

Writers League of The Villages Newsletter

March 2020



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WLOV Calendar of Upcoming Events

Friday, March 6, 9-11 am, Fishhawk Recreation Center. Writers in Time monthly meeting. The topic will be "How to publish your book on KDP," presentation by Mark Pryor. Open to all Villagers. Click here for Mark's Powerpoint slides:

<https://www.dropbox.com/sh/mn0zpgtes0w9s5x/AADXzytipahalVCecZuZ2leFa?dl=0>

Tuesday, March 10, 4:30 – 6:30 pm. Donna Jennings, Ph.D., licensed sex therapist will present a talk on "Reasons to Read and Write Sexuality." A Q and A will follow. Location: Panera's private room, 1010 Lake Sumter Landing. Tickets are \$10 at the door. Space is limited, so please RSVP by texting your name to 407-432-9931 by March 7th.

Wednesday, March 11, 9 am – 11 am – WLOV General Meeting, Laurel Manor Rec Center. "Meet Your Character Fair." You will be able to sit with various professionals and learn details of their work, to help draft your own fictional characters.

Upcoming Events (continued)

Monday, March 16, 2 p.m. – Paula Stone Tucker will speak on her award-winning book *Surviving: A Kent State Memoir*, Belvedere Library 325 Belvedere Blvd, The Villages, FL 32162 (across from the charter school)

Saturday, March 21, 2-4 p.m. – Barnes & Noble Local Author event; a dozen WLOV authors will sell and sign their books at B&N, Lake Sumter Plaza.

Wednesday, April 8 – WLOV General Meeting, Laurel Manor Rec Center, 9 am – 11am. Panel discussion with video on “How to Upload Your Book on Kindle Direct Publishing (KDP).”

Thursday, April 16, noon – Paula Stone Tucker will again speak on *Surviving: A Kent State Memoir*, Belleview Library, 13145 SE Hwy 484, Belleview 34420

WLOV Newsletter Editor's Message

By Larry Martin
drlarry437@gmail.com



One distinct advantage of WLOV membership is connection with other local authors, and all the opportunities that provides. It's not just that we learn from each other, but we learn about what's going on in The Villages writing community: where to find the help we need, where we can promote our books, etc.

Last month several of our members attended a panel discussion on self-publishing. Yours truly was on the panel, along with WLOV member Barbara Miller (“Keto For Life”) and another Villager, Vincent Antonetti. For that event, I prepared a one-page

handout on useful websites for self-published authors, which you can access here:

http://wlov.weebly.com/uploads/2/4/3/6/24362452/key_websites_for_self-revised.pdf

Last month's general meeting featured speaker Diann Schindler on podcasts, and she has offered to do one for our members at a reduced rate. In addition, she has provided pdf files of her slide presentation, plus important information about media kits and podcasts (see all links on page 4).

This month's meeting of Writers in Time, a non-critique group that focuses on historical fiction, will have a special presentation by WLOV member Mark Pryor: “How to publish your book on KDP.” It is sure to be of interest to all self-published authors.

WLOV's monthly general meeting, on March 11, will include a reprise of last year's successful Meet Your Character Fair.

On Saturday, March 21st, 2-4 ppm, several WLOV authors have a book signing at Barnes & Noble in Lake Sumter Landing.

There's more. In this month's interview with John Prince, we learn of his new publishing venture, Hallard Press. John has teamed up with Paula Howard and Nancy Hellekson to offer one-stop shopping, all the services any self-published author might need to produce and promote a book.

WLOV is the single best option for Villages authors who want to stay connected to writing and publishing opportunities. If you know a local author who is not a member, remind him or her what they are missing. The \$15 yearly fee is the price of one latte and donut at Starbucks.

WLOV President's Message



Happy March 2020, everyone!

Because the big news is the Coronavirus, let me encourage you to wash your hands frequently even when you come inside from shopping or doing anything at all.

As a nurse, I can tell you that most people don't realize how germs are spread, nor do they realize you can prevent getting sick by the simple routine of washing your hands after opening a door. There are loads of germs on doorknobs, on the handles of shopping carts, and other surfaces you may not even think about.

After that, don't touch your mouth, nose, or eyes with unwashed hands. Even putting a piece of food in your mouth after shaking hands with friends at a coffee shop is carrying bacteria into your system. You carry germs you wouldn't even think about.

Be safe...wash your hands with soap and water many times a day! Sorry, but I felt it had to be said.

Our next WLOV meeting, on March 11, will have a **"Meet Your Character Fair,"** which we did last May. Many of our members missed it last year because they had gone north. Ten professionals will be located at 10 tables –in the Grant Room – and members can sit around each one for an intimate Q&A. After 20 minutes, a bell will sound and you will then move to meet another professional of your choice.

We plan to have a Defense Attorney, a Forensic Psychologist, a Probation Officer, a Physician, and maybe even a Fireman, among other professionals. Each will have a handout of 10 things you should know about their profession. A complete list will be at the Welcome table on March 11, so you will be able to make your selections before we begin.

As last year, we want to give you an opportunity to ask questions about their work, so you might write such a character into your short story or novel. Note that one of the professionals in our Meet Your Character Fair will be Dr. Donna Jennings, a licensed sex therapist. She will also be giving a special talk the day before, on "Reasons to Read and Write Sexuality." Her talk will be at Panera's, 1010 Lake Sumter Landing, from 4:30 to 6:30 p.m. Tickets are \$10 at the door. Space is limited, so please RSVP by texting your name to 407-432-9931 by March 7th.

As always, our general meeting starts at 9 am and the Character Fair will begin shortly afterwards. I look forward to seeing you there!

Two more items I want to mention. Donna Beard's husband passed away on February 27. Donna is a long-standing WLOV member, and over the years has served on our Expo committees. (Along with others, she was honored at last month's general meeting; see page 4). Donna will be having a memorial service sometime in March. Cards may be sent to her at 110 Costa Mesa Drive, The Villages, FL 32159. Emails may be sent to autumn2000oh@yahoo.com.

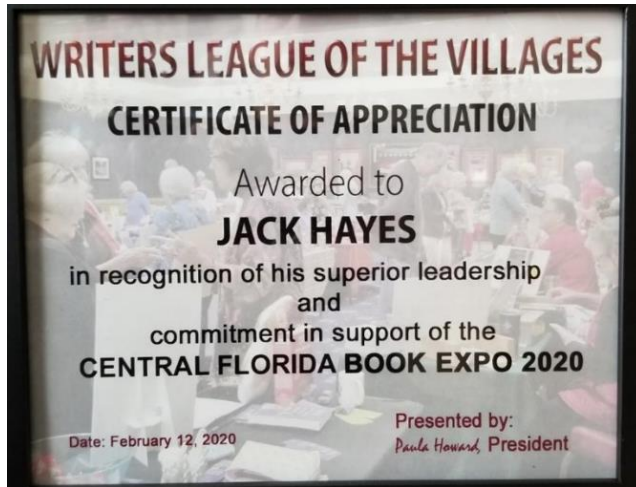
Past WLOV member Barbara Phillips and her husband have moved to a new address due to health issues. You may reach her at 4725 Bellweather Lane, Apts 10 A-B, Oxford, FL 34484. We wish her a speedy recovery.

Paula ☺

WLOVmembership@gmail.com

2020 Expo Team Saluted at Feb 12 Meeting

All members of the 2020 Expo team received a certificate of appreciation at the meeting; the one for committee chairman Jack Hayes is shown below. In the photo on Page 1, left to right, are Barbara Miller, Peter Shianna, Jack Hayes, and John Prince. Committee members not present for the awards appreciation were Lorraine Harris, Donna Beard, and Dan Kincaid.



Jack Hayes and John Prince

Feb 12 Meeting - Diann Schindler's talk on podcasts

Diann introduced us to podcasts, and offered to do them for our members at a reduced rate. Below are links to her slide show, her Podcast Interview request form, and other useful information about media kits and podcasts.



Click here for a slide show of her presentation.

http://wlov.weebly.com/uploads/2/4/3/6/24362452/podcast_basics_slide_show.pdf

Click here for her Podcast Interview Request form.

<http://wlov.weebly.com/uploads/2/4/3/6/24362452/interviewrequestform.pdf>

Click here for her Media Kit suggestions.

http://wlov.weebly.com/uploads/2/4/3/6/24362452/media_kit_how_to.pdf

Click here for her article, "The Perfect Podcast Guest."

http://wlov.weebly.com/uploads/2/4/3/6/24362452/the_perfect_podcast_guest.pdf

Click here for her article "The Podcast Pitch."

http://wlov.weebly.com/uploads/2/4/3/6/24362452/the_podcast_pitch.pdf

Print News Items from Jan-Feb 2020, featuring

Ruth DiDomenico, Janet Palmer, Larry Martin, Steve Burt, Mike Doyle and the Wannabe Writers Critique Group; click on link below.

http://wlov.weebly.com/uploads/2/4/3/6/24362452/print_news_items_from_jan-feb-2020.pdf

Online interviews of WLOV Members

Angela Love



<https://www.villages-news.com/2020/02/22/villager-happy-to-take-on-leadership-role-with-wildwoods-baker-house/>

<https://www.villages-news.com/2020/02/29/villager-truly-has-enjoyed-a-life-full-of-adventurous-careers/>

Paula Howard



Rita Boehm

AutoCrit Interview

https://www.autocrit.com/blog/spotlight-rita-m-boehm/?inf_contact_key=bb0e34ed8c2da8c947b7ec489fe74cf3680f8914173f9191b1c0223e68310bb1

AutoCrit Author Spotlight: Rita M. Boehm



Categories: AutoCrit Author Spotlight

Florida Writers Association Interview

https://floridawriters.net/an-unintentional-creation-rpla-showcase-rita-boehm/?fbclid=IwAR2sRxM4J8D7wrI0vUflDf10m3WKmK-4OZarGIHTdHuq8PfSFq-Q_xrA01U/

Valentine's Day Love Story Readings

On Friday evening, Feb 14, at Canal Rec Center, WLOV sponsored another very successful Love Story Readings. See program below for the 11 stories read that evening, and a few pics from the event. Top photo is of Millard Johnson, founder and producer of the event, with his wife, Dr. Jane Howard. Other individuals pictured below are (clockwise) Phil Walker, our emcee; Mark Newhouse and his wife Linda; Jenny Ferns; and Bona Hayes. For more photos of the event, go to

<https://www.facebook.com/groups/2456384291302772/>.

For WLOV member John Prince's review of the event on villages-news.com, see: <https://www.villages-news.com/2020/02/15/valentines-day-event-showcases-variety-of-love-stories-written-by-villagers/>.



Program

Castaways by Millard Johnson
Read by Heather Snively

Still So Much We Don't Know About Love by Pam O'Brien
Read by Bona Hayes

Puppy Love by Tommy Hannon
Read by Cliff Rieger

Letters to Emily by William Jansen
Read by Jenny Ferns

A Mother's Day Apology by Dianne Zalewski
Read by Paula Howard

Lady in Red by Barbara Rein
Read by Dick Walsh

INTERMISSION

Whinny by Steve Burt
Read by Dick Walsh

Bumps on a First Date: A Disaster by Mark Newhouse
Read by Mark Newhouse

Extraordinary Care by Lawrence Martin
Read by Cliff Rieger

No Escape by Julie Johnson
Read by Bona Hayes

The 57 Bus by John W Prince
Read by Heather Snively



Reminder – WLOV has TWO Facebook Pages

Writers League of The Villages

Status: Only administrators can enter posts or pictures. Anyone can view contents and offer comments.

<https://www.facebook.com/The-Writers-League-of-The-Villages-162776817086391/>

Writers of The Villages Group

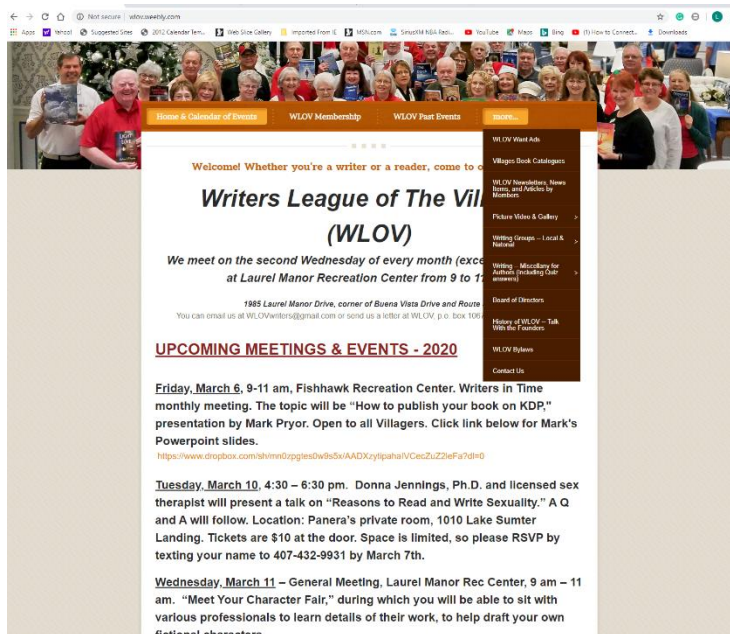
Status: WLOV members can join and post pictures and/or text. Anyone can view posts and offer comments.

<https://www.facebook.com/groups/2456384291302772/>

WLOV's Main Website Has a New Look

Paula Howard has redesigned WLOV's main website to look more professional. The traditional URL to access the website is www.wlov.org/. If that doesn't work, use www.wlov.weebly.com/ (Note that one is dot org, the other is dot com). Many of the features in this new design are in a dropdown box, as shown in the upper right of the home page, under "more...". From that dropdown box you can access all the WLOV newsletters, our book catalogue, a history of WLOV, and lots of other information.

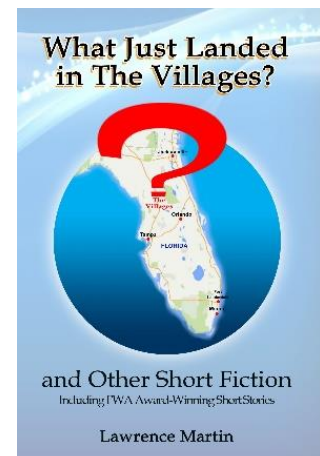
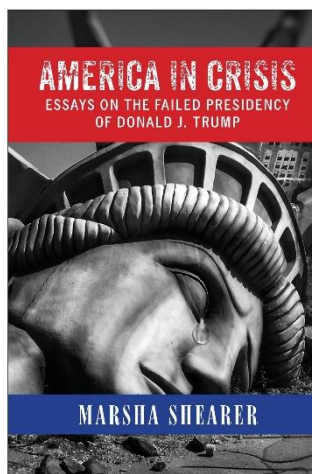
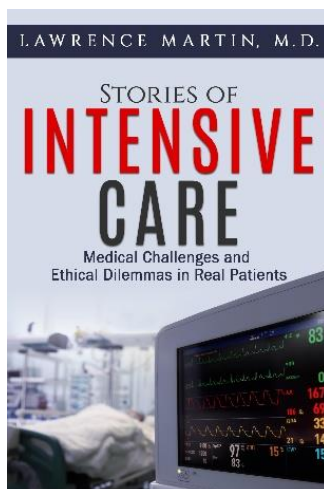
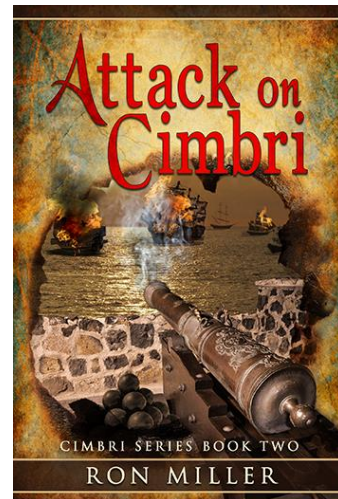
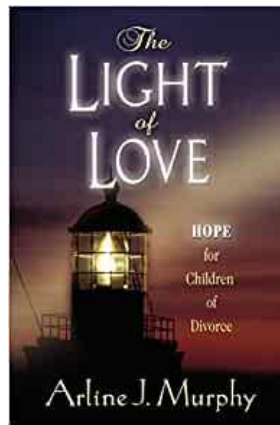
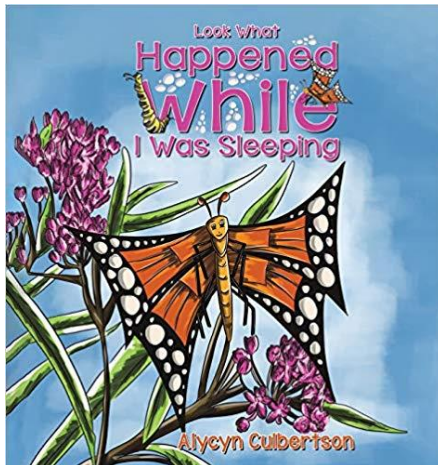
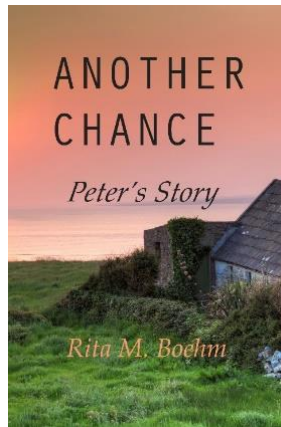
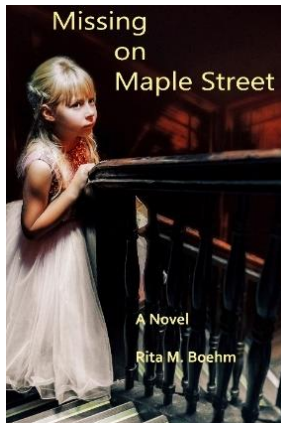
In addition to our general website, we have a WLOV Membership website, www.wlovmembership.com/. This website is used to join or renew and pay dues. From this website, paid up members can access the entire membership roster, with contact information (email and/or phone no.).



New Books in WLOV Catalogue

See our online catalogue for more information on each book

http://wlov.weebly.com/uploads/2/4/3/6/24362452/master_catalog-updated_feb25_2020.pdf



Interview with John Prince

by Diane Dean



“Nobody told me I couldn’t do it.” That philosophy guided John Prince throughout his childhood and successful professional careers. Growing up in rural Canada, John started writing seriously at age 16. After several interesting occupations, he now considers himself a professional writer, graphic artist/designer and photographer.

DD: When did you move to the United States?

JP: In 1997, although in the 1990s I had worked on assignment in the New York City branch of a Toronto-based marketing agency.

DD: Before you retired, what were your “interesting occupations”?

JP: Many. Language translations for comic strips, curator of a fisheries museum in Nova Scotia, radio documentary production and broadcasting, design studio artist, ghost writer, photographer, marketing consultant, and editor of a weekly newspaper. “I would find new opportunities when the thrill was gone.

In the mid-1980s I organized and led walking tours in Britain and North Wales. I owned “white label” marketing agencies—we provided copy and graphic support for larger “retail” agencies who resold our work to their corporate clients. I handled marketing for a regional airline and published their inflight magazine. I helped market a historic landmark hotel, and was an international media authority on fly ash as an additive for concrete. I’ve worked with hundreds of very interesting people and had a really good time in my careers.

At one time I published the peer-reviewed journal for the American Medical Women’s Association.

DD: What does that mean, you published their journal?

JP: AMWA supplied the peer-reviewed material and I designed the interior pages, plus a photo cover that illustrated the lead article. Then I created files for the printer and supervised the printing, sold and managed the advertising, and supervised mailing and distribution.

DD: And your last job, before moving to The Villages?

JP: I was a partner in a marketing agency in Virginia, ghostwrote and published a book on Financial Wellness as an employee benefit, and handled the marketing for Virginia’s largest consumer bankruptcy law firm.

DD: When did you move to The Villages?

JP: At the end of March 2017. We electronically signed the final paperwork for our Village of Pine Ridge home in the car somewhere on I-95 in South Carolina.

DD: When did you start helping people with their books?

JP: I started in the printing/publishing industry around 1966. Moving along with the technological changes that have taken place over the past 45 years has been really interesting. Back then, we glued pieces of paper to cardboard and now everything is electronic. The same industry-standard software and files are used to print virtually everything—books, newspapers, brochures, magazines anywhere in the world. The mechanical and digital processes have changed over the years, but the “What makes a good book” has stayed much the same.

DD: When did you set up Go My Story?

JP: GoMyStory.com was started in 2012, to write and publish hard cover full-color coffee-style memoir books for people. The most recent GMS book came out late last year. A couple of years ago, after I moved to The Villages, I added an editing/publishing component for self-published books. These activities will all be rolled into Hallard Press and we’ll continue the memoir business under the new name.

DD: So Hallard Press is your new venture?

JP: Yes. I’ve recently teamed up with WLOV President Paula Howard and WLOV Membership Chair Nancy Hellekson to form Hallard Press, which launched just this month, March 1st. (Photo, L to R: John, Nancy, Paula)

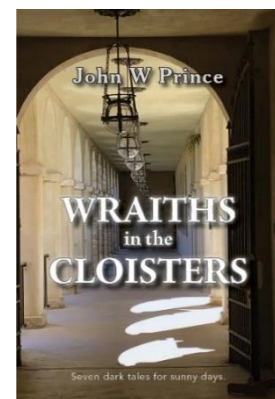


DD: We’ll get to Hallard Press in a moment. First, tell us about your new position with WLOV, head of Expo 2021. What are your plans for that event?

JP: I’m honored to accept the chair of WLOV’s BookExpo for 2021. It will be tough to follow Jack Hayes’ lead from this year, but we’ll certainly try. The committee is coming together and we’ll start planning later this month. The date for BookExpo2021 is tentatively set for Sunday, January 31, from 11 am to 4 pm at Eisenhower Rec Center. We’re waiting for a final approval from The Villages. We’ll probably expand the number of authors a bit and certainly have more presentations. More information will be available as soon as the date is confirmed.

DD: *Wraiths in the Cloisters* is the last book you wrote. What’s it about, and how are you marketing it?

JP: I published “Wraiths” as an experiment in self-publishing with Amazon. I’ve ghostwritten other books, but of course, they have the client’s name on them. “Wraiths” is a collection of short stories that I had on file. I use it as a handout and sample for clients, but I don’t actively market it.



DD: Now back to Hallard Press. You have a website?

JP: Yes, it's www.hallardpress.com. (see screenshot). It went live March 1st.

DD: Where'd the name Hallard Press come from?

JP: Finding a good corporate name that's not already in use, with a web domain available, is often a challenge. Hallard Press met both criteria, so we registered an LLC. A logo was approved by the partners and we moved ahead.

DD: So, in a nutshell, what is the mission of Hallard Press?

JP: To help authors edit, publish and promote their books. And to have fun while doing it. Self-published authors are a rapidly growing group. Writers want to be writing, and many not want to deal with issues more related to actually getting the book produced. We can handle all of that.



DD: So, what services does Hallard Press offer?



JP: A full suite of services, from initial consulting/guidance, editing, cover design and interior formatting, digital uploads and submissions, all the way to a complete promotion service that includes coaching and social media management. Our goal is to help authors write a good book, publish a print and e-book that appeals to readers, and help sell as many copies as possible.

Successfully promoting a book can be even more challenging than writing it.

The techniques of selling books is different than selling many other products. We employ the latest digital and traditional marketing techniques to help authors tell the world about their book.

DD: Can authors pick and choose which services they want from Hallard Press?

JP: Yes, it is “modular.” Authors can choose just the service or services they want. Some may choose editing and publishing, others may use design and book formatting modules, while others may just want sales and marketing assistance.

DD: With all the critique groups in The Villages, does a writer really need to have professional editing? Can't he or she just get needed feedback from one of the groups?

JP: There's an old, and true, saying that “Behind every good writer is a great editor.” Our editors are skilled at checking content for readability and flow as well as making the book something readers want to buy and read. We also proofread. Sounds basic—and it is—but it can make or break a book. Authors can write in Pages or Word, whatever word processor they are comfortable with. We take it from there to convert it to InDesign, to create a press quality PDF format that can be submitted to Amazon, Ingram Spark, or any publisher desired.

DD: Can you help with illustrations or photos in a book?

JP: We can use Photoshop to improve photos and help select paper that make them look best in the printed book. However, publishing color photos is considerably more expensive than black and white photos.

DD: What about your Go My Story business, and Paula Howard's Writers Mall, and Nancy Hellekson's publishing services?

JP: They will all be rolled into the Hallard Press operation. We each have several decades of experience. Think of us as the personal resource who can guide you, offer the needed skills, and get your book into the hands of the readers. Authors will have a single point of contact, a partner they can work with.

DD: Does Hallard Press take part of the author's royalty compensation?

JP: We believe authors should receive the full royalties for their books. Hallard Press is a fee-for-service business. That means we charge sensible fees for our services. Authors get and keep the full royalties for their work.

DD: Do you employ social media, such as Facebook, Twitter, and Instagram?

JP: Social media is currently one of the best ways to generate interest and sell your book. We can help with that. But an author must spend time on it. We can set up a website for authors and help authors make a list of topics relevant to their potential readers.

DD: It seems like a lot is being offered with one stop shopping. How do I, as an author, know what I might need?

JP: The initial counseling is free. We'll ask an author—what is your goal? That will help us define the best ways to help. We offer a menu of services to select in a la carte fashion. One author may need cover design, another editing, and another just need assistance with marketing their book. We'll work with any author on their relevant needs.

DD: Sounds good. Local authors helping local authors. Expensive?

JP: The reality is most of our self-published authors write not to make a living, and know it's going to cost them money to produce and market a book. If you break even, you've done well, plus gained a sense of accomplishment. Hallard Press's services offer a high value. Our fees are competitive, and our value is exceptional. Our authors refer us to others, which is the highest form of approval.

DD: Before we close, one more question. What does John Prince do for relaxation, when not involved in all these writing-related activities?

JP: I've been a hand weaver for many years. I have a 48" four-harness loom that I built, and has a place of honor in our home. My family all have a good collection of placemats (see photo). I'm now working on blankets for everyone.



Cartoons



www.buttersafe.com © 2014 Raynato Castro & Alex Culang

Buttersafe

