



SASP

NEWS

December 2018

Spokane Authors and Self-Publishers
P. O. Box 18573
Spokane, WA 99228-0573



*Merry Christmas! Happy Holidays!
Happy New Year!*

Spokane Authors and Self-Publishers (SASP) began in 1998 when *Chuck O’Conner, Elmer Freeman, Joe Meiners, and Dan Vollmer*, Spokane area authors formed a club in order to share their knowledge and experience with those interested in writing and alternative ways of publishing. Today, SASP is a large non-profit organization dedicated to anyone with interests in any aspect of writing and art. Members now include aspiring (and successful) authors, poets, journalists, illustrators, editors, publishers, printers, writing instructors, and many others. Monthly luncheon meetings provide inspiration and education by way of knowledgeable and entertaining guest speakers, and the cheerful camaraderie of people sharing common interests and goals. Membership is open to all who love writing, art, and interesting people.

Spokane Authors and Self-Publishers **meets** the first Thursday of each month at **Golden Corral**, 7117 N. Division Street, in Spokane

Presentations begin at **2:30 pm**. The room opens at **2:00 pm** so members and guests can dine, visit, join, pay dues, browse, and perhaps buy each other’s books. After short break, members and guests relate their accomplishments, mention upcoming activities, and we draw for door prizes.

Members and guests are requested to buy lunch upon entering the establishment, and to leave an appropriate tip for the waiter/waitress.

Members need to be present to win door prizes.

Membership benefits include listing on the SASP website, www.spokaneauthors.org. Many members provide short biographies and links to external personal websites, creating more marketing exposure. Current members may list and describe their published works on the SASP website and offer their work for sale at meetings. (Be sure to visit the “links” page on our web-site. It will connect you to many interesting on-line locations, including those of many SASP members.)

Guest speakers at our monthly meetings inform, inspire, and entertain members and guests with a variety of topics, all designed to provide knowledge pertinent to writing and publishing.

SASP members are encouraged to purchase or trade completed works of and with fellow members. They are also encouraged to donate examples of their work for use as door

prizes. Those who win other members’ works are expected to provide a review of that work.

Note:

SASP no longer transports name tags and display books to and from our meetings. Please take your name tag with you. It is yours to keep and maintain. Please take any books you have provided for display with SASP. We will provide space for you to display your books, but you must bring them to each meeting.

SASP now has a dedicated e-mail account. Contact us at:
authors@spokaneauthors.org

2018 Officers:

- President: **Esther Hildahl**
(509) 489-2136
mr.inky@yahoo.com
- Vice-President: **Sue Eller**
(509) 499-2012
sue@ellermarketing.net
- Secretary:
Newsletter Editor:
Web Master: **Dave McChesney**
(509) 325-2072
daveeva@comcast.net
- Treasurer: **Kate Poitevin**
(509) 710-5472
kate@murphyscorner.com
- Public-Relations: **Marilee Hudon**
(509) 325-9465
mjnoduh2@gmail.com

Advisory Board:

- Member: **James Parry**
(509) 325-9922
parry9922@q.com
- Member: **Bob Weldin**
(509) 327-2897
minersquest@comcast.net
- Member: **Chuck Lehman**
(509) 299-7802
cmlehman4@yahoo.com

“Like” the SASP Facebook Page:
www.facebook.com/pages/Spokane-Authors-Self-Publishers/1640079982945679

“join” the SASP Facebook Group:
<https://www.facebook.com/groups/1646364128981815/>

“Follow” us on Twitter:
<https://twitter.com/AndAuthors>

OUR NEXT MEETING!

Please join us **Thursday, December 6th** at the **Golden Corral** on Spokane's **North Division Street**. The meeting room is open for dining, conversation, and general socializing at 2:00 pm. **Our meeting and scheduled presentation begins at 2:30.**

In **December**, we will host an **Open Mic Session**. Members and guests may sign to read a short (five minute) excerpt of their work. Please practice before hand to ensure you do not go over the time limit.

FROM OUR PRESIDENT



Now that I've written my fourth and possibly my last book, I've turned my thoughts to marketing. In other words, how can I sell more of my books besides just being on Amazon and Kindle? Here's what I've learned doing craft shows, which has resulted in tripling my book sales so far this year:

(1) Placement of your books can make a difference of whether customers take the time to stop and look at them. I noticed that customers almost always looked at my middle books first. If they weren't interested, they moved on, ignoring my latest book, *Poopie the Fly and Friends*. So I decided to put it in the middle of the table and stack copies of it a bit higher than my other books, and, much to my delight, this really worked! Many more potential customers noticed it and stopped, often chuckling at the title, reading the back of the book, flipping through the pages, and eventually purchasing it.

(2) If you have more than one book, try selling them as a set. My husband, Bob, suggested selling my books 4 for \$25, saving the customer \$3. So far, this has been very successful. The beauty of this is that the customer gets four of my books to read, which means more exposure to my stories.

(3) Posters help to attract customers. I had a very large poster made this year. It's 2 feet wide and 3 feet tall and includes the covers of all my books. It's very colorful and sets on a tripod stand. It gets a lot of attention as almost everyone notices it and many stop to look at it, often commenting on the titles and the different illustrations of my book covers.

(4) Selling something else along with your books or giving away freebies if a sale is made is another way of attracting possible customers. I see other vendors doing this all the time and it seems to help create sales.

(5) Being a good salesperson or having someone with you promoting your book(s) helps, too. My good salesman is Bob who has helped me proofread my books, likes my stories, and enjoys selling them.

I hope some of these ideas help you to sell more of your books. There is so much more to learn about marketing and I still have a long ways to go.

On another note, I want to thank all of you for putting up with me as your vice-president and president for the past six years. It's been a fun and rewarding experience. And best wishes to Jim Parry, our new incoming president in January 2019. I know he'll do a wonderful job.

Happy writing!

Esther



FROM THE EDITOR/WEB-MASTER



Another year is nearly finished, and for members of Spokane Authors and Self-Publishers that means it's once again time to pay our dues. If you haven't already paid for 2019, make sure to bring your \$15.00 to our December or January meeting. From your web-master's viewpoint it would be nice to not have to take down anyone's Member Web-Page. That will occur a couple of months into the year if that member is not paid for the current year.

Speaking of Member Web-Pages, please let me know if there are any corrections, updates, or changes that need to be made. In particular, if you have published a new book, or if a book is available elsewhere or with different ASINS, etc. It is also quite possible you have books available to the public that I know nothing about. If none of your books are listed on your Member Web-Page or in the list of member's books on Amazon™, please clue me in.

Our December meeting looks to be an enjoyable event. Once again we are hosting an "open mic" session. If you want to share a bit of your work, this is the time to do it. But speaking of time, remember to run through your selection beforehand and ensure you can complete it in the allotted five minutes.

NOVEMBER'S MEETING

As our Vice President Sue Eller was

absent while recovering from a recent surgery, President Esther Hildahl introduced our November 1st speaker. Dean Cameron is the *President* and *CEO* of www.flootie.com and *Top Drawer Media*. *Top Drawer Media* is the publisher and developer of *Northwest Aerospace News*, www.northwestaerospaceneews.com, and *Art Chowder Magazine*, www.artchowder.com.

Dean talked a little about his background in the aerospace industry and his appreciation for those involved in the arts. He also provided a copy of *Art Chowder Magazine* for everyone attending the meeting. He had a lot of good ideas concerning marketing of one's literary product and suggested that Barnes and Noble might be willing to take books on consignment. When it became apparent that no one had ever heard that, the general consensus was that they might take local periodicals, magazines and the like but not necessarily self-published books.

President Esther Hildahl mentioned that Dave McChesney had written and submitted two book reviews to the SASP web-site. Marilee Hudon, our Public Relations Person said that KHQ would be working on a weekend story concerning local Tiny Little Libraries, and suggested that anyone who wanted to get books into them should bring those books to the next (December) meeting. Someone in attendance noted that the individual who started the Tiny Little Libraries had recently passed away.

Bob Weldin told us he was trying to get his books on Books In Motion, and Dennis Held told us about a poetry reading on November 11th (Veterans' Day) to honor our Service men and women. Tiffani Harvey suggested the possibility of SASP members attending and participating in the large Craft Fair at the Spokane Fairgrounds in mid-November. She also asked about the possibility of renting space at North Town Mall and selling books during the Holiday Season.

During the meeting, a final tally of votes in our bi annual election was made, and Secretary Dave McChesney announced the results. All positions were unopposed and each person garnered twenty-five votes.

Beginning in January 2019, our officers and advisors will be: President – Jim Parry, Vice-President – Sue Eller, Secretary – Dave McChesney, Treasurer – Bob Weldin, Advisors – Esther Hildahl, Tiffani Harvey, and Chuck Lehman. Congratulations to all.

Door prize winners included Marilee Hudon, Dennis Held, Bob Hildahl, Bob Manion, Cheryl (a friend of Marilee's), Chuck Lehman, Jim Silliman, Bob Weldin, Fred Jessett, Tom Wallace, Dave McChesney, Rich McKay, and Stan Parks. (If you won a door prize and are not mentioned, it might have been at the time your reporter was away from his notes having also had a winning ticket.)

Our next meeting is scheduled for Thursday the 6th of December. Current plans are to hold an Open-Mic Session. Members and guests are invited to read short selections, no more than five minutes long from their work. A signup sheet will be provided.

SASP FINANCIAL STATUS

Because unknown persons pretending to be SASP Officers are contacting our Treasurer asking for non-existent expenses to be paid, we will no longer publish the organization's financial status. Our balance will be announced at meetings, and members may contact the Treasurer if not in attendance.

MEMBER WEB-PAGE GUIDE

We are providing the following guide for those that wish to provide information for a member web-page.

1. Name and photo/headshot
2. Brief biography
3. Links to any web-site, blog, or other on-line locations.
4. Information about any books published.
 - a. Book cover shot/thumbnail
 - b. Brief description/blurb.
 - c. Amazon ASIN, ISBN or other
 - d. Locations where available.

In many cases your editor/web-master can find much of this on-line, if it is there. If it's not and you would like to have a member web-page that is as complete as possible, please e-mail information to daveeva@comcast.net,

authors@spokaneauthors.org, or send via USPS to:

Spokane Authors and Self-Publishers
P. O. Box 18573
Spokane, WA 99228-0573

You are encouraged to check out other member web-pages posted on our web-site at www.spokaneauthors.org. Click on the "Members" button along the left and then click on the member whose page you wish to view.

Please note: We are always ready and willing to update and correct any web-page. Do not hesitate to contact your web-master if you think your page needs attention.

UPCOMING EVENTS

Contact daveeva@comcast.net or e-mail authors@spokaneauthors.org to get your event listed.

SASP BOOKS ON AMAZON & KINDLE

Many SASP members' books are available on Amazon and/or Kindle™

(Contact the editor/web-master at daveeva@comcast.net or at authors@spokaneauthors.org to get your Amazon/Kindle books listed)

To speed your search, add the provided ten digit numerical or alpha-numerical code (ASIN) to: [www\(dot\)amzn\(dot\)com/dp/](http://www(dot)amzn(dot)com/dp/)
Example: www.amzn.com/dp/B008TXC332
or: www.amzn.com/dp/1936178044

Various SASP members

*Celebrating Spokane Authors:
A Collection of Poetry, Essays, and Short Stories* **B077GBTQ67**

D. Andrew McChesney:

*Beyond the Ocean's Edge:
A Stone Island Sea Story* **B008TXC332 1432780379**

*Sailing Dangerous Waters:
Another Stone Island Sea Story* **B00HF9Y05K 1478721898**

James Parry:

*Book All the Teachers:
An Irreverent Ride through Middle
School* 1501042211

Bob Weldin:

The Dry Diggin's Club 0578106825
The Adventurists 153027253X

Sue Eller:

Return from Armageddon B005JVAJKQ
Meadowlark Madness B0097D599
Send in the Drones Coming Soon!
The Gluten Free Gourmand 150853134X
Taming of the T-Bird 1505963982

Beth Camp:

The Mermaid Quilt and Other Tales B0090VHKBC
Standing Stones B0013RYFW6
Years of Stone B00LF3FY4S
Rivers of Stone B077M1TFLP

Kate Poitevin:

Saving Tir Gaeltacht (original, entire story)
1503167844 B00QJA8B3I
Saving Tir Gaeltacht (part One) 1986153959
Saving Tir Gaeltacht (part Two) 1986179486
Saving Tir Gaeltacht (part Three) 1986179923

Joyce Caudel:

The Hat Pin Murders 1936178397
The Hat Box Mystery 1481959107
A Hat to Die For 1530028612

Helen Christine (Foster):

Full Disclosure 0990722201
The Lenders 0990722228

Chuck Lehman:

Angels Three Six B00KMJXQR8
The Big Woods B007SQ4CTE
Asher B00HNZ6TTG
Lazarus Arise B007R0NPW6
The Shepherd B00HJBN4P6
Rogue 6 B01H7N8G2G
Exposure: A Story of Survival and Intrigue
B01H5W4V64

B. J. Campbell:

Close Calls: True Tales of Cougar Bob 1936178044

Bob Manion:

Santa's Heroes 1936178095
The Tree House B004IZLHLE
The Tree House (new edition) 1946882003
Springer's Heart 0978850742
Summer Rain B00ZM3S2IM
Vampire and the Cop B00ZM4BBOS
Retitled
Vampire Justice 0996864415
Sabrina's Promise 0996864407

Sandra L. Mason:

(Illustrated by Natalie J. Apodaca)
N is for Nativity 1517614880

Don Brockett:

Tyrannical Rule of the U. S. Supreme Court
B01GW712VU

Stan Parks:

Jakob's Ladies 1532910762

Tiffani Harvey:

A Journey to Independence 1533499438
Revised and retitled
Freedom Seeker
Growing Independent 1533499926
Revised and retitled
Freedom Seeking

Allen Dorfman:

Reaching: A Vietnam War Novel 1500489638

Fred Jessett:

My Name is Tamar B00DH3REWO
Drummer Loves Dancer B073H2RP7P
Getting Past Point No Point 1725865211

Lewis Meline:

Lies Exposed! The Truth about Diets...
0997915501

J. B. Rivard

Illusions of Magic:
Love and Intrigue in 1933 Chicago B01EGSC8N8
Illusions of Magic: The Movie 0751RL53G

Larry Danek

I'm the Ghost in this Body:
The Nomadic Ghost B01I0Z500Q
Jed's World B00MWDJ1YY
Ghostly Reunion:
A Nomadic Ghost Story B077KHR33M
The Runaway Ghost:
A Story of the Nomadic Ghost (Vol. 3)
 1986978605

Diana Wickes

Home is Where the Heart Is 1523381841
Elegy to a Montanan: A widow's Song
 1523382414

Andy Brown

Warnings Unheeded:
Twin Tragedies at Fairchild Air Force Base
 0997863404

Esther J. Hildahl

Meadow Pond 154244828X B072FS1CLL
Mr. Inky: Spider with an Attitude
 1542451248 B07177PLGX
Marie's Marvelous Tomato
 1548307653 B073SFTS74
Poopie the Fly and Friends
 1724038427 B07HNQLKMW

Kathy Rae:

The Jewel of Hope: Book 1:
The Hope Trilogy 1500236578
Ducky Day or Yucky Day...You Choose
 154139142X
Deprogramming a Bully: Book 1:
The Barber Chair Series B06W5NP6Y1

Margaret Albi Verhoef &

Rita Gard Seedorf:
Letters from Brackham Wood B00JEMX656
Letters from a Wary Watcher B01EKOH02C

Russell H. Ford

Depop B019NGA00Q

Wayne Kyle Spitzer

That Thing We Killed B076QF8XZY
Comes a Ferryman B074SJF1TJ
The Tempter and the Taker B074SV557F
The Pierced Veil B074STJMGW

Black Hole, White Fountain B074SY83RW
To the End of Ursathrax B074SWXM61
X-Ray Rider 1 B0755QN1N6
X-Ray Rider 2 B0755PY9NB
X-Ray Rider 3 B0755QPM67
 Algernon Blackwood's "The Willows," a
 Scriptment B07575JDFS
 Flashback B07689XLTX
 Flashback Dawn: "Naaygi" B07836PYT5
 Flashback Dawn: The Devil's Snambnala
 B078NHDKZN
 Faraway, Nearby B076PNH7V8
 Behind a Pale Mask 1973289415
 Wet Bark B077RJ463S
 Killer in the Looking Glass B0779DM1QH
 Lean Season B074VD53SF
 How About a Coke and Some Fries?
 B077TPR77D
 Flying the Fog Roads of Cascadia B077WTSXZN
 Red Marillion B077M3ZHWP
 Coffin Road B076XQY5FK
 Napoleon B076FBPRYV

Azalea Dabill

Falcon Heart B00VOEQXIO
Falcon Flight B019YRTIRO
Lance & Quill B010ZD7PVS
Path of the Warrior B00W4JYHL8
Falcon's Ode B075ZZBPKR
Nightshade & Knitbone 1943034109

Karen Jean Matsko Hood

Blood Heiress 1592108857
Bloom of Autumn Gold 1592102166
Huckleberry Delights B0045U9U34 1596493852
Transracial Adoption 1594346186
Petting Farm Fun 1594346186
Finding Rudolph B074JZPG9X 1598082957
Morning Reflections B00DH70LVG 1930948557
 (This is a partial list of Karen's books. More will be added with time.)

Tom Wallace

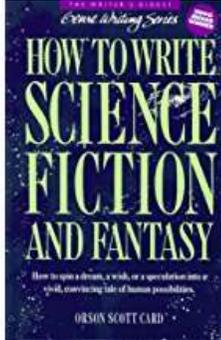
To Kill a Poacher: A Psychological Case Study in Empathic Health and Applied Spirituality
 0595475442

Ed Des Autel

III Minutes to XII B07B3YDPLK 1641382511

FEATURED BOOK REVIEWS

How to Write Science Fiction and Fantasy



By Orson Scott Card

Reviewed by D. Andrew McChesney

I ended up with a copy of this relatively slim work because someone had donated it as a door prize at a recent Spokane Authors and Self-Publishers meeting. I read a lot of science fiction and fantasy and as well incorporate it in my own work. I thought it would be interesting to see what a well-known writer has to say about it.

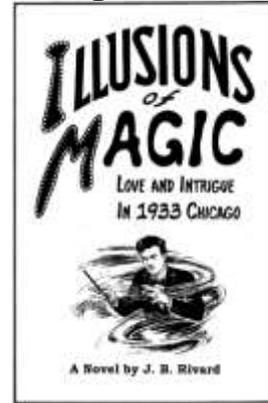
Mr. Card begins by defining the genres, combining the two into *speculative fiction* while maintaining a sometimes narrow difference between the two. He also looks at genre as a marketing tool, or as a means of classifying work and what shelf it will go on in the bookstore. He also looks at science fiction and fantasy standbys such as world building, possible scientific breakthroughs, and the creation of magic. I was a little miffed as he seemed to dismiss Star Trek's Warp Drive as being scientifically impossible.

Mr. Card also spends a little time offering advice on getting published. As the book was published in 1990, some of this might be a bit dated. He suggests that one seeking traditional publication need not look for a literary agent until offered a publishing contract. In more recent times one generally

needs an agent in order to even approach a publisher.

On the whole, this is an informative and educational work. I feel that my time in reading it was well-spent.

Illusions of Magic: Love and Intrigue in 1933 Chicago



By J. B. Rivard (Illustrated by J. B. Rivard)

Reviewed by Johanna Urquhart
(Historical Novel Society)

1933. J. B. Rivard centers part of his novel *Illusions of Magic* around a true-life and little-known historical incident: an attempted assassination of Franklin D. Roosevelt in Miami in February of 1933. The assassin, Giuseppe Zangara, had allegedly been trying to shoot Roosevelt when he accidentally shot Chicago Mayor Anton Cermak instead (Cermak later died of his wound).

This incident is part of the dramatic backdrop of Rivard's fast-paced and punchy novel about struggling professional stage magician Nick Zetner. The backdrop – and the author's excellent illustrations throughout – furnishes a good deal of the charm of the book. Nick Zetner's adventures, part screwball comedy and part Dashiell Hammett, combine with the richly authentic atmosphere of the setting to create a quick and very enjoyable read that smoothly intermingles Nick's love life with a challenging case he takes on for a corrupt banker.

The book reads like a breath of fresh air – recommended.