

# Arizona Press Women

## 'Dog Lady' speaks at luncheon



Columnist Christy Powers and her furry friends.

by Patricia Myers

“Write What You Know: The Subject Is Dogs!” is presented by pet columnist Christy Powers of Scottsdale and Strawberry, Ariz., at 11:30 a.m. Thursday, April 19, for APW Central District's monthly meeting.

The meeting, which is open to the public, is held in the private dining room of the Doubletree Guest Suites at 320 N. 44th St. in Phoenix.

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## Calling All Poets

by Carol Brown

Learn some poetry tips from Carrie Backe, Arizona Senior Poet Laureate, who speaks at a workshop in Payson on April 28, 2012.

The workshop is set for 9 to 11 a.m. at the Senior Citizen's Center at 214 W. Main St. and is sponsored by the Rim Country District of APW. The fee is \$10 and reservations should be made by April 25.

Anyone who has struggled with a rhyme, now may be the time... to have some fun with words and poems.

Backe is a retired teacher, editor and bookstore owner. She finds poems in people she meets and places she discovers with her husband on trips in their motor home.

For more information, call 928-468-9269 or 928-472-7132.

## Book launched!



APW members and guests celebrated the official launching of *Skirting Traditions: Arizona Women Writers and Journalists 1912-2012*. Shown is Carol La Valley, author of Chapter 6. See Page 3.

# Catching up with 'Skirting Traditions'

By Brenda Warneka

Thanks to enthusiasm by interested readers, APW has sold an estimated 700 copies of the *Skirting Traditions* anthology since it was published in February. This includes books sold at Central District's recent book party at the Arizona Art Alliance Gallery in Scottsdale, Rim Country District's book signing at the Rim Country Museum in Payson and a number of other presentations and signings, including the Scottsdale Westerners.

"We only know about press coverage if it is brought to our attention, but we are aware of recent items in the *Arizona Republic*; *Payson Roundup*; *Jewish News of Greater Phoenix*; *National Federation of Press Women Agenda*; *Frank Lloyd Wright Quarterly Journal* (Spring 2012) under the Books section (Mrs. Wright is one of the women featured in the book); *A Traveler's Diary* blog/website, picked up also on *Lonely Planet*; *Retire in Style* blog (covering Baja Babes meeting); [www.azcentennial.gov](http://www.azcentennial.gov), and [www.AZ100Years.org](http://www.AZ100Years.org)," says Warneka. "The book was featured in a segment on *Horizon on Eight*, Arizona PBS TV, and received coverage by KMOG radio in Payson. And, it has been sent out for review by the *Journal of Arizona History*."

In April, the Anthology Committee will have a booth selling the anthology at the Arizona Centennial Conference, the annual Arizona Historical Society convention, and four of the co-editors will participate in a panel discussion at the conference on the morning of Friday, April 20.

Vera Marie "Bunny" Badertscher, who wrote the chapter in the anthology about Cora Louise Boehringer, says on *A Traveler's Diary* that the book is

"a thing to be feared—a book by committee. But somehow it seems to work."



**Carol La Valley signs *Skirting Traditions* for Mignon Trice, past president of Scottsdale Historical Society.**

Western history writer James D. Best, who wrote *Murder at Thumb Butte*, says. "This well-crafted anthology deserves to be in the library of every Western enthusiast."

"We need your help in getting reviews of the book," says Warneka. "If you have contacts with any professional book reviewers, have them contact us at [apw.anthology@yahoo.com](mailto:apw.anthology@yahoo.com) for instructions on how to get a free review copy from the publisher. Additionally, if you know anyone who bought a copy of the book from [amazon.com](http://amazon.com) or [barnesandnoble.com](http://barnesandnoble.com), please ask them to submit a review to the online book seller."

To arrange a presentation/signing of the book, contact the Anthology Committee for assistance in having some of the book's writers attend.

## Nominations for officers needed for 2012-2013

Brenda Warneka, immediate past president, is serving as the Nominations Committee for the 2012-2013 elections to be held at the May 19 annual meeting.

APW will elect a president, 1st vice-president (president elect), 2nd vice-president (membership), secretary and treasurer. District directors (Central, Rim Country, and Southern) are nominated and voted on by their respective districts. Newly elected officers are inducted into office immediately following election.

Other positions on the Board of Directors are appointed by the president.

The elections this year have added significance because the National Federation of Press Women annual convention will be held at the Valley Ho Resort in Scottsdale in September. The new officers will need to work closely with the committee planning the convention, which is chaired by Pam Stevenson.

Contact Warneka at [Warneka@cox.net](mailto:Warneka@cox.net) if you are interested in serving as an officer for the upcoming year or wish to recommend someone for one or more of the positions.

# 'Skirting Traditions' officially launched

by Brenda Warneka

A "truly marvelous" book celebration was recently hosted by APW Director Barbara Lacy on behalf of the Central District at the beautiful Arizona Art Alliance Gallery in Scottsdale to mark the official launch of APW's anthology, *Skirting Traditions*.

In addition to Lacy, who also played a role at the party as a contributor to the anthology, attendees of the event were fortunate to have five co-editors present: Bunny Badertscher, Carol Osman Brown, Carol La Valley and Patricia Myers – June Payne was there in spirit.

"We especially thank those who joined us from out of town. Two women subjects from the book were present: Patricia Myers and Pam Knight Stevenson," says Warneka. "We also owe special thanks to our co-editors: Lois McFarland, who handled the food arrangements (one 12-year-old guest pronounced the food "spectacular") and who also made a terrific story board that was on display highlighting the women in the book; Sheila Roe, who was responsible for beverages and went beyond the call of duty by staffing the book sales table for the entire time of the party; Pam Stevenson who created and set up the displays for the "Skirting Traditions" Power Point and *News Women Fifty Years of Change* video; and Carol Hughes, who pitched in and helped from the beginning (name tags) to the final clean-up. This party could not have taken place without this devoted group of co-editors."

By way of statistics, there were a total of 77 visitors throughout the afternoon, and approximately 50 copies of the anthology were sold.

"We are especially appreciative to the Arizona Art Alliance for allowing us the use of the venue, which was made available to us through Barbara, who displays her art there," adds Warneka. "If you appreciate beautiful art or wish to buy yourself or someone else a special gift, you must visit the gallery."

Watch the anthology's website [www.skirtingtraditions.com](http://www.skirtingtraditions.com) for more information on book signings.



**Top: Book sales were brisk. Shown seated from front left, Carol Osman Brown, Barbara Lacy and Carol La Valley. Bottom: Lois McFarland, right, with Mary Sue Hyatt, President of NLAPW, Scottsdale Branch.**



**From left to right, LeJeune Decker with Brenda Warneka, author of Chapters 8, 10 and 15; and Patricia Myers, author of Chapters 9 and 11, with her nephew Kevin McAlonan.**

# Why don't book sales cover marketing costs?

by Irene Watson

There are so many wonderful tools to assist an author to sell books but many of them are highly expensive, and again most authors don't have that kind of money, especially when the book sales don't help cover the cost of these extras.



Irene Watson

My immediate thought and question is: Why don't authors have that kind of money?

Okay ... did I raise the hair your neck on this one? If not on yours, I bet I did on at least one or two others.

It amazes me how many authors I talk to who don't consider writing a book, selling copies and going to the bank with the deposit a business. It is very much a business, and it sure is in the eyes of the IRS.

The question is, "If it's a business, what do we do first?" My answer is do a feasibility study before you write the book. I can't imagine Target setting up a store in a location without doing a study first to see if there is actually a community of buyers. I'm sure they wouldn't set up a store in a remote country community and then wonder why nobody is showing up to buy the products.

No different from setting up a store, a book feasibility study has to be done and, equally as important, a budget created for the production of the book and marketing plan. Let me give you some tips to do BEFORE you start writing your book:

1. Create a narrative or bullet points addressing these areas: Why is there a need for this book? What hole in the genre will this book fill? How will this book be different from other books on the market? Why are you the best person to write this book?

2. If you've been able to convince yourself to go further, then: List 10 targets that will read your book. (No, there isn't such a thing as "everyone.")

Summarize why the book will appeal to each target. What evidence do you have for this assessment? Use facts and figures.

3. Next? If you've convinced yourself there is a need for your book and there is a market, then: List at least six most recent, successful, books in the same genre/topic. Point out the differences between each book including what is lacking and why your book will fill in the void.

4. If you've convinced yourself that you can fill the void and there is a need for your book, the next step is to: Create a focus group of at least five people besides yourself. This is a group of honest people, preferably people that you don't know well (and certainly not your favorite aunt) that are willing to listen to you and participate in the discussion. Each person on the group should represent a different target market so you will have a varied perspective. Present to the group your findings in numbers 1 through 3 above, and listen to their comments and suggestions. This should take at least two or three serious meetings.

5. After these meetings and listening to the focus group, do you still feel it is a feasible venture? If yes, then: Create a marketing plan, create a budget to implement the marketing plan, and check your finances to see if you have enough money to successfully market your book. If you do, THEN start writing your book.

Really? Yep ... really folks. To answer the question, "Why don't book sales cover the costs of marketing?" the answer is, "Because you didn't do a feasibility study and didn't create a budget to see if you actually could afford to write a book." That's the bottom line and the harsh reality.

*Irene Watson is the managing editor of ReaderViews, where avid readers can find reviews of recently published books as well as read interviews with authors. Her team also provides author publicity and a variety of other services specific to writing and publishing books. Contact her at [admin@readerviews.com](mailto:admin@readerviews.com) or visit, [readerviews.com](http://readerviews.com).*

## IN TOUGH WITH APW

**Lynda Exley and Conrad J. Stora**, are thrilled to announce their book, *Arizona Way Out West & Wacky*, will be available to all Arizona Costco and Sam's Club members in store outlets April through June, when the co-authors will autograph copies on select weekends. Once the schedule is confirmed, signing dates will be posted at [www.AZWOWW.com](http://www.AZWOWW.com).



### Upcoming AZ writing Events:

**Desert Dreams Writers' Conference**, "Believe in the Power of Your Dreams," April 27 through 29. Authors of all skill levels receive the tools necessary to take their writing to the next level. Sessions include general writing, career development, genre-specific and agent/publisher spotlights, as well as an agent/editor panel. There will also be one-on-one appointments with editors or agents, a book signing and keynote addresses. Check out our roster of editors and agents along with keynote speakers and workshops. Romance Writers of America registration is \$235 for members. Non-RWA members pay \$255. The registration deadline is March 15. The conference is held at Chaparral Suites, 5001 N. Scottsdale Road, Scottsdale. Info: [www.desertroserwa.org](http://www.desertroserwa.org).

**Northern Arizona Book Festival**, May 18 and 19. This venue attracts renowned authors from across the nation. Contact Barbara J. Carlile at [bjcarlile@npgcable.com](mailto:bjcarlile@npgcable.com).

### Letters to the editor

"Lynda (Exley, APW Newsletter editor) adds such a nice touch to everything she does and everything she does shines! —*Linda Radke, president of Five Star Publications*

Lynda, what an excellent issue (March 2012). ... You are SUCH a treasure! —*Glennis McNeal*

### Write from Page 1

Reservations are requested by April 16 to [apw.reservations@gmail.com](mailto:apw.reservations@gmail.com) or call 480-991-6422. The cost is \$5 for nonmembers, and those attending order individually from the luncheon menu.

Powers talks about writing from your passion – whether pets, jewelry, antiques or other. Her "Focus on Pets" weekly column was published for five years in the Payson Roundup, gaining her the moniker "The Dog Lady." She wrote about responsible dog ownership, spay and neuter, training, avoiding puppy mills and making the dog part of the family. Her new project is compiling the best of the 260 pet columns into a book.

"Dogs have always been a part of my life, but particularly since moving to the woods in central Arizona," says Powers, who has lived in several Western states. "Attending seminars from clicker training to Canine Musical Freestyle keeps me current on training methods that emphasize positive reinforcement. I love to train and write about training, and my three dogs continually amaze me."

### Submissions wanted!

Share industry related news with fellow APW members including committee reports, event news, writing contests, industry related articles, industry-related personal accomplishments ... anything you think would be of value to our membership!

Send submissions, photos and art to Lynda Exley at [exlent@aol.com](mailto:exlent@aol.com). The deadline for May is April 21.

### Save the date: Saturday, May 19

The Arizona Press Women annual meeting takes place Saturday, May 19, at Scottsdale House, 4800 N. 68th St. in Scottsdale, on Saturday, May 19.

The day's events will include the election and induction of new officers for 2012-2013, a program TBA, Gourmet Luncheon, Silent Auction, and Book Sales and Signings. Along with other books by APW members and friends, the APW anthology, *Skirting Traditions*, will be on sale for \$15, and several of the writers are expected to be present for signing.

Contact Barbara Lacy at 480-620-1358 (cell) or [blacy1@cox.net](mailto:blacy1@cox.net) to let her know if you will make a contribution to the Silent Auction.

To sell your book at the meeting, contact Brenda Warneka at [Warneka@cox.net](mailto:Warneka@cox.net) so coordinators know how many tables to set up. There is no charge for the table; however, booksellers are asked to make a contribution to APW's treasury of \$1 per book sold.