

Writers League of The Villages®



Information, education,
and networking for writers.

Laurel Manor Recreation Center
1st Wednesday of the Month
8:30AM-10:30AM

www.WLOV.org

Writers League of The Villages®

WLOV NEWSLETTER

January 1, 2018



EXPO '18 this month!

WLOV's Central Florida Book & Author Expo, January 27, 2018, 10 a.m. to 3 p.m.

Eisenhower Recreation Center
Table Assignments on Page 5

Mainly of interest to writers in The Villages

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Message From Your 2017 President



Happy New Year! 2017 was a very good year for WLOV and I trust 2018 will be even better. This past year we added many new members and expanded our scope in several areas. Our first Central Florida Book Author Expo, held last January, was a smashing success, thanks to the great work of Expo chairperson Mark Newhouse and his committee of dedicated volunteers.

This year – this month! – will be an even bigger Expo, with over 70 registered authors. Mark is again chairing the event, and after that our annual Expo will come under the charge of Jim Meyer. Jim has already made one major change in our annual event – the date. He has moved it to early December, to take full advantage of the holiday book-buying season. Thus, 2018 will see TWO Expos, the one this month and another one in December (also at Eisenhower Rec Center). In subsequent years it will only be held in December.

Also in 2017 we: spiffed up the web site, to make it more user friendly and include an up-to-date Events Calendar, a rotating slide show of book covers, and copies of all newsletters; expanded WLOV's Facebook page, with more pictures after each writing event; expanded this monthly newsletter, which now reaches most of the Villages authors; added TV's writing groups to our universal mailing list; and sponsored several special events, including Freedom To Write and the summer Ice Cream Social.

No president can do this job without help from several very involved members. If I try to name names I will inevitably leave someone out, so let me just give a blanket Thank You to all those who have helped make my tenure both fun and rewarding. I wish all the best to our new president, Rita Boehm, who has her own message below.

Larry Martin
2017 President of WLOV
drlarry437@gmail.com

Message From Your New President



Happy New Year! I hope you all had a wonderful holiday and are looking forward to achieving your writing goals for 2018. I have been feverishly working on finishing my new book, *Missing on Maple Street*, so I can focus on being your 2018 WLOV President.

Since I am still relatively new to WLOV, I thought it might make sense to introduce myself. My name is Rita Boehm. After being snowbirds for a couple of years, my husband and I moved to The Villages as year-round residents in August of 2016. When I'm not writing, my time is spent riding my horse in Ocala, taking Pilates and Yoga classes at the gym, or playing golf with my neighbors. Like many of you, I'm so busy in retirement that my forty year work career is a distant memory.

I'd like to thank Larry Martin and the 2017 WLOV Board for all of their hard work. I'm grateful that Larry has agreed to continue to both manage the website and to develop the informative monthly Newsletter that we all look forward to receiving.

We have several new members on the WLOV Board and I appreciate their willingness to help support the club. I look forward to their input. All the Board members (with pictures) are listed on page 7. There is one glaring omission from the list: President-Elect. For anyone who wants to help chart the direction of WLOV and prepare themselves to take over the reins in 2019, now is the time to raise your hand. Please consider it.

January will be an exciting month for WLOV. On January 3rd, Rik Feeney will help us kick off the new year by presenting a short talk on marketing as well as an expanded half-day seminar. This is a great lead-in to the Central Florida Book and Author Expo on January 27th which, thanks to the hard work of Mark Newhouse and the Expo committee, should prove to be another huge success.

We are always looking for new ideas and new speakers. Please don't hesitate to reach out either at the monthly meetings or by contacting me.

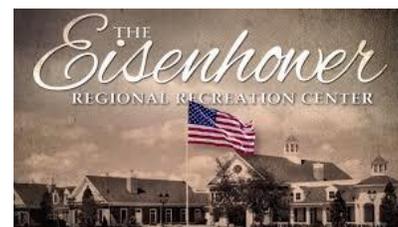
Rita Boehm
President of WLOV
ritab1423@gmail.com

WLOV Calendar of Upcoming Writing-related Events

DATE	EVENT
Wed, Jan 3	<p>Laurel Manor Rec Center, 8:30 – 10:30 a.m. Florida writer, book coach and publishing consultant Rik Feeney will present Marketing for Book Events. This talk will be of special interest to anyone signed up to sell books at Expo 18 (January 27) or similar events. There will be Q&A afterwards. For more information on Mr. Feeney see http://www.rickfeeney.com/about-rik-feeney.html.</p>
Wed, Jan 3	<p>Laurel Manor Rec Center, noon to 3:30 p.m. Mr. Feeney will present a seminar on Marketing Your Kindle Book. Cost is \$25 and registration form is on WLOV website, www.wlov.org.</p>
Wed, Jan 3	<p style="background-color: yellow;">Last day to enter your book cover(s) in WLOV's Book Cover Contest (see page 6)</p>
Jan 17-24	<p>Annual Book Cover Contest. Open to all WLOV members and anyone who has reserved a table at Expo '18 to sell books. Registration form on www.wlov.org. Covers entered in the WLOV Book Cover contest will be displayed at Savannah Center Jan 17-24, 2018. Winners will be announced at the Central Florida Book & Author Expo, January 27. See Page 6.</p>
Sat, Jan 27	<p>WLOV's Central Florida Book & Author Expo Eisenhower Recreation Center, 10 am – 3 pm 3560 Buena Vista Blvd, The Villages, FL 32163. See Pages 4 and 5.</p>
Wed, Feb 7	<p>General Meeting. Laurel Manor, 8:30 – 10:30 a.m. Chris Coward will discuss Book Contests and Competitions. Chris is a past president of Florida Writers Association, chairperson for the 2015 Royal Palm Literary Awards competition, and leader of the Oxford (FL) Writers critique group.</p>
Wed, Feb 14	<p>Valentines' Day Story Readings, Fenney Rec Center, 6 to 8 pm. Light refreshments served. See Page 9.</p>



Rik Feeney



Message from Mark Newhouse, Expo '18 Chairman



First, let me wish everyone a wonderful holiday season from Linda and me. We have much to be thankful for and something special to look forward to: Expo 18 is right around the corner and we need to build the excitement. Every WLOV member should be spreading the word. Invite your friends, neighbors, club members to meet 80 authors and browse hundreds of books for all ages and interests.

Ambassadors, anyone who can give out bookmarks, please call me at [352-753-3290](tel:352-753-3290), or come to the January 3 meeting to pick up bookmarks. Reproduce our flyers and distribute them in your emails and to stores you patronize. Watch for our ads in the Daily Sun and on WVLG radio, the week before Expo, and our annual WLOV Book Cover Contest, January 17-24 in the Savannah Center. Your Expo Team has been doing their jobs, and now we need all of you to be our best P.R.

SOMETHING NEW: Sharon Solomon is sponsoring a Children's Costume contest to attract children and their parents to the Expo. If you live near a school or library, please download the flyer (shown right) at http://wlov.weebly.com/uploads/2/4/3/6/24362452/expo_18_sharon_solomon_costume_contest_flyer_final.pdf and ask if it can be placed on a counter where it will be visible. Thanks Sharon. We're always open to new ideas that will benefit all our writers.

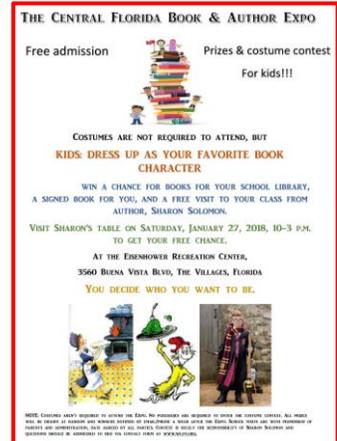
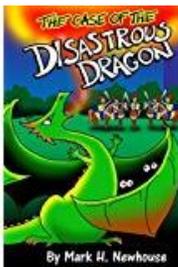


TABLE ASSIGNMENTS: All tables have been assigned. See diagrams and list next page. We have a waiting list, so if you have a whole table and are willing to share it, please contact Mary Lois, or me. If you must cancel, please let us know as soon as possible.

BUY YOUR LUNCH AND WIN A CHANCE FOR A FREE TABLE AT OUR DECEMBER EXPO!!! To assure the return of our vendor, WLOV will be giving out a free raffle ticket to anyone who buys a lunch item (not beverage) from our vendor. The winner will receive a free table at the December Expo. Please support our vendor. Thank you.

GUIDELINES: Please read the Expo guidelines carefully. The link to the Guidelines is http://wlov.weebly.com/uploads/2/4/3/6/24362452/expo_18_guidelines.pdf. Last year we received wonderful comments about how considerate everyone was to their fellow exhibitors and we know that will continue this year. Please, no more than two chairs per table, and for the consideration of your fellow authors, please obey the sign and display restrictions. Parking problems deter visitors, so please unload your vehicles and move them as far from the building as possible.



Thank you to everyone for your support. Let's rock Eisenhower with another great Expo! And don't forget to get people to vote in the Book Cover Contest. And while I'm at it, the first 10 people who have read to this point and want a free Kindle copy of my latest kids' book, *The Disastrous Dragon*, all you need do is email me with the title in the subject line and I'll send it. No obligation, no review necessary (it's entirely up to you), and your email won't be published.

Happy Holidays,
Mark Newhouse
Chairman, Expo '18

Author Table Assignments for Expo '18 In Eisenhower Rec Center

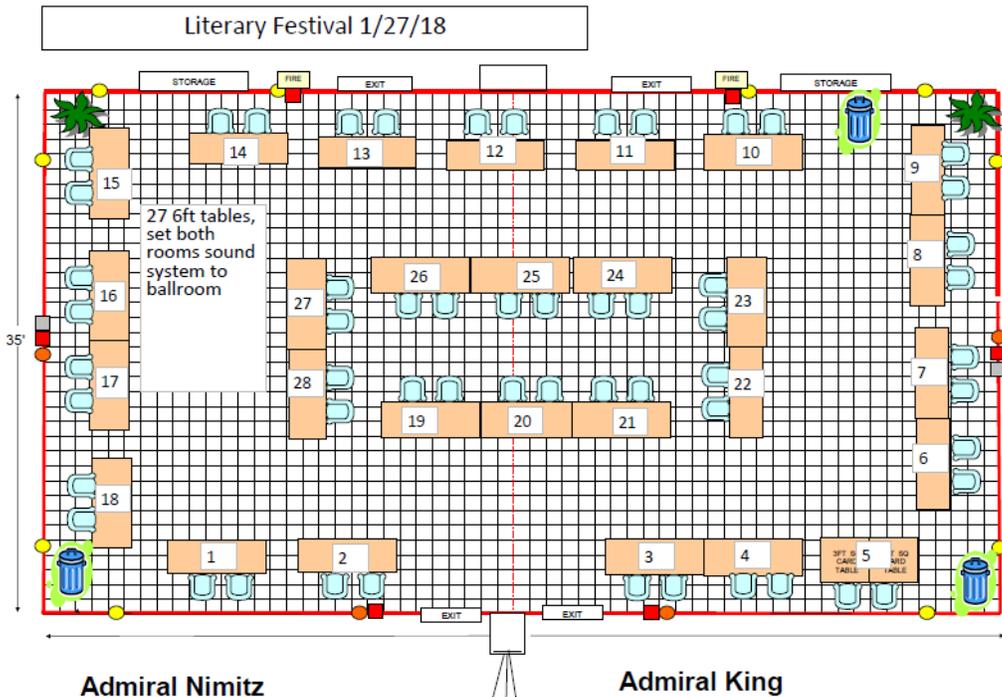
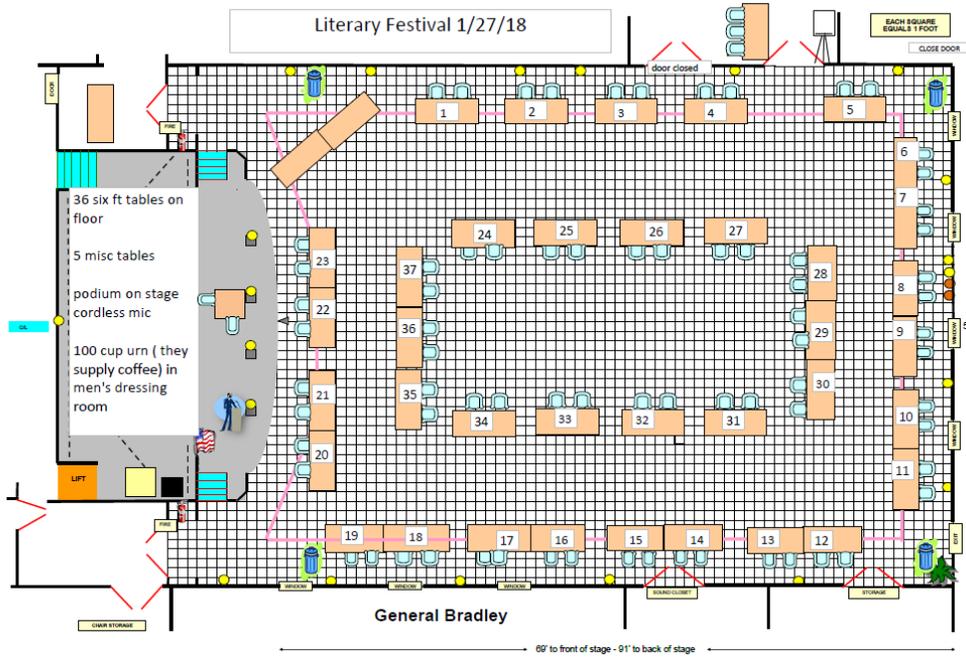


TABLE	NAME
Front Hall	FWA & WLOV
Hall	Disabled Vets
GB 1	MARTIN, Lawrence
GB 2	van der LINDE, Rosamond
GB 3	SANDERS, Mary Lois
GB 4	Court Jester Publications
GB 5	CLEMENTE, Maria
GB 6 A	GREENAWALD, Darlene
GB 6 B	MALLON, John
GB 7	LUTHMAN, Wanda
GB 8	PHILLIPS, Barbara
GB 9	KOCA, Gary
GB 10 A	DEARS, Donn
GB 10 B	WACKER, Maggie
GB 11	HOUSEKNECHT, Rosemary
GB 12 A	MARTIN, Barbara H.
GB 12 B	STEEDLEY, Lee
GB 13	KOLASINSKI, Bill
GB 14	KAMMERAAD, Judith
GB 15	HAUZEUR, Angela
GB 16	GORHAM, Dallas
GB 17	GODFREY, Helga
GB 18	GARCIA, Belinda Vasquez
GB 19 A	MUSCO, Penny
GB 19 B	PRYOR, Mark
GB 20 A	BAKER, Sue Ann
GB 20 B	BEARD, Donna
GB 21	BEARD, Mark
GB 22	THOMPSON, Kevin
GB 23	HOPE, John
GB 24	CAMP, Steve
GB 25	HARRIS, Lorraine
GB 26	BOEHM, Rita
GB 27	HAYES, Jack L.
GB 28	KINCAID, Dan
GB 29	WHITEHAIR, CW
GB 30 A	BANNAN, Sherry Turner
GB 30 B	FLEMING, Wilma
GB 31	PRINCE, John
GB 32	SOLOMON, Sharon
GB 33	MALINGER, Christopher
GB 34	GREENBERG, Rick (Richard)
GB 35	MILLER, Barbara
GB 36	LEITSCHULT, Stephen
GB 37 A	VIRAG, Bonnie E.
GB 37 B	WALTERS, Phyllis K.
NK 1	CARDILLO, Richard
NK 2	ALLEN, Ronnie
NK 3 A	ANDERSON, Maggie
NK 3 B	BENDER, Tom
NK 4	SCHUMM, Katherine
NK 5 A	SEYDLITZ, Gwendolyn
NK 5 B	JUDD, Anastasia
NK 6	MEYERS, Beverly Ann
NK 7	KNEISER, Dick
NK 8 A	BEST, Margaret (Peggy) Greene
NK 8 B	BUCHHOLD, Vicki (Buck)
NK 9	CANAAN, Don
NK 10	BURT, Steven & Jolyn
NK 11	BISHOP, David
NK 12	COLLIER, Lindsay
NK 13	CAIRNS, Barbara L.
NK 14	KONIG, Robert (Bob)
NK 15	BOLTON, Johanna M.
NK 16	COURT, Leigh
NK 17	HEATHMAN, Ann
NK 18 A	WEAKLEY, Mary Ann
NK 18 B	MARKLAND, Ron
NK 19	MEYER, Jim
NK 20	FREDERICK, Sue Chamblin
NK 21	WALKER, Phil
NK 22	OSTRANDERS, Curtis S.
NK 23	PULLEN, Bill
NK 24	CIANCE, Judi
NK 25	FLYNN, Mary
NK 26	STARK, Jim
NK 27	SEA HILL PRESS, Inc
NK 28	HAVLIN, Dennis L.

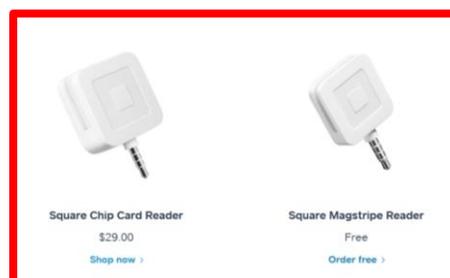
Credit Card Reader for Expo Authors (repeated from Dec newsletter)

This is the simplest way to accept credit cards for book sales. A card reader plugs into your phone, as shown below, and then the credit card is swiped (old style) or inserted (new chip style) in the reader. You can sign up at <https://squareup.com> for a free *stripe* credit card reader. A card reader for the newer chip credit cards costs \$29. Go to “Order Hardware” on the Square website and choose the one you want.



Each book sale generates a small fee. To get the software to use the Square reader, follow these steps:

1. Go to the App store on your smartphone or tablet and search for Square
2. Click on Square - read the details
3. Click install and watch for your Register icon to appear on your phone
4. Fill out your order form.
5. When your Square reader arrives in the mail, follow the instructions to practice accepting credit cards.



Many of our authors have used this system, and it comes without any obligation. The system allows you to accept Visa, MasterCard, Discover and American Express. Payment is posted to your bank or Paypal account in one day!

Florida Sales Tax Info for Authors Selling books at Expo '18 (repeated from Dec newsletter)

If Florida Department of Revenue personnel attend the EXPO (they have in the past), they may request to see your Florida Sales Tax Resellers Certificate. If you do not have a FL Sales Tax ID, or your permanent residence is not in Florida, we will have One-time-Event Sales Tax report forms available for your use. This means that we have registered this event with the Florida Dept. of Revenue, so you must report if you make sales, and send in a check for the sales tax on each book/item you sell. The sales tax percentage for this event is 7% (the event is in Sumter County).

The WLOV



This year's Book Cover Contest will be held at the Savannah Center, Jan 17-24, 2018. WLOV members Jan Zahorian, Donna Beard and Jim Meyer are organizing the contest. A list of last year's winners, with the covers, was in the November newsletter (posted on www.wlov.org, under WLOV Newsletters in Table of Contents).

For the 2018 contest, book covers can be entered through **January 3**, the day of our first 2018 monthly meeting. Click on this link for the entry form: <http://wlov.weebly.com/uploads/2/4/3/6/24362452/2018-bookcovercontestentryform.pdf>.

Authors may enter covers in one of three categories: fiction, non-fiction, children's. The fee is \$5 per cover. If your book cover won last year, that specific cover is NOT eligible to be re-entered. However, you may enter a cover that was also entered last year if it did not win 1st, 2nd or 3rd prize. The cover can be an actual cover from one of your paperbacks, or the cover image printed on cardboard stock. It should be the same size as your actual book cover. For e-books, the cover should be no larger than 6" x 9".

The event is free and open to the public. Anyone attending may vote for their favorite covers. Book cover winners will be announced at Expo '18, on January 27, 2018 at the Eisenhower Rec Center.

The 2018 WLOV Board of Directors



President - Rita Boehm
ritab1423@gmail.com

We have added three new board members for 2018: Verna Walker as Treasurer, Angela Love as Secretary, and Phil Walker as Membership Chair. They are replacing three members who have given yeoman service to WLOV over the years, and who deserve a big Thank You: Mary Lois Sanders (Treasurer), Jim Meyer (Membership) and Jan Zahorian (Secretary). Our new President, Rita Boehm, served on the Board last year as Historian. Bios of our current Board members are on the WLOV website, www.wlov.org.



Secretary – Angela Love
angelaclove@gmail.com



Membership – Phil Walker
walkhouse@yahoo.com



Communications - Millard Johnson
zendog3@mac.com



Treasurer – Verna Walker
walkhouse1@yahoo.com



**Larry Martin – Past President; Newsletter
Publisher and Website Manager**
drlarry437@gmail.com

Breakfast meeting December 6, 2017

We had a great Breakfast bash December 6, organized and arranged by Jim Meyer. After our eggs and bacon buffet, Mark Newhouse put on his skit, "Somebody Ran Over Grandma," with veteran actors pulled from the audience. It was a hoot!





Valentine's Day Love Story Readings – Village of Fenney

By Millard Johnson

The deadline for submissions has passed and I am happy to announce we have plenty of stories/poems/songs from which to choose for WLOV's Valentine's Day Love Story Reading.

They will be read/sung at a social event on Feb 14, 6:00-8:00 p.m. at Fenney Rec center in the Village of Fenney. WLOV member Phil Walker, a retired professional radio announcer, will emcee the event.



6 Core Marketing Tips for Self-Published Authors

<https://www.autocrit.com/blog/2017/12/11/6-core-marketing-tips-self-published-authors/>

You've heard all these before. In fact, you could probably write the list yourself. Still...they are worth repeating. The Autocrit list from the blog post is shown below. Click on the link if you want to read more.

6 Core Marketing Tips for Self-Published Authors

Many self-published authors don't realize at first what they're in for. A traditional publishing house will at least help you with marketing, promotion, and sales – but when you decide to take on the mantle of the publisher, it all falls down to you.

- 1. Have a website**
- 2. Be active on social media**
- 3. Get friendly with Facebook advertising**
- 4. Set up giveaways and competitions**
- 5. Contact bloggers and reviewers**
- 6. Network at events**

Classic Books on Writing

By Larry Martin

Okay, I've run out of books I can personally recommend as "classics," so am turning to others for recommendations. The following list is from the web site **12 Books Every Aspiring Author Should Read**, by Jerry Jenkins (author of 190 books, including the *Left Behind Series*). Note that several of the books have already been profiled in previous editions of this Newsletter (highlighted in yellow).

12 Books Every Aspiring Author Should Read

<https://www.jerryjenkins.com/best-books-on-writing/>

1. The Writing Life: Writers on How They Think and Work

By Marie Arana

This book came from ten years of Ms. Arana's *Washington Post Book World* column. More than fifty fiction and nonfiction authors share how they discovered they were writers and how they work. I was fascinated by what pleases and annoys them. Arana also profiles each writer. [Click here to get the book.](#)

2. Plot & Structure: Techniques and Exercises for Crafting a Plot that Grips Readers from Start to Finish

By James Scott Bell (*friend and colleague*)

Anything but a dry textbook, this breezy guide is from a former trial lawyer who keeps you entertained while covering basics like how plot impacts structure, the difference between popular and literary fiction, and how to serve as your own book doctor. [Click here to get the book.](#)

3. Getting into Character: Seven Secrets a Novelist Can Learn from Actors

By Brandilyn Collins

Calling on her theater training, Collins teaches bringing characters to life the way actors do on stage. She draws on the Method Acting approach to explain and adapt characterization techniques for novelists. [Click here to get the book.](#)

4. The Writing Life

By Annie Dillard

Dillard's hauntingly ethereal prose soars even when she's writing about writing. That's rare. I resonate with her honesty about how grueling the craft can be. This is one of the best books on writing available. [Click here to get the book.](#)

5. On Writing: A Memoir of the Craft

By Stephen King (*acquaintance*)

At the risk of hyperbole, there's so much to recommend here that I hardly know where to begin. Besides all the practical advice, you get King's own rags-to-riches story in his inimitable voice. You learn a ton while being wildly entertained. [Click here to get the book.](#)

6. How to Write Bestselling Fiction

By Dean Koontz

I'm not overstating it that this book changed my life. It informed the way I wrote the Left Behind series, which has sold more than 60 million copies and still sells six figures every year, nearly a decade since the last title was released. I use this as a textbook when I teach writing.

[Click here to get the book.](#)

7. Bird by Bird: Some Instructions on Writing and Life

By Anne Lamott

Lamott has you howling with laughter one minute and weeping the next as she recounts, with brutal honesty, the joys and travails of the writing life, single parenting, overcoming addiction, and coming to faith. [Click here to get the book.](#)

8. Writing the Breakout Novel: Insider Advice for Taking Your Fiction to the Next Level

By Donald Maass

An agent challenges you to do more than just spin a yarn, but to also think “big concept,” tackle major themes, and write life-changing works. [Click here to get the book.](#)

9. Stein On Writing: A Master Editor of Some of the Most Successful Writers of Our Century Shares His Craft Techniques and Strategies

By Sol Stein

Novelist, editor, publisher (Stein & Day), and writing teacher, Stein is one of the deans of the American literary scene. His career spans decades, and he shares insider stories of famous novelists and their work, as well as everything he learned along the way. I sat under his teaching years ago and still follow his advice. [Click here to get the book.](#)

10. On Writing Well: An Informal Guide to Writing Nonfiction

By William Zinsser

[Zinsser's background](#) should not be missed. He was a graceful classicist as a writer, and this million-seller has been lauded for its warmth and clarity. Zinsser offers sound tips on the fundamentals of writing any kind of nonfiction you can think of. [Click here to get the book.](#)

11. The Elements of Style

By William Strunk Jr. and E.B. White

Failing to start your reading on writing with anything other than this undisputed classic would be akin to reading the top ten Christian classics while ignoring the Bible. This short paperback is recommended by every writing teacher I know. I've read it at least once a year for more than 40 years. Its simple truths cover everything from style and grammar and usage. Make them second nature. [Click here to get the book.](#)

12. Hooked: Write Fiction That Grabs Readers at Page One & Never Let's Them Go

By Les Edgerton

Les is one of the most powerfully edgy writers in the business, and you must have your big kid pants on to read his novels. But any writer will benefit from this great resource.

Packed with helpful, practical advice, it carries his blunt tone (but nothing offensive). I refer to it regularly. [Click here to get the book.](#)

Cartoons

And now for something different: The cartoons of Tom Gauld
<https://www.brainpickings.org/2014/04/07/tom-gauld-jetpack-book>

