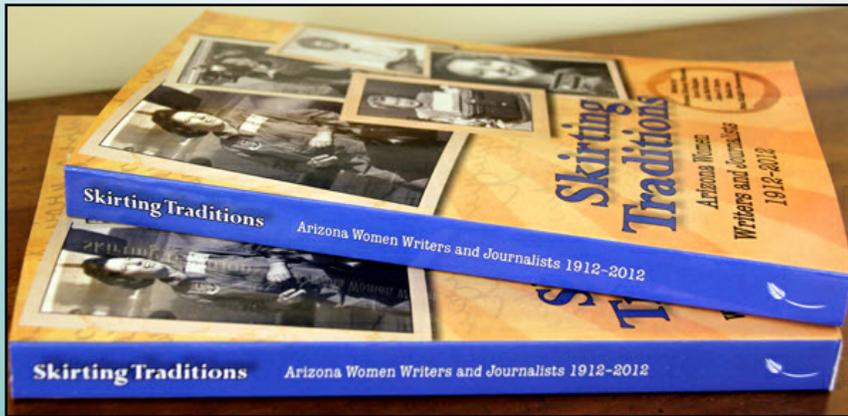


February 2012
TypeRider

Arizona Press Women

APW publishes anthology

'Skirting Traditions' at Feb. 14 Arizona Statehood Expo



by Brenda Warneka

Arizona Press Women is pleased to announce the official publication of the anthology, *Skirting Traditions: Arizona Women Writers and Journalists 1912-2012*, to be released February 1. The book became available online for preorders in January, the culmination of almost three years of effort since the APW Board of Directors approved the concept as a project to honor the Arizona Centennial. Written by 18 award-winning members of APW, the anthology is designated as an Arizona Centennial Legacy Project by the Arizona Historical Advisory Commission, and will be promoted at state events throughout the centennial period, beginning with an expo on the state capitol grounds in conjunction with Arizona's 100th birthday on February 14.

Skirting Traditions is a history book, presented as a collection of short stories, moving forward from the beginning of statehood in 1912 to the modern day. Each story chronicles the life of a woman writer or journalist in Arizona who made a significant contribution to the history of the state, beginning with Sharlot Hall, who campaigned to have Arizona admitted to the Union as a separate state, and ending with Jana Bommersbach and Pam Knight Stevenson. The women who appear in the book were chosen through a nomination process and are representative of many others throughout the state during the centennial period.

See *'Skirting Traditions, Page 2*

Party to celebrate 'Skirting Traditions,' RSVP now

Arizona Press Women's Central District invites members from around the state, their families and friends to a celebration and signing of *Skirting Traditions: Arizona Women Writers and Journalists 1912-2012* from 2 to 5 p.m. on Sunday, March 4 at the Arizona Art Alliance Gallery, The Pavilions at Talking Stick, 9100 E. Indian Bend, next to Sports Authority in Scottsdale.

Some of the book's editors and writers will speak about at the event. Refreshments will be served, and attendees will have an opportunity to enjoy the beautiful art on display at the venue.

Send RSVPs to apw.reservations@gmail.com. The APW Anthology Committee is planning additional celebrations of *Skirting Traditions* in other districts for those who cannot make the March 4 one.

APW workshop review

by Susanne Tso

Award-winning children's science book author Conrad Storad says people often tell him, they have a book in their heads. To that, he responds, "Well, get it out of your head!"



Conrad Storad
Photo by
Carol Hughes

See *Workshop, Page 3*

NFPW travelers can see 'Pam and Jane's Arizona'

by Glennis McNeal, APW tour coordinator

Tours that bracket NFPW national conferences give an in-sider's view of the host state, narrated by communicators who truly know the territory. Press Women tours are an intriguing combination of "on the road" and "off the record."

This year, Pam Stevenson and Jane Eppinga have unique presentations for Arizona's 100th and APW's 75th birthdays. They agreed to reveal Arizona's entities and oddities to travelers who sign up for tours, arranged by APW, which go north and south of Scottsdale, the convention city.

September 16 through 18 Stevenson will introduce Payson, Winslow, Williams, Flagstaff, the Grand Canyon and Sedona to the touring visitors. The first stop is Payson's Rim Country Museum and Zane Grey Cabin, with APW's Carol Osmon Brown and husband Bing's enthusiastic help. The bus will take in the Mogollan Rim and Painted Desert on the way to Winslow and LaPosada Hotel to learn about the Harvey Girls. Stevenson will use all her connections to introduce the state's scenic and cultural wonders, including a stop at the Grand Canyon.

September 23 through 25 Eppinga heads a post-conference tour that takes in Casa Grande, Tucson's Tanque Verde Guest Ranch, Sells, Tumacacori, Tubac, the San Xavier

Mission, Benson and Dragoon. She introduces the history of the region's native peoples as well as the fun of shopping at Tubac.

As tour leaders, APW members

Stevenson and Eppinga draw from their rich experience and knowledge of Arizona life. Eppinga's 13 published books, many on the history of the West, compliment her in-depth knowledge of the state's museums. Stevenson has worked in television broadcasting, state government and published books about fiber arts.

Each tour fee includes transportation, lodging, admission to attractions and several meals. Signup information will be available before June. The target price is \$300 or less per tour. APW members registered for the tours may invite friends or family members to sign up and travel with them.

Until tours are finalized and registration and fees set, contact Glennis McNeal at glennis555@aol.com with questions or suggestions.



Bell Rock, is a landmark in Sedona, a city on the Northern NFPW Conference tour.

'Skirting Traditions' from Page 1

"We anticipate that the public, historians, journalists and devotees of the Old West will be interested in reading about the remarkable women profiled in this anthology," says Brenda Warneka, a co-editor who conceived of the project.

Other co-editors are Carol Hughes, Lois McFarland, June P. Payne, Sheila Roe and Pam Knight Stevenson.

The stories in *Skirting Traditions* were researched and written by members of APW, who, in addition to the co-editors, include Gail Bornfield, Vera Marie Badertscher, Carol Osman Brown, Jan Cleere, Jane Eppinga, Marion E. Gold, Carol Jean La Valley, Barbara Bayless Lacy, Elizabeth Bruening Lewis, Patricia Myers, Marion Peddle and Arlene Uslander.

The book, a 308-page paperback, retails for \$22.95. It is available online from the Tucson-based publisher Wheatmark at www.wheatmark.com, as well at www.amazon.com and www.barnesandnoble.com. An e-version of the book is planned for a later release. It can also be ordered through brick-and-mortar book stores. The ISBN is 9781604945973.

Additional information about *Skirting Traditions: Arizona Women Writers and Journalists 1912-2012* is

available at <http://skirtingtraditions.com>. The book is also on Facebook and Twitter @SkirtTraditions, and its editors can be contacted at skirtingtraditions@gmail.com.

The *Skirting Traditions* book project is sponsored by the National Federation of Press Women Education Fund, a 501 (c)(3) organization. Proceeds from sales will fund scholarships for Arizona journalism students at Arizona institutions of higher learning.

Arizona Statehood Expo

There will be a *Skirting Traditions* booth featuring the book's contributors at the Arizona Statehood Day Expo 2012 on February 14 when the state celebrates its 100th birthday at the Capitol Complex in downtown Phoenix.

More than 60 booths, many showcasing centennial projects and events, will be set up on the House and Senate lawns at the complex, which is located at 1700 W. Washington St. The event runs from 9 a.m. to 3 p.m.

The book's contributors will also promote *Skirting Traditions* at the Tucson Festival of Books March 10 and 11. For more information about APW's participation in either event, email apw.anthology@yahoo.com.

Workshop from Page 3

Put it on paper, he urged a room full of aspiring children's book writers at the "Creating Best Sellers for Children" seminar recently hosted by Arizona Press Women.

"Nonfiction writers should try to satisfy the natural curiosity of young readers," he advised. "Feed their hunger for facts and use icky and gooey words," which appeal to them. "They want to know the true story of what things are, why they are and how they work."

Conrad joined Juanita Havill and Lynda Exley, also award-winning children's book authors, to educate and encourage the would-be authors during the 5.5-hour workshop held at the Arizona State Historical Society Museum in Tempe.

"Conrad was full of energy, telling us that facts can be fun," says Barbara Lacy, APW's Central District Director. "He was engaging while delivering a sophisticated message that you need to do your homework, know your audience."

In her presentation, Havill said "pinpointing a point of view" is the most important aspect of writing for children. To connect with kids, she told the group to use memory, observation, language, diction and style children can relate to.

Havill, who authored the *Jamaica* book series, won the Ezra Jack Keats New Writer Award for her book, *Jamaica Finds*.

"Write using themes to keep a character the same throughout the story," which may necessitate method acting or mentally returning to the scene to reconnect with it, she added.

Once a book is written and edited, it's time for marketing, said Exley,



Barbara Lacy, standing, introduces workshop speakers from left to right: Lynda Exley, Conrad Storad and Juanita Havill. Pam Stevenson is also shown far right. Photo by Joan Westlake

co-founder of Kids Can Publish University and an award-winning author and editor.

Nonprofit agencies, dentists, mental health professionals and museums are among entities that could serve as useful partners, particularly if the author donates a percentage of profits to the ally, she suggests. For example, a psychologist might find a book about a child with a mental health issue useful and decide to purchase them for clients.

"They may use the book as a tool to get a point across to a child," Exley explained.

Not to be overlooked is the importance of a press kit, which should include a launch press release, fact sheet, biography, suggested interview questions, book description and awards and endorsements.

"Be sure to include where you can buy the book and the author's website," she added.

Exley also discussed the benefits of book trailers, which are similar in nature to movie trailers; giveaways, tradeshow and presentations to interested groups.

"Lynda was creative, focused, imaginative," says Lacy. "She delivered a sterling workshop full of practical ideas most of our audience had not thought of. Including me! There were no slow spots in her presentation."

Submissions wanted!

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

Send submissions, photos and art to Lynda Exley at exlent@aol.com. The deadline for the March issue is February 21.

IN TOUCH WITH APW

Jane Eppinga's latest book *La Malinche* (Florincanto Press, October 23, 2010) is called excellent in a January 1, 2012, posting by J. C. Martin, reviewer of Southern Arizona authors for the Arizona Daily Star.



The work is a fictional account about the Aztec princess who became the mistress of Spanish conqueror Hernan Cortés and still is vilified by many in Mexico today – nearly 500 years later – as a traitor who helped defeat her own culture. The ISBN is 978-1888205237. Eppinga will be part of a panel discussion at the Tucson Festival of

Books 11:30 a.m., Saturday, March 12 at the UA Bookstore, discussing working with publishers.



Jodi Weisberg is now a reporter for the *Arizona Builder's Exchange*, an online trade and focus publication for the construction industry. Jodi is working for a woman young enough to be her daughter (she's 30 and an engineer), but is certainly learning a lot and bettering her computer skills,

which were near nil before. After not working since her lay off in late 2008, it's an adjustment, but she works from home most of the time.

Upcoming AZ writing Events:

Scottsdale Society of Women Writers offers a free workshop for all writers from 1 to 5 p.m. Sunday, February 19. The speakers are: Susan Pohlman on memoir writing, APW member Betty Webb on mystery writing and Patricia Brooks on marketing. Light snacks can be purchased during the break. RSVP by email to patricia@plbrooks.com or call 480-250-5556.

Tucson Festival of Books at the University of Arizona Campus, Main Mall, March 10 and 11. The largest book event in Arizona offers big names of the industry and free workshops for writers and readers all day, each day. All genres are represented. Attendance is free. Info: <http://tucsonfestivalofbooks.org>.

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.

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.

Letters to the editor

"I received the book [Chabela's Feista Memories and Recipes by Louise DeWald for winning the APW Newsletter ID contest] in the mail.

Thanks for sending it. I love the illustrations. Since I knew both of these talented women, it makes the book special to me. Her illustrations remind me of another AZ artist, Ted DeGrazia."

— Carol Osman Brown

"Hello Lynda Exley. Thanks for another great newsletter [December, 2011]. The best editor we've had since the '60s when I joined." —Joan Cox

"Yet another great TypeRider issue...! [January 2012] It looks and reads extremely well. Thanks for your past and ongoing work to create the APW newsletter. — Patricia Myers