



SouthWest Sage

The Voice of SouthWest Writers

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Annual Membership in SouthWest Writers

**Individual: \$70 (\$65 renewal if paid
two months in advance)**

Student: \$25

Requires proof of student status

Outside U.S.: \$75,

Lifetime Membership: \$750

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www.southwestwriters.com**



Write a Memoir like a Novel

Using Ten Techniques of Fiction

by KL Wagoner

My ongoing blogpost series "Writing a Memoir like a Novel" covers what I know about writing fiction as it applies to memoir. Before taking on the project that became *This New Mountain*, I hadn't tried memoir, but I had completed dozens of short stories and several novels and novellas. It's no surprise my approach to AJ Jackson's true story (of a feisty private investigator and grandmother) includes the same elements that make up my works of fiction.

If you'd like your memoir to have the depth and flow of a novel, try the techniques fiction writers use. The following are summaries of the ten articles in the series so far—clicking on the headings will take you to the original full-length posts.

Characters

The characters who inhabit memoirs are real, with flaws and quirks already built in, but applying fiction techniques can add fullness to these "built-in" characters. Physical description doesn't tell us who a person is. We understand others by their actions and the choices they make. Weave in details a little at a time to reveal the characters as the story unfolds. By sharing the story behind the story, the reader gains an understanding of the why of things. To get the reader emotionally involved, reveal the familiar—those common things we all relate to. Other details, such as relationships, ambition, and personal flaws, add layers and reveal character.

Setting

Creating memorable settings—without unnecessary detail—strengthens the writing and draws the reader into the story. Present the setting through the eyes of your character (you or the subject of the memoir). Determine why a

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SouthWestWriters.com *

President's Letter by Rob Spiegel

The Power of a Conference to Teach Success

We have a SWW memoir conference coming up on Saturday, September 12, the first in many years. This is an important move for SWW members, since conferences offer a view into the real world of publishing. They also offer a chance for SWW members meet with editors and agents who come to New Mexico seeking new writers and new projects.

I've attended dozens of conferences around the country, and I learned from every one. A few years ago, I decided to step outside my adult journalism and fiction work and give a middle-grade children's novel a go. After doing a minimal amount of reading and writing I attended a children's writing conference. I was amazed at how little I knew.

The conference inspired me to work harder and also gave me direction to make my work more effective. I attended another children's writing conference some months later. This time, I started to get it. I listened hard to the professionals from out of town as well as the local professionals. I soaked it all in, gaining some understanding of the vocabulary of the genre, learning the industry ins and outs, and discovering what constitutes strong writing in the genre.

Again inspired, I went back to furiously reading and writing. At the next conference, I signed up for a pitch session. I met with a Random House editor. I was like a nervous little kid. After I discussed my novel and handed her my query, she said the magic words. "Please send me the whole novel." I couldn't have asked for more.

It doesn't quite end there. The novel still needed work (God save us from the sagging middle chapters). The point is, the conferences guided me to a path of developing and delivering a writing project that engaged the attention of a major editor. Without the conference, I wouldn't have had that shot. With more work, that shot may turn into a success. Thanks to the conferences I attended, I have learned how to develop an interesting idea and how to present it.



SouthWest Sage Advertising Rates

Worldwide Internet Circulation

The SWW website receives thousands of page requests every month.

Business card size: \$20

1/4 page, vertical: \$40

1/3 page, horizontal: \$50

1/2 page horizontal: \$75

15% discount for 3 mos. 20% discount for 6 mos.

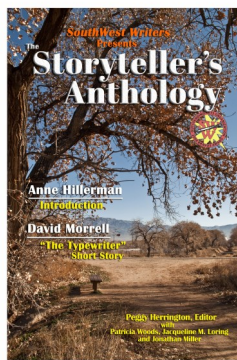
Deadline: 15th of each month for the following month.

2 HOUR WORKSHOP PRICES:

\$29 SWW MEMBERS

\$34 OSHER MEMBERS w/CARD

\$39 NON-MEMBERS



The Storyteller's Anthology

is available to order in paperback on Amazon [here](#). A great addition to any library, it exemplifies the diversity of talent we bring to the literary world. Please consider leaving a positive comment on the Review page with a 5-star rating to enhance saleability of this excellent example of outstanding authorship by members of SouthWest Writers!



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Upcoming Speakers at SWW Meetings—August

SWW Meeting Speaker

Jonathan Miller

Saturday, August 1, 10:00 am – noon

**How to Turn Your Life into a
(Successful) Book...**

And Not Get Sued



Jonathan Miller will discuss how to turn your life experiences into a published novel, without getting hauled into court. He will start with picking the right idea from your life and writing an outline. Next, he will focus on starting and finishing the book. Once the book is done, how do you get it published and then marketed? In one hour or less, he will talk about how to take an idea that is a glimmer in your eye to the bestseller list.

Bio

Jonathan Miller began writing at Albuquerque Academy. His first published novel was *Rattlesnake Lawyer*, which came out in 2000. He has several published novels and non-fiction books. He helped initiate the SouthWest Writers anthology.

BROWN BAG SESSION WITH GRACE LABATT IMPROVE YOUR LANGUAGE TOOLS

Bring a lunch – the 30+ minute session starts about 12:30 pm.

No matter how much of a language maven you are, you may still wonder whether a comma should go between two adjectives before a noun (the red cotton shirt or the red, cotton shirt?). Should “of” follow “all”? Is “well read” hyphenated? Book editor and copyeditor Grace Labatt will go over some of the grammar and style issues that often arise during the writing process. She will also discuss ways to work through such language questions with a copyeditor.



Grace Labatt is an Albuquerque-based book editor and copyeditor. She works with independent authors and trade and academic presses. Previously she was a senior acquisitions editor at Voyageur Press in Minneapolis and an acquisitions editor at Oxford University Press in New York. She has acquired, edited, or copyedited more than fifty books—ranging from literary fiction to reference works—and her articles about books have appeared in *Kirkus Reviews* and *Pasatiempo*. Grace graduated cum laude from Princeton University. Visit her website at www.labatteditorial.com.



Try our Google Calendar link to see what's coming up for each month. Use the link on the SWW website or click here: www.google.com/calendar/embed?src=swwcalendar%40gmail.com&ctz=America/Denver

**Send your successes and announcements
to the SouthWest Sage Editor at
swwsage@swcp.com.**



Tuesday, August 18 • 7:00 pm to 9:00 pm
A LERA Co-Meeting

**DEFYING GRAVITY –
WRITING CROSS-GENRE
AND SUCCEEDING ANYWAY**

Jeffe Kennedy

Genre definitions have a profound influence on writers' careers. From the first queries where we must specify the book's genre to long-term decisions about pursuing or giving up on a "dead" genre. But shedding conventions can be what sets a book apart—and can take a writer's career from midlist to break-out. Jeffe Kennedy will discuss how she went from being told that her work fell in the cracks between genres to receiving a nomination for Book of the Year and an RT Seal of Excellence for the one title each month that stands out from all the rest.

Jeffe Kennedy is a scientist and an award-winning author of fantasy, fantasy romance and erotic romance. Her works include non-fiction, poetry, short fiction, and novels. She lives in Santa Fe with two Maine coon cats, plentiful free-range lizards and a handsome doctor of Oriental medicine.

MORE SWW SPONSORED EVENTS!

Classes by BETSY JAMES

WEIRDNESS: WRITING THE SHADOW SEASON

6 weeks Thursdays, 5:45-7:45 October 15, 22, 29 and November 5, 12, 19
Cost is SWW members \$240; Osher members \$250, non-members \$290



Strange things walk abroad...**are you one of them?** This is Betsy James's infamous 6-week course in other-worldly writing: science fiction, fantasy, horror, and anything else on earth or off it. Far from giving you nightmares, these rigorous, fun sessions get you thinking, critiquing, and working like a writer. In weird-and-weekly assignments of 1000 words or less you'll explore quirks and craft, learn respectful peer critique, and develop a writerly camaraderie with an assortment of fellow oddballs—who may become part of your support system, since you'll also learn how to conduct your own critique group. Register early! Class is limited to 10 students.

Betsy James is the author-illustrator of sixteen books and many stories for adults, teens and children. Her latest novel, *Listening at the Gate*, is a Tiptree Award Honor Book and a *New York Times* Best Book for the Teen Age. Visit her on the web at: <http://www.betsyjames.com> AND <http://www.listeningatthegate.com>.

All classes take place at the SWW office located at 3200 Carlisle Blvd NE, ABQ. You can register at SWW meetings, through the website, www.southwestwriters.com, or by calling the office at (505) 830-6034.

Write a Memoir Like a Novel

Continued from Page 1

particular place is important to the character and how she feels about it. Use historical research to take you beyond the limits of your own memory. Make your story immediate and real to the reader by using just enough sensory detail.

Dialogue

Dialogue can reveal motives, character, conflict, setting, and important information, and can create tension, suspense, and movement through scenes. While staying true to your memory, produce realistic dialogue by following certain conventions: use contractions; don't overuse names; avoid niceties and information dumps; use dialect and vernacular sparingly; beware exclamation points (!!!); structure paragraphs and use tags/beats to make it clear who is speaking.

A Compelling Opening

Memoir readers don't expect action-packed openings, but the first few pages should still compel them to continue on and immerse themselves in the story. A good opening will include: a character we "know" and understand; a situation that presents tension; an indication of the larger story problem or conflict; and, the general tone of the story (such as light-hearted or serious).

Point of View

Take readers to a place where they feel what you felt without telling them *how* to feel. Write an "eye memoir" versus an "I memoir."¹ Step back from who you are now as the writer and return to the perspective of who you were during the period of your memoir. In the end, your story is less about what happened and more about the importance of your journey, what you brought into it, and how the journey changed you.

Story Arc

A story arc moves a character from one situation to another, one state of being to another. Without this structure and focus, the memoir becomes a disconnected, chaotic jumble. Knowing and understanding your story arc—the beginning-middle-end structure—keeps the writer focused on what the memoir is about and acts as a guide to know what to include and what to leave out, as well as what needs detailing and what can be touched on through summary.

Scene Structure

The larger story arc of a novel or memoir is made up of dozens of smaller beginning-middle-end story arcs strung together in scenes. A scene presents a character or characters doing something within a particular setting, and

uses dialogue, action, and narrative to advance the plot, reveal personalities and motives, impart necessary information, or tie into the theme in some way. A scene should have a purpose for being, and not just for window dressing. Evaluate your scenes using Jami Gold's checklist Elements of a Good Scene.

Pacing

Pacing is essentially the speed at which prose flows, evidenced by the reader's engagement. A well-told story carries a reader through a character's life using varied pacing. Move quicker through those parts that don't directly impact the main storyline or conflict, and where summary is sufficient. Slow down the pace during portions of a story that are more intense physically and/or emotionally. To help control pacing, vary sentence/paragraph structure and rhythm, and the way a scene or chapter begins and ends. Writing with an awareness of what you're trying to accomplish in a particular scene or chapter will keep the story flowing unhindered in the right direction.

Passive/Active Voice

The presence of "to be" verbs in your writing—such as *is, am, are, was, were, has, have, had, be, to be*, and *been*—doesn't always indicate passive construction, but might signal places where writing can be strengthened. It's not possible, or suggested, to rid your manuscripts of all "to be" verbs or to be rigid in using only active construction. Be aware of your own personal inclinations in the use of "to be" verbs, and make conscious choices to create stronger, more active writing.

Evoking Emotions

Expressing emotions effectively in your memoir will touch the hearts of readers and help ensure they engage in the journey you've promised them. But *evoking* the emotion is not the same as *telling* it ("Jimmy slammed the door" vs. "Jimmy was angry"). Evoke emotions without telling by using physical actions/reactions, perception reflected in setting, through dialogue, writing the hard stuff, and including truth in the writing. Why are your stories worth remembering and retelling? Grab hold of their importance and write from that place of truth. Evoke time and place and relationships with honest emotion.

¹Alane Salierno Mason, *Writers Digest Magazine*, July 2002, "In Memoir, It's the Eye that Counts"



KL Wagoner (writing as Cate Macabe) is the author of *This New Mountain*: a memoir of AJ Jackson, private investigator, repossessioner, and grandmother. She has a new speculative fiction blog at klwagoner.com and writes about memoir at ThisNewMountain.com.

SouthWest Writers Presents:



Rogue Writers

Second Tuesday of the month from
5:00 pm – 6:30 pm at Aux Dog Theatre
3011 Monte Vista Blvd NE in the UNM/Nob Hill area.



August 11

Rogue Writer's Speaker

Genevieve Mueller is a writer and comedian living in Albuquerque. She writes stories and articles about things she finds interesting. Sometimes she gets money

for that stuff because other people find it interesting, too. She would like that to happen more often. Genevieve has a bimonthly column called "Comedy Matters" in the *Weekly Alibi* and performs all over the country. She has interviewed comics Kurt Braunohler, Bill Burr, and Bob Odenkirk. Bob Odenkirk said "Thank you for quoting me perfectly" and then gave her a high-five. She was on *RISK!* (Episode 610) and recently opened for Doug Stanhope and Marc Maron. She co-hosts *Dead Things* Podcast with Will Bolt.

SWW Sponsored Class

Crafting a Nonfiction Book Proposal

Presented by

Loretta Hall

Saturdays, August 8, 15, 22,
and September 5
from 2:00 to 4:00pm



You dream of hordes of readers ordering your book from Amazon.com or happily discovering copies on the shelf at their local bookstores. But that's not going to happen unless you can sell your manuscript to a publisher first. (Even if you decide to self-publish, you'd better evaluate your book like a publisher would!) Loretta will explain the steps for selling to your first, and most important, customer: a publisher. Topics include planning a marketable book, finding appropriate publishers to submit to, and preparing a thorough, professional book proposal.

Presenter's bio: **Loretta Hall** has worked with four different publishers to produce her six nonfiction books. The lessons she has learned from these experiences will give you a head start with your quest to get published. Loretta served on the SouthWest Writers board for four years and received the 2007 Parris Award.

Location: SWW office 3200 Carlisle Blvd NE
SWW Members \$99; OSHER members \$109;
nonmembers \$119

Register online at www.southwestwriters.com

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Networking Dos and Don'ts for Writers

By Joycelyn Campbell

While networking may lead to good marketing connections and can help you feel more comfortable in your marketing endeavors, networking isn't the same as marketing. That's important to remember as you go about building or expanding your writing network. I offered the following networking do's and don'ts at the brown bag session following the July 4th SouthWest Writers meeting.

To find out why networking is vital to your success as a writer, please read my article in the June issue of the *Sage* on why "Networking Isn't a Four-Letter Word." I also recommend Sherri Burr's article in the July issue on "Finding Your Tribe," as well as Kimberly Mitchell's article in the same issue on "Which Social Networking Sites Are Right for You?"

Remember that the goal of networking is to build and maintain mutually beneficial relationships.

DO Connect!


- ◇ Talk to people.
- ◇ Have a business card that includes at minimum your name and contact information. Give it to people when you meet them, and ask them for theirs.
- ◇ Be open, genuine, and curious.
- ◇ Begin by getting to know one or two people.
- ◇ Build and maintain a few good relationships before expanding your circle.
- ◇ Meet new people by attending writers conferences, but also by going to local readings, book launches, open mics, and library events.
- ◇ Be prepared with a plan and a strategy, especially for big events.
 - Identify your objective.
 - ◇ (What do you want to get out of it?)
 - Figure out the best way to do that.
 - Find out who's going to be there and who you might want to meet.
 - Determine how you're going to meet and engage with that person.
- ◇ **Always** follow up with the people you meet. **Always!**
- ◇ Be generous.
 - Be a resource for others. Consider what you have to offer them.
 - Ask them what kind of support or help they're looking for.
- ◇ Introduce people to each other and ask for introductions.
- ◇ Learn how to share what you're writing about or promoting without hogging the spotlight.

◇ DON'T Be a Drag!

- ◇ Don't think of networking as simply attending events or functions.
- ◇ Don't make sure everyone knows exactly how much you hate networking and marketing and believe you shouldn't have to do it.
- ◇ Don't shamelessly self-promote.
- ◇ Don't try to meet as many new people and pass out as many business cards as possible. (Also don't hand out postcards advertising your book in lieu of business cards.)
- ◇ Don't immediately ask someone you just met for a favor.
- ◇ Don't tell someone you're going to do something—and then fail to do it.
- ◇ Don't always hang out with the people you already know.
- ◇ Don't ignore social media—or constantly complain about it.
- ◇ Don't operate as if publishing success is a zero-sum game.
- ◇ Don't attempt to use people to your advantage.
- ◇ Don't assume you're the only shy or introverted person in the room.

Joycelyn Campbell straddles the writing and entrepreneurial worlds. She has several decades of experience with writing groups, conferences, classes, and professional networking groups. She's noticed that while entrepreneurs are more likely to network because they have to, many of them don't like it any more than writers do—which explains the numerous professional happy hour events. Both groups share many of the same misconceptions. She would like to dispel some of them in order to make networking more enjoyable for you.





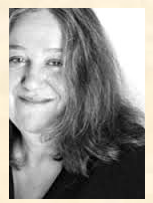
The Big Wheel

By Scott Archer Jones

Robko Zlata is careening across America with a call girl—his ex-wife. Robko stole the wrong thing, a device that guarantees immortality. His wrathful target, a corrupt billionaire, wants the world's greatest technology back. Robko's new worst enemy unleashes his fortune in unrelenting pursuit. Throw in the underground world of drugs and punk clubs, five-star hotels and cheap motels and Robko is in for one hell of a crash.

www.scottarcherjones.com

Memoir Conference Taking Off!



Who ARE these People?!

A very good question with a VERY exciting answer. The people pictured above grace the program being offered at the SWW Memoir Conference “Tell Your Story as Only YOU Can” (And Get Published!).

These speakers bring a kaleidoscope of perspectives on Memoir writing and publishing. The next few pages are devoted to giving our members and conference attendees a peek at these unique and exciting people.

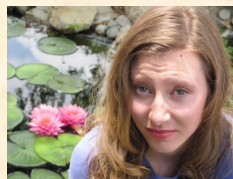
Many SWW members have been investing time and energy into making this a spectacular affair. Even though the conference is not until September 12th, nearly a third of the seats are filled.



Conference Organizer **Bobbi Adams (left)** has been setting a fire under local businesses requesting and receiving their support.

Rob Spiegel put together the lineup of speakers and also arranged for the agent and editor who will be taking book pitches during the event.

Kim Mitchell (right) uses the power of social media to spread the word about the conference while **Kathy Wagoner** keeps the website up to date. Kathy designed the special website pages for the event.



Rose Marie Kern is helping to write donation letters and sending press releases to newspapers and other writing groups in New Mexico and surrounding states.

Jim Tritten is listing the conference on Albuquerque's online calendars.

Join us for this very exciting event!

Why Write a Memoir?

1. So your grandkids know you as more than the old fart sitting in the recliner watching *Hot in Cleveland*.
2. To remember things that should never be forgotten...the feelings and ideas you associate with great events in history. Where were you and what did you feel the day John F. Kennedy was shot? What was it like to grow up in the era of “sex, drugs, rock ‘n roll?”
3. To express your life to others in such a way that they can experience the joys and sorrows you have known and value the lessons learned.
4. There are people who you knew and who are gone that deserve to be remembered.
5. You did something that was really exciting and special, and you know that the story will make people laugh or cry or want to try and do it, too!
6. You were part of something special, something that you want the whole world to know.
7. You did something that you just KNOW would make a great movie, but first you have to write it down!
8. You want to make money.
9. You know or have discovered someone who can't write as well as you do whose personal story appeals to a huge market.

SWW Memoir Conference Speakers

Grace Menary-Winefield

Memoir: Your Life on Paper

The memoir market is booming – on any given week there are personal stories gracing the *New York Times* bestseller list. But what defines a memoir, and how can you make yours stand above the rest? Using current bestsellers as examples, Sourcebooks editor Grace Menary-Winefield will explore common characteristics that made them a success, and which categories your memoir could fall into. Who is your audience, and what makes your story different? She'll also discuss what Sourcebooks has done to make their memoirs successful, and what Sourcebooks looks for in particular when reviewing memoir submissions.

Bio: **Grace Menary-Winefield** is an Assistant Editor at independent publisher **Sourcebooks**. Since moving to the USA after three years at London's Little, Brown Book Group, Grace has worked with the Trade list on engrossing and creative memoirs, along with pop culture tie-ins, quirky gift books, and history. She also contributes to the Landmark list with historical and literary fiction. While all of her projects are exciting, she's especially interested in stories that cross over into darker, more fantastical concepts. She loves to read true tales of sweeping drama, and those that uncover mysteries and secrets left buried and forgotten.



Sandy Toro

The Legal and Ethical Issues of Publishing a Memoir

Included in the speech will be the pros and cons of writing memoir, of publishing a memoir such as defamation, invasion of privacy, and other moral issues. She will discuss alternatives to publishing a memoir such as using events from one's own life in fiction.

Bio: After a career in television, politics, and pharmaceutical development, Sandra Toro has published five novels. She has written an additional four novels plus a book-length memoir. The memoir, *Loveknots*, won first place in the memoir section of the SWW contest in 2012. Sandra teaches creative writing at UNM Continuing Education.



Miriam Sagan

In Bluebeard's Castle: Confronting Difficult Material in Memoir

While memoir is based on memory, memory isn't always easy or pleasant to access. We'll look at issues of self-censorship, audience, and using literary technique as a container for volatile material. How does a writer avoid commodifying experience, and stay authentic? A redemptive curve may be usual in memoir, but we'll explore how to go deeper, involving the world around us as well as our own story.

Bio: Miriam Sagan is the author of 25 books, including the memoir *Searching for a Mustard Seed: A Young Widow's Unconventional Story*, winner of the Independent Publishers Award for Best Memoir. She founded and runs the creative writing program at Santa Fe Community College, and has received a Santa Fe Mayor's Award for Excellence in the Arts.



SWW Memoir Conference Speakers



Judy Avila

Turning Life into Story

Every life is a story ... if you only know how to tell it. Judith Avila will draw on her knowledge of both fiction and non-fiction to delve into the structure of storytelling and to show how even a seemingly banal life can be made compelling. Judy will share her techniques for isolating the focal point that defines a character's life, and will demonstrate how to develop a story where every chapter pulls the reader toward that inevitable focal point. Judy will visit the art of triage: separating a character's seminal life events from the mundane. She will show how, by selecting and developing the experiences which define a character, authors can effectively reveal a new and convincing slant on history and create a memorable protagonist.

Bio: **Judith Avila**, a graduate of Duke University, discovered writing after working as an air traffic controller and a computer consultant. In 2007, she met her first big story, Chester Nez. Chester, the last of the twenty-nine original Navajo code talkers of WWII, agreed that Judy should write his memoir. She sold the memoir to Penguin's Berkley Caliber division. The resulting work, **Code Talker**, published in September 2011, has sold upwards of 85,000 copies and is still going strong. It won the New Mexico Press Women's Zia Award, the New Mexico-Arizona Book Award, and was read on National Public Radio.

Jeff Herman

How to Sell Memoirs to Agents and Publishers

Pitching memoirs requires a bundle of distinct strategies. This program will explain proven and innovative ways to optimize agent and publisher interest.

Bio: **Jeff Herman** opened his literary agency in the mid-1980s while in his mid-20s. He has made nearly one-thousand book deals, including many bestsellers. His own books include *Jeff Herman's Guide to Publishers, Editors & Literary Agents* (more than 500,000 copies sold), and *Write the Perfect Book Proposal* (coauthored with Deborah Herman). He has presented hundreds of workshops about writing and publishing, and has been interviewed for dozens of publications and programs.



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Whole Foods
Red Rock Deli
Owl Café
Jason's Deli
Freddy's

SWW Memoir Conference Speakers



Lynn C. Miller

Find Your Story: Structuring Your Memoir

There are as many ways of constructing a memoir as there are individual stories. This talk explores ways of arranging a story, how plot and structure intertwine, and tools for finding the structure appropriate to the author's particular narrative. Structures explored include chronological, circular, associative, collage, parallel, and locational.

Bio: **Lynn C. Miller's** two published novels are *The Fool's Journey* and *Death of a Department Chair*. Her novel *The Day After Death* comes out in 2016 from UNM Press. Co-author of *Find Your Story, Write Your Memoir*, Lynn has performed the work of many women writers, including Edith Wharton and Gertrude Stein. Short pieces have appeared in *North Dakota Quarterly*, *Hawaii Review*, *Phoebe*, *Text and Performance Quarterly*, *Writer's Forum*, and (in press) *Chautauqua Journal*. She edits the literary journal *Bosque*.

Steve Brewer

The DIY Option: Self-Publishing

Publishing houses big and small can only put out so many memoirs in a given year. For the rest, self-publishing offers a way to reach readers, leave a legacy and (perhaps) make a little money. Amazon, Smashwords and such companies have made it absurdly easy to publish your own book in e-book formats and/or as a paperback. An entire cottage industry has sprung up to help authors produce well-edited books with nice cover art. But how do you get started?

Bio: **Steve Brewer** is the author of 27 books, including the new *Duke City* crime series written as Max Austin. His first novel, the first of eight stories featuring Albuquerque private eye Bubba Mabry, was made into the 2009 movie *Lonely Street*. Steve has published books with Pocket, St. Martin's, Random House/Alibi, UNM Press, Intrigue Press, Bleak House and another one or two you've never heard of. He's also self-published six books, and has self-published his entire backlist as bargain e-books. A former journalist, he teaches part-time in the Honors College at UNM.



SWW Bi-Monthly Writer's Contest

Blog Post (any subject, up to 400 words)

Deadline September 30.

Hone your skills by participating in the SWW Bi-Monthly Writer's contest. Entry fee is \$10. Multiple entries will be accepted with \$10 payment for each. Prizes: \$100 (1st place), \$50 (2nd place), and \$25 (3rd place). Winners and Honorable Mentions will be announced on the website before the start of the next bimonthly contest, and in the next month's SWW Newsletter. Unpublished submissions only. For rules and information on how to enter go to <http://www.southwestwriters.com/contest/bimonthly-writing-contest>

The 2015 SWW Fundraising Raffle!

SWW will conduct a raffle in conjunction with the conference to benefit SouthWest Writers. Raffle tickets are on sale for \$1.00 each or six for \$5.00. They are available for purchase at our regular meetings or by visiting/calling the SWW office. Several prizes will be raffled, including:

- ♦ **A Rutlated Quartz + Jasper Necklace** valued at \$195 - donated by Noble House Fine Jewelry and presented in a satin lined gift box.
- ♦ **Editing/consulting services worth \$170** - donated by Peggy Herrington of Herrington House Publishing
- ♦ **1 night at the Hilton Garden Inn** valued up to #139 —6510 Americas Pkwy NE, ABQ, 87110.
- ♦ **\$50.00 gift certificate to Pelican's Restaurant**.
- ♦ **\$100 gift certificate from SouthWest Writers** to be used for any upcoming workshops or classes!
- ♦ **A \$75 Bath and Body Items Basket** donated by Whole Foods

Tickets will be drawn at the end of the Memoir conference on September 12th, but ticket holders do not have to be present to win.

Welcome New SouthWest Writer's Members!

Barbara Jackson

Louise Bernier

Linda McNatt

Martha Gomersall

Jane Lindskold



Future Workshop by **Loretta Hall**

Websites for Writers

Saturday, October 17th. 1-5pm
SWW Main Office

Members \$39, OSHER \$44, non-members \$49

Learn how to design a website that will be attractive and effective. Topics include domain names, purpose of your website, website design concepts,

hosting options, search engine rankings, and inexpensive (or free) site-building software. We will explore options for creating and maintaining your own website without knowing any programming language. Using the types of template-based programs and reliable but inexpensive hosts we will discuss, the cost of your site can range from \$0 to about \$10 per month. If you decide to have someone build your site for you, this workshop will prepare you to talk knowledgeably with that person about what you want.

Nonfiction author **Loretta Hall** maintains four websites that she built using template-based software. One of them, SubsurfaceBuildings.com, has won several awards and is the top search engine result for "underground buildings." The others are NMSpaceHistory.com, SpacePioneerWords.com, and AuthorHall.com. As the author of six nonfiction books, Loretta's passion is explaining technical concepts to nontechnical people.



Help Support SouthWest Writers

SWW receives a commission on
books ordered via this link to

[Amazon](http://Amazon.com).

September Meeting Speakers

Saturday, September 5



Robert E. Vardeman

**That's A Great Idea...
So What's the Story?**

Author **Robert Vardeman** will show that ideas are fine, but they need to be developed into stories with plots, characters, tension, and the other elements that will hold a reader's attention.

Robert E. Vardeman is the author of almost 300 published novels and scores of short stories. He has written extensively in the western genre under a variety of pen names as well as doing science fiction, fantasy, mysteries and high-tech thrillers under his own name. His work has been nominated for the Scribe Award, Western Fictioneers Peacemaker Award and for numerous NM/AZ Book Awards. In addition to his writing, he worked as an online instructor for eight years for Longridge Writers Institute, has been on the editorial staff for a decade of four fantasy football annual magazines, and has edited several anthologies such as *Golden Reflections* (with Joan Saberhagen) and *Career Guide to Your Job in Hell* (with Scott Phillips). He holds a B.S. in physics and an M.S. in materials engineering and worked in solid state physics research at Sandia National Laboratories. He resides in Albuquerque and enjoys the high-tech hobby of geocaching

Tuesday, September 15



Kate Braverman

**Learn to Write to Your
Strengths**

Kate Braverman will discuss her experiences as a writer who has won awards in four genres. She will focus on the schematics of old-school writing. She says, "As an experimental stylist (like Cormac

McCarthy in *Blood Meridian*), I want to show the strings and mirrors of how to make the page an orchestra and how to engage in alchemy. No writer has a full repertoire of tools--Garcia Marquez couldn't give you a plausible female character if you put a gun to his head. Roth is all talk, no landscapes.

You must find out what you can do naturally and avoid what you can't do. You'll also have to learn some sophisticated techniques. Dialogue is typically a learned skill. It's my specialty."

Kate Braverman lives in Santa Fe where she conducts an on-going creative writing workshop called The Santa Fe Residency. Braverman says, "The residency is a challenging weekly workshop that requires students to practice specific strategies of engaging the page. Creative writing is about the illusion of reality. We consider beginnings, using the real world, writing in scenes, dialogue, interior monologue, writing for the ear, rewriting, assembling fragments, improvisation, moving characters in and out of time, word choices and set pieces." She says she provides "guidance and stimulation in writing the novel and short stories."

Zack Wheeler

Brown Bag Session after the September 5th meeting

Developing a Strong Online Presence



We live in a hyper-connected world where our information needs are met by the push of a button. How do you fit into that? We all know the importance of an online presence, but very few of us know how to maximize it while avoiding the pitfalls. This presentation will highlight the importance of establishing and polishing your online persona.

Zack Wheeler is an active member of SouthWest Writers. He works as a senior web architect and has been developing web-based applications for the world's largest networks for over two decades. His work has spanned numerous industries, including education, communications, health care, and even national security, providing him an intimate insight into the complex online world.

More Upcoming Speakers

Saturday, October 3, 2015 — 10am-noon

Robin Perini

I Stayed Up Until Four AM:

Creating and Maintaining Suspense

Tuesday, October 13, 5:00 – 6:30 pm

A Rogue Writers Meeting at Aux Dog Theatre

Juan Aranda

Technical Can Be Creative

Tuesday, October 20, 2015 7pm-9pm

Shari Tarbet, Ph.D.

Myths in Writing

Saturday, November 7, 2015 10am-noon

Sharon Oard Warner

Saturday, Nov. 7th Brown Bag Session

Jeanne Shannon

Tuesday, November 17, 2015 7-9pm

Grace Labatt

Saturday, December 5, 2015 10am-noon

Lois Ruby

12/5/15 Brown Bag Session:

Gayle Lauradunn on poetry

Upcoming Events for SWW

Rogue Writers **September 8**



Elise McHugh is senior acquisitions editor of arts and humanities at the University of New Mexico Press. She acquires in several fields, including poetry, fiction, memoir, pop culture, cultural and literary criticism, and art, photography, and architecture. Elise is particularly interested in work that focuses on the American West and the U.S.-Mexico border. Elise is a native New Mexican. She holds a bachelor's in English and a master's in English with a focus in creative writing—poetry. Elise has served as managing editor of *Blue Mesa Review* and taught poetry workshops. Her work in publishing also includes eight years as editorial assistant for West End Press, as well as literary and scholarly journals.

Call for Nominations

The nomination process for the 2016 SWW executive board is underway. Each year SouthWest Writers elects four of its members to the board positions of President, Vice-President, Secretary, and Treasurer. The election will be held at the SWW annual meeting in October. Eligibility requirements for President and Vice-President: A member in good standing for no less than one (1) year immediately preceding the date of nomination and served one (1) year on the SWW Board. Requirements for Secretary and Treasurer: A member in good standing for no less than one (1) year immediately preceding the date of nomination or have the requirement waived by the SWW Board. Additionally, the Treasurer must have the necessary qualifications for the position. If you are willing to serve or wish to nominate an SWW member, please submit your nomination(s) to Larry Greenly at SWWriters@juno.com. For the duties of each position, see the SWW Bylaws found under the Membership tab at www.southwestwriters.com. Nominations may be made up to the time of the vote at the October 3rd meeting.

SOUTHWEST WRITERS CRITIQUE SERVICE

An experienced critiquer, picked from a panel of professional writers and editors, will be matched with your genre and will critique your manuscript for a reasonable price below the usual market rate.

The SWW Critique Service accepts all genres, including:

- | | |
|--------------------|-------------------------------|
| • Query letters | • Mainstream/literary fiction |
| • Synopses | • Genre fiction |
| • Articles | • Children's |
| • Essays | • Middle-grade |
| • Nonfiction books | • Young Adult |
| • Book proposals | • Screenplays/stageplays |
| • Short Stories | • Poetry |

COST

\$15 - Poetry of no more than 3 pages

\$15 - Query letter of no more than 3 pages

\$25 - Synopsis of up to 3 pages

- additional pages are \$3.50/page

\$35 - Minimum charge for up to 10 double-spaced manuscript pages

- additional pages are \$3.50/page

SWW critiquers follow genre-specific guidelines. But feel free to include specific questions you want answered and any points you want the critique to focus on (such as point of view, plot structure, etc.). Go to SouthWestWriters.com for guidelines and information on submitting your manuscript to our critique service.



**Tell YOUR Story
As Only YOU Can**

(and get published!)



The Memoir Conference

SouthWest Writers is holding a one day conference for anyone who wants to bring their memories to life for the generations to come. What was life like in your hometown? How did you meet your mate? Did you go to war? Did you overcome a drug problem? Did your team win the championship? Are you passionate about something? How has the world changed in your lifetime?

This conference will give you insights as to how to write your memoir. Speakers include professional authors, agents and editors. Limited number of opportunities to pitch your book to an agent/editor on a first come basis. Registration opens July 1.

Saturday, September 12th 9am to 5pm New Life Presbyterian Conference Room

www.southwestwriters.com 505-830-6034





SouthWest Writers presents
The Memoir Conference

Learn How to Tell YOUR Story as Only YOU Can
(and get it published!)

Saturday, September 12th 9am-5pm

Registration Includes conference presentations, a box lunch, refreshments and the possibility of a 10-minute pitch session. Conference will be held at the New Life Presbyterian meeting room, 5540 Eubank NE, Albuquerque, NM 87111. Check in time 8:30am-9am.

Three ways to Register! Online at www.southwestwriters.com, over the phone (505)830-6034 or send this registration form with payment to: SWW, 3200 Carlisle Blvd NE, Suite 114, Albuquerque, NM 87110

For more information, call the SWW office at 505-830-6034.

NAME: _____ EMAIL: _____

ADDRESS: _____ PHONE: _____

CITY/STATE/ZIP _____

Are you a current member of SouthWest Writers? _____ YES _____ NO

CONFERENCE COST. Register on or before August 1 (postmark date) for the early bird rate. Select One:

___ \$119.00 SWW Member cost or ___ \$99.00 SWW Member early bird rate

___ \$169.00 non member rate* or ___ \$149.00 non-member* early bird rate

___ \$50.00 Student membership with current proof of school enrollment

***NON member rates include a one year complimentary membership to SouthWest Writers!**

Method of Payment: Check or Money Order to SWW Credit Card PayPal (Online only)

Credit Card: (CIRCLE ONE) VISA MASTERCARD DISCOVER

CARD NUMBER _____ EXPIRES: _____

Name on the card _____ 3 digit security code _____

Billing Address if different than the information above.

Street/PO Box _____

City/State/Zip _____

LUNCH PREFERENCE (Check One) Both meals come with chips and a chocolate chip cookie and drinks.

___ Oven roasted Turkey breast on whole grain wheat bread with lettuce, tomato, and pickle.

___ Whole Wheat veggie wrap with spinach, pico de gallo, mushrooms, guacamole and Asiago Cheese

There are a limited number of opportunities to pitch your book to an agent or editor. We do not guarantee that everyone will get a session. If you are interested please check a box below. Pitch sessions will be assigned on a first come first serve basis.

AGENT _____

EDITOR _____

EITHER ONE _____

Critique Groups

Fiction/Nonfiction

Wally Gordon, wallygordon@q.com or Chris Enke, enke@unm.edu

Erna Fergusson Library
Second Wed. each month,
4-6:00 pm With interest, can change day & time

Mainstream Fiction

Online Critique Group
Christie Keele, ckeele10@hotmail.com

Sci-Fi

Send name and writing experience to:
ccSFcg@aol.com

Mixed genre

NE ABQ writer's critique group (mixed genre) is looking for two energetic members. We meet in members' homes every other Wednesday at 6pm. If interested email Karen at k_glinski@yahoo.com. Include a 1 page sample of your writing.

East Mountain

Calling East Mountain writers of any genre—let's start an EM critique group! Monthly, da/time TBA. Possibly meet at local libraries or another convenient location. Interested? Call Cody at 363-4175 or horde.of.one@gmailcom

All Genres

The Wordwrights: Don Morgan and Dennis Kastendiek moderate North Domingo Baca Multigenerational Center, Room 1, 2nd floor Mondays, 1:30-3:30 pm Dennis, dwjkas@yahoo.com

Genre, Novel Length

2nd Tuesday every month, 7:00 pm Reviewing ready-to-query novels Lee, Lee@seki.com

Screenwriting

Duke City Screenwriters Every other Thursday 6-9:00 pm Terry Hicks, earthreflection@aol.com or Marc Calderwood, skatingkokopelli@hotmail.com

Nonfiction

The Intrepids is a long-standing critique group. Every other Monday, 3:00-5:00 pm Members take turns hosting

Gail Rubin, 505-265-7215 or gail@AGoodGoodbye.com

LOOKING FOR A CRITIQUE GROUP?

Email Rose Kern at swwsage@swcp.com with the following information and we'll publish your request: Name, email address, phone number, genre preference, geographic location (Belen, NW Heights, near UNM, etc.) preference for frequency of meetings, preferred day of the week.

Albuquerque Area Writing Groups

The Wordwrights: Don Morgan and Dennis Kastendiek moderate, all genres welcome. North Domingo Baca Multigenerational Center, Room 1, 1st floor. Mondays, 1:30-3:30 pm. Contact Dennis: dwjkas@yahoo.com

Children's/MG/YA Writers: 3rd Saturday critique group meets monthly at Erna Fergusson Library, San Mateo and Comanche, 12:00 to 2:00 p.m. Bring five copies of five pages, double-spaced, to share.

Duke City Screenwriters:
Meets every other Thursday
6:00 - 9:00 pm Critique group, education, and fun!
Contact Terry Hicks: earthreflection@aol.com or Marc Calderwood: marccalderwood@hotmail.com

SCBWI: Society of Children's Book Writers and Illustrators: 2nd Tuesday each month, 7-8:30 pm, North Domingo Baca Multi-generational Center (corner of Wyoming and Carmel) Short workshops/discussions. Pre-schmooze dinner, Flying Star, Wyoming & Paseo, 5:30-6:45 pm. schmooze@scbwi-nm.org

The Albuquerque Croak & Dagger chapter of Sisters in Crime meets 4th Tuesday of the month, 7 pm, at the North Domingo Baca Multigenerational facility, Room 7, Second Floor www.croak-and-dagger.com/

2016 Board Nominees Persons running for a position on the executive committee of SWW are offered a chance to post their bios in the August and September Sages. Posted below are those who have declared their candidacy.

Candidate for President

Rob Spiegel



This past year, I have headed up the SWW board of directors. We have accomplished a great deal in the six months that have passed as I'm writing this. We cut the office staff costs by more than 50 percent.

By the end of July we will be in the black, and by the end of the year, it looks like we'll be putting dollars into savings.

We have beefed up programs. We launched a new monthly meeting near UNM – Rogue Writers. We re-launched the bi-monthly contest, and for the first time in many years, we will hold a one-day conference in September. The conference features an agent and editor who are actively seeking projects. Our board eliminated visitor fees for the first half of 2015, then extended the policy through the end of 2015. So far, the paid memberships we've gained from those visitors have more than made up for the budgeted amount we expected from visitor fees.

We have much more work to do. We're contemplating running two conferences in 2016. We have reduced the overhead on conferences sufficiently to make them a low-risk venture. More than that, the conferences offer you the rare opportunity to meet with and network with leading professionals in the publishing industry.

So, I'm asking for another year of heading the SWW board. I am a journalist of 40 years. I also write and publish poetry, fiction and drama. SWW is my professional give-back.

Candidate for Vice-President Larry W. Greenly



Larry has been many things in his life—from physics teacher to civil engineer to doctor of chiropractic—but his favorite occupation is that of writer and editor.

Greenly has been a member of SouthWest Writers since 1992. He has held every position on the board (except treasurer), which includes multiple terms as vice-president or president. During his time with SWW, Greenly has been awarded the SWW Parris Award and multiple service awards.

Over the years, Greenly has been instrumental in improving the financial status of SWW, particularly during 2003 when, as president, he worked closely with the board of directors to yank SWW out of near financial catastrophe and to develop it to a fiscally solid organization with nearly \$60k in the bank.

As vice-president, Greenly will work closely with the elected president on financial matters and making SWW evermore member friendly. He's particularly interested in helping SWW gain more members. Greenly will also continue to schedule SWW speakers on subjects that are interesting and germane to members.

Candidate for Secretary

Jim Tritten



Jim is a current member of the Board and has served on the bylaws and policies review committee, the social media committee, and has recently taken over responsibility for public relations. He has written for the *Sage*, recruited for our speaker

and workshop program, and made his own presentation at a SWW meeting. His efforts to share writing information on the SWW Facebook pages have been noted by many of our members.

Jim has served as a Secretary for two different volunteer organizations in the past and been a member of numerous boards and an officer on many local boards, as well as a national organization. Jim is a recipient of the President's Lifetime Volunteer Service Award. He has published five books and over 270 articles winning fourteen writing awards. Jim retired after working for forty-four years as a fed including as a carrier-based naval aviator and as a faculty member and department chair at the Naval Postgraduate School. Jim has been a member of SWW since 2009.

Jim is committed to the SWW motto "Writers Helping Writers." He has been helping writers all along his own writing career which started in high school. Since moving to Albuquerque in 2002, he has been active in the veterans writing group at the Raymond Murphy VA Medical Center, a number of writing groups at Sandoval County senior centers, and with the Corrales Writing Group. In addition, Jim has been an active member of Scribophile, an online writing group that nurtures new writers in launching and then polishing their work. Jim would like to see the full range of online possibilities made available to SWW members over the coming years.

Candidate for Treasurer

Edith Greenly



I am the current SouthWest Writers treasurer. This year I have been cleaning up the books. I have also instituted new reports of our financial status for use by the SWW Board of Directors so we can better strategize how to keep SWW in the black. We have already reversed a multi-year drain on our re-

sources.

My background is 30+ years' experience as a licensed C.P.A. in Minnesota and New Mexico in the public and private business sectors. My degrees include a B.S.B.A. (Bachelor of Science in Business Administration) and an M.B.A. (Master of Business Administration). I also completed the educational requirements for C.F.P. (Certified Financial Planner).

I have previously served on the SWW board for ten years (2000-2010)—three years as SWW treasurer and ten years on the finance and budget committees. I was also the SWW critique service chair from 2004-2010. For my service, the SWW Board of Directors awarded me several SWW Service Awards.

I look forward to continuing my service as treasurer for SWW and its members again. And I will continue to help SWW become more profitable.



SouthWest Sage

Published monthly by the Board of Directors of SouthWest Writers, a nonprofit, tax-exempt 501(c)(3) organization.

2015 Board of Directors

President: Rob Spiegel robspiegel@comcast.net

Vice-President and Speaker Coordinator
Bob Gassaway bgassaway@gmail.com

Secretary—Kathy Wagoner
swwSecretary@gmail.com

Treasurer and Business Table organizer
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Joycelyn Campbell
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Jim Tritten
jimtritten@comcast.net

***Next SWW Board meeting will be August 4 at the
SWW office at 6:00pm.***

SWW Office:

3200 Carlisle Blvd NE, Suite 114 Albuquerque, NM 87110
phone: (505) 830-6034 e-mail: SWWriters@juno.com
website: www.southwestwriters.com

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SOUTHWEST WRITERS

MONTHLY MEETINGS

are held at

New Life Presbyterian Church

5540 Eubank NE

Albuquerque, NM 87111

*For more information, call the SWW office at 505-830-6034.
To register for classes and workshops: sign up at SWW meetings
or register online at www.southwestwriters.com.*

Member meetings are held on the 1st Saturday of the month from 10am to noon, and on the 3rd Tuesday of the month from 7 to 9pm. Rogue Writer meetings are held on the second Tuesday of every month at Aux Dog Theatre near UNM, 3011 Monte Vista Blvd NE. All SWW members are encouraged to come together in celebration of the art of writing. Each meeting many members announce their recent successes and have an opportunity to network with other writers. Most meetings feature prominent speakers who bring their expertise in the arts of writing, publication, editing, and many other topics of interest to those in the profession.

After the Saturday meeting, an additional brown bag session is held to provide members with training in a variety of areas. Meetings are free of charge for everyone.

You Can Write for *SouthWest Sage*

Want to add a byline to your portfolio? We welcome submissions focusing on all aspects of researching, writing, and publishing any genre. See past issues of *SouthWest Sage* for the types of articles we publish.

Payment is in bylines and clips. Deadline is the 15th of the month prior to the next issue. Article lengths from 300-1000 words. Submissions may be edited for accuracy, readability and length.

Please send all submissions as either standard text in an email or in a word document with Times New Roman or Calibri font in 11pt. size. Do not get fancy with any formatting or fonts—the more difficult it is for me to set it into the newsletter, the less likely I am to print it.

Send questions or submissions to Rose Kern, *SouthWest Sage* Editor, swwsage@swcp.com.

Workshop and Class Refund Policy

Full refund if cancellation is received more than 7 days before class. From one week out to 24 hours before class, participant is entitled to select another class. Inside of 24 hours, participant receives no refund for the class. For multi-session classes, if you miss a class, you receive no refund. We pay our instructors based on how many students enroll, so you are part of that roll count if you don't cancel as detailed above.