive Balla is looking for form a critique group for fiction. Her genre is suspense/mystery, and she would like to meet once or twice per month in Los Lunas, or within a fifteen mile radius. If this sounds interest-ing please contact her directly. Email: omballa@gmail.com (505) 865-5315 (Landline) (505) 550-0011 (Cell)

### Mixed genre

NE ABQ writer's critique group (mixed genre) is looking for new energetic members. We meet in members' homes every other Wednesday at 6pm. If interested email Karen at k\_glinski@yahoo.com. Include a 1 page sample of your writing.

## Member Successes

**Corran Harrington** (also writing as **Connie Harrington**) was a finalist in the 2014 Bosque Fiction Contest, and an excerpt from her novella, "The River Reader," will be published in the 2014 issue of *bosque, the magazine*.

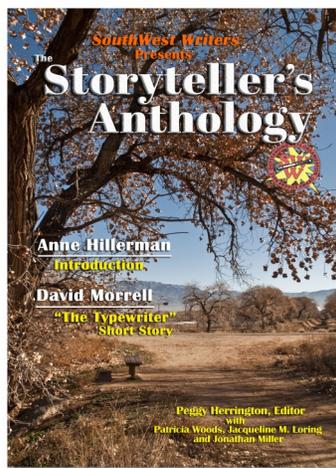
**Shirley Raye Redmond's** latest historical novel *PRUDENCE PURSUED* (Astraea Press) was released on July 29. She also sold an article about Cathy Williams, the only female Buffalo Soldier, which will appear in an upcoming issue of *Rural Missouri Magazine*.

### 4 VOICES ON THE 4TH

In July SWW members, **Karin Branberry, Jacqueline Murray and Caroline LeBlanc** participated in *POETRY & SPOKEN WORD: 4 VOICES ON THE 4<sup>TH</sup>*, which was a great success. There were 46 people in the audience, and we received a standing ovation. We will be performing *4 Voices* at several events around Albuquerque over the next year, and are considering audience suggestions that we take it on the road beyond Albuquerque. Anyone interested in helping us investigate and/or pursue a grant should contact Caroline LeBlanc, Museum of the American Military Family Writer in Residence, at [wildernessheart@msn.com](mailto:wildernessheart@msn.com).

*Send your successes and announcements to the SouthWest Sage Editor at [swwsage@swcp.com](mailto:swwsage@swcp.com).*

**Sharon Van Ivan's** memoir *Jiggle and Hide* with cover art by her artist husband, Charles Pfahl received a Star and review by Kirkus Reviews. It was named their Indie Pick of the Day on July 20th. The book is available now on Amazon.



*The Storyteller's Anthology* is now available to order in paperback on Amazon. Show your support for SWW by purchasing one and placing it in your local library! Also, Please consider leaving a positive comment on the Review page with a 5-star rating to get things rolling.

*Writers are both reflections of society and molders of future concepts and ideas.*

## Albuquerque Area Writing Groups

The **Albuquerque Croak & Dagger** chapter of Sisters in Crime meets 4th Tuesday of the month, 7 pm, police briefing room at James Joseph Dwyer Memorial Substation. [www.croak-and-dagger.com/](http://www.croak-and-dagger.com/)

**The Wordwrights:** Don Morgan and Dennis Kastendiek moderate, all genres welcome. North Domingo Baca Multigenerational Center, Room 1, 2nd floor. Mondays, 1:30-3:30 pm. Contact Dennis: [dwjkas@yahoo.com](mailto:dwjkas@yahoo.com)

**Children's/MG/YA Writers:** 3rd Saturday critique group meets monthly at Erna Fergusson Library, San Mateo and Comanche, 12:00 to 2:00 p.m. Bring five copies of five pages, double-spaced, to share.

### Duke City Screenwriters:

Meets every other Thursday  
6:00 - 9:00 pm Critique group, education, and fun! Contact Terry Hicks: [earthreflection@aol.com](mailto:earthreflection@aol.com) or Marc Calderwood: [marccalderwood@hotmail.com](mailto:marccalderwood@hotmail.com)

**SCBWI: Society of Children's Book Writers and Illustrators:** 2nd Tuesday each month, 7-8:30 pm, Alamosa Books. Short workshops/discussions. Pre-schmooze dinner, Flying Star, Wyoming & Paseo, 5:30-6:45 pm. [schmooze@scbwi-nm.org](mailto:schmooze@scbwi-nm.org)

**Writers2Writers** meets the 2nd Monday each month, 6:30-7:30 pm, Hastings Café, NE corner of Coors and Montano. Monthly speakers. All genres are welcome. Contact [FAAiiken@aol.com](mailto:FAAiiken@aol.com)

## Guest Speakers and Topics at SWW Meetings

Saturday, August 2

Alisa Valdés



10:00 am to noon

### HOW TO ADAPT YOUR BOOK FOR HOLLYWOOD AND STILL LIKE YOURSELF IN THE MORNING

*New York Times* bestselling author Alisa Valdés has had her popular books in development at NBC, Lifetime, Nickelodeon, Columbia Pictures and now, with Marvista Entertainment. In this presentation she'll talk about the lessons she learned (sometimes the hard way!) about how the Hollywood machine works. She'll also offer insider tips on how to pitch your ideas, books, and vision for TV and film.

Albuquerque native **Alisa Valdés Gandy** (formerly Valdes-Rodriguez) is a *New York Times* and *USA Today* bestselling author of more than a dozen commercial women's fiction, young adult novels, and memoirs. She was named one of the 25 Most Influential Hispanics in the United States by *Time* magazine; one of the 100 Most Influential Hispanics in the United States by *Hispanic Business* magazine twice. *Latina* magazine named Alisa a Woman of the Year. *Entertainment Weekly* hailed her as a Breakout Literary Star, and CNN named her among its 20 Most Influential US Hispanics.

Alisa has a [Master of Science](#) in Journalism from Columbia University, is a Pulitzer-nominated, award-winning former staff writer for the *Boston Globe* and *Los Angeles Times*, was named the top essayist in the nation by SUNMAG, and is an Emmy-winning former TV reporter for WHDH-TV. Alisa has also written and sold pilot scripts to Nickelodeon, NBC, and Lifetime Television. Visit Alisa at [alisavaldes.com](http://alisavaldes.com).

Tuesday, August 19 • 7:00 pm to 9:00 pm

### TAKING CONTROL OF YOUR NARRATIVE

Tanaya Winder



The same techniques, rules, and advice that [apply to](#) crafting a poem, a story, or an essay can also be implemented in your writing and creative life. Tanaya Winder will discuss plot, story arc, the importance of a character-driven story versus a plot-driven one, the function of an image in these genres, and the power of voice. The talk will include writing prompts, so bring your pen, paper, and creative brains. Tanaya will also offer advice on becoming the protagonist and being a hero in your own creative writing life.

**Tanaya Winder** is a poet, writer, artist, and educator from the Southern Ute, Duckwater Shoshone, and Pyramid Lake Paiute Nations. A winner of the 2010 A Room Of Her Own Foundation's Orlando prize in poetry, her work has appeared or is forthcoming in *Cutthroat* magazine, *Adobe Walls*, [Superstition Review](#), [Drunken Boat](#) and *Kweli* among others. Her poems from her manuscript "Love in a Time of Blood Quantum" were produced and performed by the Poetic Theater Productions Presents Company in NYC. Tanaya has taught writing courses at Stanford University, UC-Boulder, and the University of New Mexico. She has a BA in English from Stanford University and a MFA in creative writing from UNM. She is a co-founder and editor-in-chief of [As/Us: A Space for Women of the World](#), a literary magazine publishing works by indigenous women and women of color. Tanaya is the Director of the University of Colorado at Boulder's Upward Bound program serving 103 Native American youth across the U.S. She guest lectures and teaches creative writing workshops at high schools, universities, and communities internationally.

## Guest Speakers—SWW Meeting September

### Is Google a Writers Friend?

September 6th

### John Byram

Director,  
University of New Mexico Press

**An Author's Guide to  
Copyright:  
From Gutenberg to Google**



Copyright is the protection federal law gives authors and artists for their creative work, subject to certain limitations. These limitations are much misunderstood and have changed dramatically over the years. How is copyright defined, why does "creative expression" need protection, and how can authors best navigate the sometimes confusing world of copyright rules and regulations found in the publishing industry today?

A native southern Californian, **John W. Byram** spent the first portion of his publishing career with W.W. Norton & Company in New York. At Norton, he started as a campus sales representative for a five state territory in the Midwest, transitioned into a marketing position in charge of promoting the company's music, art, archaeology, and economics textbooks, and eventually became a full-time academic science editor. John joined the University Press of Florida's acquisitions department in 2002, where he was the press's associate director and editor-in-chief for seven years, and eventually also added director of development to his list of managerial responsibilities. John accepted the position of director of the University of New Mexico Press in August, 2010, and he has been particularly active in helping the press add a variety of digital publishing initiatives to its program.



Try our Google Calendar link to see what's coming up for each month. Use the link on the SWW website or click here: [www.google.com/calendar/embed?](http://www.google.com/calendar/embed?)

Search New and Used  
**amazon.com.**

**Help Support SouthWest Writers**  
SWW receives a commission on books ordered via this link to [Amazon](http://Amazon).



September 16, 2014

### Lisa Lenard-Cook

**New Life for an Old Book:**

### **The Reissue of *Dissonance***

*Dissonance*, published by UNM Press in 2003, won the Jim Sagel Prize for the Novel, was short-listed for the PEN Southwest Book Award, was a book of the year at the Midland MI, Cincinnati, and Tucson-Pima County Libraries, a countywide reading selection of Durango-LaPlata Reads!, and a selection of NPR Performance Today's Summer Reading Series. Still, after eight years in print, the book hadn't been issued in paper or electronic editions, so I asked for—and got—my rights back. The question then was: what next? Tonight, I'll share that journey with you.

Lisa Lenard-Cook is the author of the novels *Dissonance* and *Coyote Morning*, and the writing guides *The Mind of Your Story: Discover What Drives Your Fiction* and (with Lynn C. Miller) *Find Your Story, Write Your Memoir*, as well as numerous trade nonfiction books. Her short fiction has appeared in *Southwest Review*, *Rosebud*, *Puerto del Sol*, and other journals. She is a faculty member at the Santa Barbara Writers Conference and the Taos Summer Writers Conference, and was a featured writer at the National Undergraduate Literature Conference in Ogden. With Lynn C. Miller, Lisa co-founded ABQ Writers Co-op, *bosque (the magazine)*, and the Bosque Fiction Prize, in 2010. Visit her websites at [www.lisalenardcook.com](http://www.lisalenardcook.com) and [www.abqwriterscoop.com](http://www.abqwriterscoop.com)

### **You Can Write for *SouthWest Sage***

Want to add a byline to your portfolio? We welcome submissions focusing on all aspects of researching, writing, and publishing any genre. Payment is in bylines and clips.

Deadline is the 15th of each month. 300-to 750 words. Word document or as text in email. Single spaced. Queries to [swwsage@swcp.com](mailto:swwsage@swcp.com).

## Classes & Workshops

Classes and Workshops are held at the SWW Office, 3200 Carlisle Blvd NE, Albuquerque 87110, 505-830-6034

### That's My Baby!

A Gathering for Picture Book Critique

**Betsy James**

September 6, 2014, 1:30 - 4:30 pm.

**Do you have picture book manuscripts you've always wanted feedback on?**

Join children's author-illustrator Betsy James and fellow writers for an afternoon of constructive peer critique and insight into writing and illustrating for children.

**Bring manuscripts that do not exceed 800 words** (most first picture books should be 500 words or less). To help your readers help you, the best format for your work is double-spaced, 12 point Times New Roman.

SWW Members \$40  
OSHER Members \$50  
Non-members \$55  
Plus \$10 if not registered in advance

**Southwest Writers**  
Carlisle Executive Offices  
3200 Carlisle Blvd NE, Suite 114



**Betsy James** is the author and illustrator of sixteen books for adults and children.

<http://www.listeningatthegate.com>  
(older readers)

<http://www.betsyjames.com>  
(younger readers)



### Websites for Writers

With **Loretta Hall**

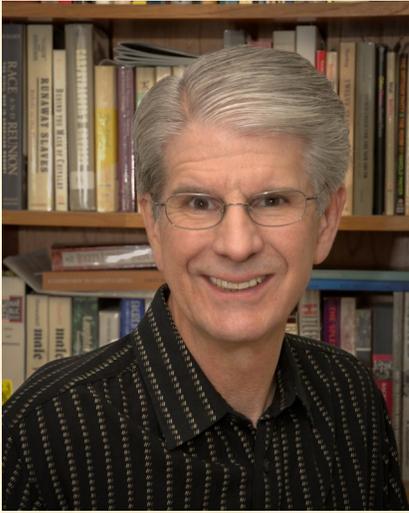
1:00 - 5:00 pm  
Saturday, September 27, 2014  
Meeting space: TBA  
\$40 SWW members/\$50 OSHER members, \$55 Non-members.  
All categories add \$10 at the door if not registered in advance



Learn how to design a website that will be attractive and effective. Topics include domain names, purpose of your website, website design concepts, hosting options, search engine rankings, and inexpensive (or free) site-building software. We will explore options for creating and maintaining your own website without knowing any programming language. Using the types of template-based programs and reliable but inexpensive hosts we will discuss, the cost of your site can range from \$0 to about \$10 per month. If you decide to have someone build your site for you, this workshop will prepare you to talk knowledgeably with that person about what you want.

Nonfiction author Loretta Hall maintains four websites that she built using template-based software. One of them, [SubsurfaceBuildings.com](http://SubsurfaceBuildings.com), has won several awards and is the top search engine result for "underground buildings." The others are [NMSpaceHistory.com](http://NMSpaceHistory.com), [SpacePioneerWords.com](http://SpacePioneerWords.com), [AuthorHall.com](http://AuthorHall.com). As the author of six nonfiction books, Loretta's passion is explaining technical concepts to non-technical people.

## Candidates for President of the 2015 Board of Directors for SouthWest Writers



ANDY MAYO

The challenge facing SouthWest Writers today is finding stability—financial, organizational and programmatic—in our difficult new environment. Few people are earning more than they did 10 or more years ago. The publishing industry has been ‘disrupted’ by new technologies. We have competition today from writing websites that we never imagined a few years ago. The past is not the path to the future.

The first step toward stability is sound financial management.

As the current Executive Board Secretary, I have focused on creating a more accountable and cost effective administration. Having a professional CPA firm handle financial management, as our Treasurer, Dino Leyba recommends, will improve transparency and will help future Boards’ spend money only on activities that are crucial for growth.

And grow we must. We need more members and/or non-member revenue because we cannot ask our current members to pay more. Yet in my experience there has never been a membership drive.

To grow we must finance activities that are attractive to all writers and that members will value such as conferences. Everything we do should help serve our members as writers. And we should have fun.

I served on the first Board of [beanonline.org](http://beanonline.org), a non-profit which has since grown internationally. I’ve been a reporter and bureau chief at two metropolitan daily newspapers and managed corporate departments with up to 200 employees and an annual revenue of \$10 million. My full-length plays *The Prisoner* and *Brothers* had staged readings in Los Angeles and Seattle respectively.



ROB SPIEGEL

I have considerable experience guiding SWW to success. I was president 2004-2005, and 2008-2009. The years in-between I was VP while Larry Greenly was president. At the beginning of that period, SWW had \$1,500 in the bank. By the end of that period, we had \$60,000 in savings. We accomplished that through a combination of strong expense oversight and an eye toward programs that served SWW members while delivering sufficient revenue to create a safety fund.

To recapture that financial success, we need to reinstitute one-day conferences that present nationally known editors and agents. When we launched these conferences, they had a 22-attendee breakeven. The conferences each produced \$3,000 to \$4,000 in profit. At two per year, we were putting \$6,000 to \$8,000 into savings each year. Conferences were abandoned after my tenure. They were being held in pricy venues, and breakeven had drifted up to 65 attendees. That increased risk and killed profits. By holding conferences at the church, we can return them profitability and again start adding to savings.

I intend to reinstitute the book table and make changes to bring about a more member-friendly SWW.

I am a journalist of 40 years. I also write and publish poetry, fiction and drama. SWW is my professional title. I believe it is important for SWW to have successful writers as part of its leadership. I also owned a successful magazine (*Chile Pepper*) and book publishing company for 10 years.

## Candidates for Vice President of the 2015 Board of Directors for SouthWest Writers



**BOB GASSAWAY**

I began my career as a writer and photographer for a television station and since have worked for newspapers and The Associated Press. I've also sold fiction and non-fiction to magazines, published in several academic journals, published several book chapters and co-edited a commercially published book. After earning a Ph.D. in sociology, focusing on the symbolism of human communication, I taught journalism for 22 years.

As vice president of SouthWest Writers, I would like to pursue three goals:

1. Find better ways to attract members to our organization. Our membership has been shrinking for several years. I would like to help better communicate the benefits of our organization to more people.
2. Help revive the writing conferences that were once an excellent offering to our members. Help make our classes and workshops more affordable to our members.
3. In addition, one of my major concerns is that SouthWest Writers has doubled the size of its paid staff in the past year and a half without any discernible enhancement of services to the membership. Instead, the focus has been on accounting and busywork. I would like us to reconsider these expenditures and redirect our focus in ways that will better serve the dues-paying members of SouthWest Writers.

I've served three and a half years on the board of directors of SouthWest Writers, and I believe I can see some ways to enhance our operations. I want SouthWest Writers to truly reflect our motto: Writers helping writers.



**PEGGY HERRINGTON**

Having successfully lived through editing and publishing *The Storyteller's Anthology*, I have a proven history of delivering writing, editing and publishing skills to SWW as a member benefit. With luck, our next project will be a book about the KiMo Theatre for the City (written for pay by SWW members), followed by more grant-funded member-written books for organizations such as Literacy Alive, which SWW may bring to Albuquerque.

All member-written books will belong to SWW. Like the anthology, they will produce revenues to help balance the budget. If we can publish just one book for each of five years, books sales and royalties will make a measureable difference not only to SWW's treasury but to our members authoring credentials.

Vote for me as your 2015 Vice President. I pledge to bring well-known industry speakers with exciting presentations to our meetings, and support renewed SWW conferences and other fund raising events.

Currently serving as Vice President and Fund Raiser, I also served on the Board as *SW Sage* editor from 2007-2010. I donated editing/design of *The Storyteller's Anthology* and recently wrote and submitted a grant application for a book about the KiMo Theatre. Writing coach, book editor/designer, I served an arts magazine for 6 years as associate editor, managed and produced for three Microsoft divisions, and edited General Electric's *GENie LiveWire* member magazine. As a freelance technology journalist from 1983-1991, I authored well over 500 feature stories, columns, articles and reviews. I hold a Bachelor of Arts from UNM.

## What's an Author to Do?

Sell your book to the 'Big 5'?  
Lots of luck. Light a candle.

Publish It Yourself?  
Sure—*If You Know Enough About:*

- ▶ *Editing*
- ▶ *Layout*
- ▶ *Cover design*
- ▶ *Proofreading*
- ▶ *Printing*
- ▶ *Ebook conversion*
- ▶ *Distribution*
- ▶ *Marketing*
- ▶ *And that's how you want to spend your days.*

### But Now There's Another Way!

The experience, expertise, track record, and  
personal relationships of



See for yourself: [TerraNovaBooks.com](http://TerraNovaBooks.com)  
Email: [Editor@TerraNovaBooks.com](mailto:Editor@TerraNovaBooks.com) • Call: (505) 470-6797

## Candidate for Secretary of the 2015 Board of Directors for SouthWest Writers



**KATHY WAGONER**

Kathy is the current SWW webmaster, the previous Sage editor, and a member of the PR committee. She acquired organizational skills and discipline through service in the military and became detail-oriented while working in a variety of environments, including law offices and graphic design/typography. Science fiction and fantasy are the genres she enjoys writing the most, but she also writes articles, conducts interviews, and has published a friend's memoir through Casa de Snapdragon. Kathy has been an SWW member since 2006 and a board member for two and a half years.

Answers to the questions on page one:

During the time I've been on the board, we've worked to cut-cut-cut to balance the budget, but the difference between wishes and reality has kept us in the red. Times are tough all around. I oppose forcing members to make up for the deficit by increasing their costs for membership, courses, etc. I will continue to volunteer where needed, and I'm prepared to make tough decisions as necessary to keep SWW alive. Two of my strongest abilities are attention to detail and seeing all sides of a situation – and I will use them for SWW's benefit if I'm elected as Secretary on the executive board.

I would love to see SWW prosper in the near future with the ability to give back to the membership and community by offering free classes, sponsoring low-cost conferences, and establishing a mentoring program for all ages, including youth. I think it would be great to offer online courses, as well.

## Welcome New Southwest Writer's Members!

David Menicucci

Daniel Douglas

Lauren Merewether

Anne Brennen

Joan Saberhagen

Carl Michael Carlson

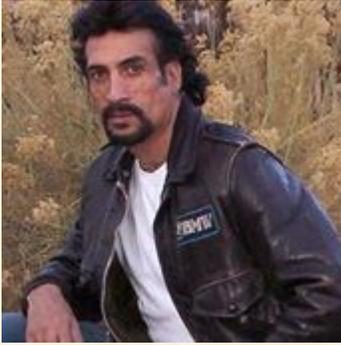


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Writers on Facebook



Follow us on Twitter  
@SW\_Writers

## Candidates for Treasurer of the 2015 Board of Directors for SouthWest Writers



**DINO LEYBA**

I am your current SouthWest Writers Treasurer. My years employed as an accountant and running my own business have given me a strong financial background. As a past NM Quality Examiner, I hold credentials in Quality Improvement. I believe strongly that organizations today must exceed customer expectations while remaining competitive. Continuous improvement, a systematic organization-wide approach for continually improving processes that deliver products and services, is one strategy SWW can adopt to meet today's challenges and prepare for a bright future.

Balancing the budget requires operational efficiency, with both expense cutting and implementation of revenue producing programs. Strong and decisive leadership is required to achieve these directives.

We have made great strides this year. An accounting firm was engaged to review and recommend improvements to our financial processes. An integrated and comprehensive budget has been implemented to aid in our decisions. The website has been redesigned with increased functionality. Writing opportunities are being sought through grant application and project share initiatives. Youth and community outreach programs are underway as is the revitalization of scholarship programs. The membership process will see new and refreshing changes. We encourage conversation related to the revival of an annual conference and awards banquet.

Southwest Writers has great potential as the premier provider of education and networking opportunities for writers of all genres and to become an established publishing resource. Commitment to excellence and a thriving and engaged membership base will carry SWW into the future.

I would appreciate your vote to continue these great projects.



**EDITH GREENLY**

My 30+ years experience as a licensed C.P.A. in Minnesota and New Mexico have been in the public and private business sectors. My degrees include a B.S.B.A. (Bachelor of Science in Business Administration) and an M.B.A. (Master of Business Administration). I also completed the educational requirements for C.F.P. (Certified Financial Planner). As a C.P.A. I handled all accounting-related functions, including payroll checks, payroll tax filings, financial statement compilations, and business and personal tax returns.

I served on the SouthWest Writers board for ten years (2000-2010)—three years as SWW treasurer and ten years on the finance and budget committees. I was also the SWW critique service chair from 2004-2010. For my service, the SWW board of directors awarded me several SWW Service Awards.

In the last few years, SWW has been running a serious deficit. As SWW treasurer, I used to prepare a monthly analysis of individual programs to help the SWW leadership make well-informed decisions before any financial difficulties arose.

For example, by 2003, SWW was in serious financial difficulty, but after analyzing SWW's contracts, I discovered irregularities in one vendor's contract. SWW recovered enough money from that vendor to keep our doors open for several months. Then I helped cut expenses and participated in instituting profitable programs that earned SWW about \$60,000 in savings by 2010—something I'm sure that SWW can do again in the next five years.

I look forward to serving SWW members again and promise to do my best to help bring SWW back to profitability.



An Interview with  
SWW Author  
**Elizabeth Ann Galligan**

by KL Wagoner

**Elizabeth Ann Galligan, Ph.D.**, is a poet and retired educator from Eastern New Mexico University who completed her first novel *Secrets of the Plumed Saint* (ABQ Press,

2012) at the age of 73. She has also authored academic articles and presentations, and her poetry appears in several publications, as well as the chapbooks *Poems at 65* and *Striations*. Her article "On the Threshold" is included in SouthWest Writers' *The Storyteller's Anthology*. Find out more about Elizabeth at [ElizabethAnnGalligan.com](http://ElizabethAnnGalligan.com).

**1. What is the elevator pitch for *Secrets of the Plumed Saint*?**

*Secrets of the Plumed Saint* is a cozy mystery, a tale of intrigue, set in a high mountain valley in a small village in northern New Mexico in the 1970s. When the 100-year-old hand-carved statue of the Santo Niño de Atocha disappears from their chapel, the villagers are so embarrassed they decide to hide the secret from the Church hierarchy and try to find the culprits and discover their motives themselves.

**2. What do you hope readers will take away from the book?**

I hope readers gain respect for the people of northern New Mexico who honor their traditions and survive in a difficult environment through hard work, mutual support, wits, and religious faith. I wanted to explore the effects of major demographic changes that occurred in the 1970s which brought in outsiders who disturbed the equilibrium of the village.

**3. What unique challenges did your first novel pose for you?**

Never having the notion to write a novel, as well as not having time to devote to writing, I had to wait until I retired in 2007 to pursue various forms. I had always thought I might try to write about a holy man, a hermit, who lived in the area where *Secrets of the Plumed Saint* is set. I thought I could write a biography, perhaps, but certainly not a mystery. Once I decided to start writing, I found friends, family, and other authors who encouraged me. Incredible serendipitous events started. The right people came along just when I needed their exper-

tise and help. I believe the Santo Niño de Atocha had a hand in it, too.

**4. What was the most rewarding aspect of writing *Secrets of the Plumed Saint*?**

People often tell me they pass the book along to family and friends. They frequently buy multiple copies. One day a woman of 80 years bought 11 copies and sent them to all her family. She told me, "Your book gave me back my roots." Her comment made all the effort, confusion, and insecurity about my first novel worthwhile.

**5. What do you struggle with most in your writing? What are your strong points?**

I write a lot of words just to get my ideas down. Some call it wordiness—not a good trait, especially in mysteries. The trick is to go back and force myself to be more concise and make better word choices. I try not to use the first trite phrase that comes easily. We all develop habits in our writing that include certain patterns which we must overcome. Two of my bad habits are using too many adjectives and too many commas. I count finishing the *Plumed Saint* manuscript at age 73 as one of my best achievements. During the process, I learned I could write dialogue and poetic prose. Since I love New Mexico, I have a strong sense of place which I try to evoke in my writing. Plotting the story and sequence are still challenges.

**6. Has writing nonfiction helped you write better fiction?**

In academic or expository prose accuracy matters, so I learned how to research topics. But academic writing is often dry and of interest to only a few scholars. The pickiness of academic writing now annoys me. A writer of either persuasion has to overcome the ingrained editorial angel (devil?) that sits on your shoulder and says your writing is not good enough. I don't think writing nonfiction is a way into fiction.

**7. How has your work as a poet influenced your fiction writing? What can other writers learn from poetry?**

Just because I had written poetry, I did not assume I knew how to write fiction. My own style in the *Plumed Saint* tends toward the use of metaphors and similes tied to the setting of the story. Fast-moving stories are not for me. I like to meander through the words. Luckily, so do some readers. Most poetry emphasizes concise language forms. In that sense, other writers can learn from poets



to make careful word choices. Poetry also invites symbolic language and encompasses suggestions of the mystical and other-worldly realms. In short, any writer can benefit from reading good poetry.

### 8. What are you working on now?

I intend to write the fictionalized account (based on oral traditions and documentation) of a portion of the life of holy man and preacher Juan Maria Agostini, the Hermit of Hermit's Peak in northern New Mexico. It will be based partially on recent scholarship from the Brazilian scholar who made the link between the "holy monk," as he was known in Brazil, and "our" New Mexican sojourner. The mystery is to unravel the theories and motives for his murder in 1869 near Mesilla in southern New Mexico. My working title is *Hermit with the Crippled Hand*.

### 9. What advice do you have for other writers?

Just begin. Trust yourself and your words. Forget many of the things you learned about "rules." As Mark David Gerson suggests in *The Voice of the Muse*, there are 13 rules. The first is: There are no rules. The story exists and you are the vehicle which carries it. However, your publisher will have rules you need to follow.



**KL Wagoner** (writing as Cate Macabe) is the author of *This New Mountain: a memoir of AJ Jackson, private investigator, reposessor, and grandmother*. Visit her at

[www.ThisNewMountain.com/blog](http://www.ThisNewMountain.com/blog) and at her blog devoted to speculative fiction at <http://klwagoner.wordpress.com/>.

Illustration by Betsy James



## This Odd Calling: Creativity and the Writing Life

by Betsy James

### Road Signs

Don't worry about punctuation in a first draft. Do worry about it as you re-write.

Punctuation is traffic control. Its road signs

steer your reader to read as you want them to. As you read a book that pleases you, pay attention to how its author has signaled you to slow down, pause, speed up, yield.

Each writer has a punctuation style—and punctuation tics, which aren't road signs but road hazards. For example, I tend to ride the brake; my first drafts swarm with semicolons; it comes so naturally it must be my DNA; each sentence goes on and on, a never-ending Burma Shave sign.

I give myself permission to write my first draft like that. (Gusty winds may exist.) Once I have the route sketched out I can tinker with signs and signals and, especially where the view is fine, bring readers to a full stop.

#

Betsy James is the author and illustrator of sixteen books for young adults and children. Visit her on the web at [www.listeningatthegate.com](http://www.listeningatthegate.com) and [www.betsyjames.com](http://www.betsyjames.com)

## SOUTHWEST WRITERS CRITIQUE SERVICE

An experienced critiquer, picked from a panel of professional writers and editors, will be matched with your genre and will critique your manuscript for a reasonable price below the usual market rate.

*The SWW Critique Service accepts all genres, including:*

- Query letters
- Synopses
- Articles
- Essays
- Nonfiction books
- Book proposals
- Short Stories
- Mainstream/literary fiction
- Genre fiction
- Children's
- Middle-grade
- Young Adult
- Screenplays/stageplays
- Poetry

### COST

- \$15 - Poetry of no more than 3 pages
- \$15 - Query letter of no more than 3 pages
- \$25 - Synopsis of up to 3 pages  
- additional pages are \$3.50/page
- \$35 - Minimum charge for up to 10 double-spaced manuscript pages  
- additional pages are \$3.50/page

SWW critiquers follow genre-specific guidelines. But feel free to include specific questions you want answered and any points you want the critique to focus on (such as point of view, plot structure, etc.). Go to [SouthWestWriters.com](http://SouthWestWriters.com) for guidelines and information on submitting your manuscript to our critique service.

## Announcements

### TELLING ALBUQUERQUE

Several SWW members will perform their stories in *TELLING ALBUQUERQUE*, which is progressing nicely, thanks to our wonderful volunteers and a great community response. We continue to welcome sponsors, cash or donations in kind, and volunteers to help with various jobs. There will be six performances at the South Broadway Cultural Center, all free to the public, premiering on 9/11/14.

#### Call for Entries:

#### Self-Published/Independently Published Authors

Announcing the **Third Annual Shelf Unbound Writing Competition for Best Independently Published Book, sponsored by Bowker**. Details and rules are here: <http://www.shelfmediagroup.com/pages/competition.html>. The winner, finalists, and more than 100 notable books from the competition will be featured in the December/January 2015 issue of Shelf Unbound magazine. The overall winner will receive a year's worth of full-page ads in Shelf Unbound magazine (rate card value \$6,000). Contact: Margaret Brown, publisher, [margaret@shelfmediagroup.com](mailto:margaret@shelfmediagroup.com)

### Handsprings 2014- A Conference for Writers and Illustrators of Children's Books

SCBWI New Mexico presents Handsprings 2014, taking place **October 24-25<sup>th</sup>** at the Ramada Albuquerque East (10300 Hotel Ave. NE, I-40 at exit 165, Albuquerque, NM). Scheduled activities include a social event on Friday evening, and a full day on Saturday starting with a First Impressions Panel, individual presentations by our faculty of publishing professionals, and the opportunity to attend two of five breakout sessions. Written manuscript and portfolio critiques will be available at an additional cost. The faculty for this year includes- **Liza Baker**, Executive Editorial Director- Little Brown, **Patti Ann Harris**, Senior Art Director-Little Brown, **Julie Ham Bliven**, Assistant Editor- Charlesbridge, and **Sara Megibow**, Agent- Nelson Literary. Registration begins online, on or before August 1<sup>st</sup> at <http://newmexico.scbwi.org>. Please contact Caroline Starr Rose with any questions : [carolines-tarr@yahoo.com](mailto:carolines-tarr@yahoo.com).

## TELLING ALBUQUERQUE

### South Broadway Cultural Center

September 11, 13, 14&19, 20, 21 2014

**We need VETERANS AND FAMILY MEMBERS TO PERFORM THEIR STORIES ON STAGE.** Men and women, 18 years of age and older, are invited to interview with our director, Max Rayneard, who will help you turn your story into a performance during the rehearsal process. If you wish to perform, email [info@thetellingproject.org](mailto:info@thetellingproject.org) ASAP. Videotaped interviews (2 hours) will be July 18-21. Rehearsals Sept 6-10. Performance dates above.

**THE TELLING PROJECT ALBUQUERQUE** is a testimonial theatrical performance that brings together all generations of veterans, military family members, artists, community partners, and volunteers to increase the understanding between military and civilian community members.



# “Sound and Fury”

by Olive Balla

The effect of music on human emotions, feelings, and even physiology is a well-known and well-documented phenomenon. And while musical instruments have evolved over the millennia – archeologists have found flutes made of bird bones that tested at over forty thousand years old – their raison d’être remains consistent: to create sounds and rhythms that alter the listeners’ mood or behavior. Powerful stuff is music. And as such, it can be a potent addition to the writer’s toolbox.

Like blasting caps used to set off dynamite, music can force the synapses in our brain to fire neurons in which are filed every experience of our lives---experiences that can give our writing richness and depth. Music can pull the scabs off personal anguish and regret. Or it can sprinkle stardust on the most drab and hateful situations.

Without exception, every human culture has its own signature music. We use music in our worship, to get the blood pounding for battle, for exercise, and in ceremonies.

Music can be used as a means of defiance. Armed with that knowledge, Cambodian tyrant Pol Pot executed thousands of musicians just because they WERE musicians.

Turn the decibel level up too high, and music becomes a means of torture. Speed up the tempo and the heart rate kicks up: adrenalin infuses vital organs; our bodies prepare to either do battle or run for our lives. Slow the tempo and our brains slip into calm mode.

Lately, I’ve been incorporating music into my writing time. Here’s how it works:

1. Decide on a scene you want to write – a love or hate scene; the murder scene.
2. Select music that matches the mood you’re aiming for. Take, for example, a car chase. You’ll need something fast and furious, probably not Barry Manilow. Or maybe you’re ready to write a scene in which the protagonist is confronted by her jealous rival. Plop in a CD of just about any Wagnerian opera, and the betrayal, revenge, and blood lust will flow like water from a newly roto-rootered drain. Working on a tormented love scene? Cue up the soundtrack from a movie of the love-story, chick-flick variety. With tears streaming down your cheeks, words of unrequited or doomed love will tumble over themselves

in their rush to your page. Does your fictional heroine find herself in a tight spot requiring her to fight her way out? One of my personal favorites is “I Will Survive” by the Gloria Gaynor.

3. Then - either in front of your computer, seated at your desk with paper and pen at the ready, or with a digital recorder on *record* to memorialize your comments - listen to your selected tune. Type, write, or record everything that bubbles up. No editing allowed---at this point, every word, every thought, every image is potential gold.
4. Repeat step three as many times as you want.
5. Write your scene. If you require complete silence, turn off the music and review your notes. Thoughts will flow, and your internal Creative will be galvanized into motion. Or if you prefer, leave the music on.
6. Take the elevator in your brain down to the basement, unlock your Editor’s cage, and set her free. Revise, redact, and polish.
7. Treat yourself to a good read. Having crafted your own tight, powerful scene, you’ll deserve it.

As for me...in preparation for writing a scene in which my protagonist is doing battle with her enemy, I just cued up “Kung Fu Fighting” by Carl Douglas. That ought to get the blood pounding. What fun.



*Olive Balla is a retired educator and professional musician who lives in Los Lunas, New Mexico with her husband Victor and their puppy HalfNote. Ms. Balla has authored one suspense novel entitled An Arm And A Leg, and is nearing completion on a second. The first chapter of An Arm And A Leg is posted on her website at [www.omballa.com](http://www.omballa.com).*

## **SWW Members:**

***Place an ad for your book with cover art and a blurb of 50-60 words.***

***\$10/month or \$25/three months***

***Contact Rose Kern, Sage Editor,  
swwsage@swcp.com***

## New Mexico Book Co-op Voices of New Mexico III

Rio Grande Books in collaboration with the New Mexico Book Co-op will publish a 3rd volume in the Voices of New Mexico series and is soliciting essays or poetry emphasizing New Mexico, especially the people – past and present. Essays or poems can be a maximum of 4,000 words. They must be electronically available and can be entered electronically or by snail mail - CD disk or flash drive. Fee to enter is \$15.

1. Entries accepted February 1, 2014 to August 15, 2014.
2. Any person or place in New Mexico may be the subject of the essay or poem – past or present.
3. A picture or pictures (or art) of the person would be helpful and could be used but not necessary. Photos must be copyright free. Please do not send original photos.
4. Entrants do not have to be New Mexican.
5. LPD Press/Rio Grande Books (panel) will select winners and entry implies permission to use essays/photos/poem to promote the book.
6. Winners will be notified by email after September 15, 2013.
7. Voices III will be released on about February 2015.
8. The Co-op reserves the right to cancel the project if not enough entries are received and fee will be refunded.
9. Winners will receive two FREE books and can buy additional books at 45% off (bookstore price).
10. Winners may be asked to participate in book signings.
11. Any entry must be original and not printed in any publication.

For further information or to enter go to:

<http://nmbookcoop.com/projects/Projects/VoicesIII/VoicesIII.html>



Kathy Wagoner, Terry Hicks and Peg Herrington listen to Sharleen Daugherty talk about Literacy Alive

## SWW Members Support

### Literacy Alive!

On Saturday July 12th, Betty and Lee Higbie hosted a presentation by Sharleen Daugherty, one of the founders of Literacy Alive in Silver City, NM. Sharleen spoke about the program's goal—to promote literacy throughout the grades: elementary, middle and high school annually by giving books to students and sponsoring a contest with cash prizes for stories and art submissions related to that book. They also seek out home-schooled students.

Literacy Alive began in the spring of 2007 with a commitment to promote literacy among adolescents and young adults throughout the southwestern New Mexico. Sharleen has been doing this successfully in Silver City ever since, funded by contributions and grants. Literacy Alive purchased 150 copies of SWW's The Storyteller's Anthology for their 2014 fall program.

Several SWW members are considering bringing Literacy Alive to Albuquerque.

Learn more details at [KeepLiteracyAlive.org](http://KeepLiteracyAlive.org)

## Place Your Ad Here

Advertise your writing-related products and services.

Business Card Size only \$20.00

1/4 page, vertical: \$40 ! 1/3 page, horizontal: \$50  
15% discount for 3 months/20% discount for 6 months



## STUDENT SCHOLARSHIPS



SouthWest Writers is seeking deserving high school and college students for one-year scholarship memberships in our organization. To be eligible, an applicant must be enrolled in high school or college. If you know someone with the interest and desire to pursue a writing career or if you wish to apply yourself, please complete the application form on page 15 of this newsletter and send to: *SouthWest Writers 3200 Carlisle Blvd NE, Suite 114 Albuquerque, NM 87110*



## 2014 Student Scholarship Application

*SouthWest Writers is seeking deserving high school and college students for one-year scholarship memberships in our organization. To be eligible, an applicant must be enrolled in high school or college. If you know a student with the interest and desire to pursue a writing career or if you wish to apply yourself, please complete this application and mail to the address at the bottom of the form.*

**Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**E-Mail:** \_\_\_\_\_ **Phone:** \_\_\_\_\_

**Current School:** \_\_\_\_\_

**Current Level:** \_\_\_\_\_

**Area(s) of Interest:** \_\_\_\_\_

**(In 250 words or less tell us why you would like to be a student member of Southwest Writers):**

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\_\_\_\_\_

**Recommended by:** \_\_\_\_\_

**Contact (phone/e-mail):** \_\_\_\_\_

*Send this application to SouthWest Writers, 3200 Carlisle Blvd NE, Suite 114, Albuquerque, NM 87110*