

OUR SEPTEMBER 2024 MEETINGS

Compiled by Dave McChesney

Friday September 13 at 2:00 pm saw members of Spokane Authors meeting once again at the Sans Souci West Club House. Present were Caryl Briscoe-Michas, Larry Danek, Mary De Bord, Sheri Decker, Sue Eller, Denise Guy, D. J. Guy, T. Hammond, Suzanne Holland, Kevin Hostbjor, Marilee Hudon, Amy Logan, Bob Manion, Dave McChesney, Jon Miller, Carl Northrup, Kate Poitevin, Lily Reiersen and accompanying family members, Elena Smith, Linda Sonntag, Terry Stratton, Shandra Tanner, and Sarah Vail.

Lily Reiersen mentioned writing a story about attending middle school. Kevin Hostbjor noted the anthology his short story was accepted for has been published. Sue Eller shared the dedication for our upcoming Christmas Anthology. Carl Northrup (Nathaniel Bennett) announced that his latest book had just been published. It is, *Boxers or Briefs: A Book of Shorts*, featuring short stories by Carl (Nathaniel) and some other contributors.

Carl Northrup mentioned a marketing opportunity at the Garlic Festival in or near Priest River on September 28 and 29. Sue Eller noted upcoming Arts and Crafts Fairs at Mt. Spokane and University High Schools. Larry Danek suggested that if one can, they should try to put a sign about their books at the event entrance, as it would be more visible than at one's booth or table. (Of course, one would want to have permission to do so from the event organizers.)

Our speaker was illustrator, marketing guru, and former Spokane Author member Morgan Walters. She talked about marketing as reaching out to family, friends, and fans. She said websites should be tailored to be SEO friendly so they would get more visitors. Morgan also noted that the color yellow is a sure-fire attention getter, being rooted in the human experience over countless generations.

She also discussed the old saying, that we don't judge a book by its cover, saying that in fact, we do. It was also suggested that we be active on various social media sites, and that one might even want to have magnetic signs of one's vehicle. "Keep folks engaged." Morgan said. She also suggested posterninja.com and linktree.com as sites that might be of help.

Once she was done speaking, we ensured everyone present had a ticket and

drew numbers for a nice collection of door prizes. With that, the meeting was declared adjourned.

Spokane Authors also met at 2:00 pm. on Saturday September 21th in the social hall of St. Francis of Assisi Church. Your reporter/editor/treasurer was unable to attend, and no one who did has sent along any accounting of the event. Word did filter through, however, that several ideas were discussed and that for various reasons the meeting ended a little early.



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