

**November
2016**

TypeRider

Arizona Professional Writers

Formerly Arizona Press Women

APW fall conference imparts much



Ric Hinkie addresses a sell-out crowd at the 2016 APW State Conference held on Oct. 15. Brenda Warneka photo

by Lynda Exley

Secrets for success, networking opportunities and a chance to celebrate friendship were all a part of the 2016 APW State Conference recently held at the Scottsdale Camelback Resort.

Ric Hinkie, author of *Fast Forward Your Career*, opened the conference by sharing tips to “Fast Forward Your Career.” They included:

- Career planning for your target job
- The dos and don’ts of social media
- How to get noticed by organizational leaders
- The importance of understanding the big picture
- Branding yourself for success
- The importance of getting out of your comfort zone

See Conference, Page 6

Writing poetry step by step

by Marie Fasano

A poetry writing workshop was conducted on Oct. 17, during the Rim Country Chapter’s monthly meeting at Majestic Rim in Payson. Who knew there were so many types of poetry?

Rim Country President Marsha Ward introduced Stephanie Abney, who presented “Writing Poetry, Step by Step.” Abney covered several forms, saying, “Anyone can learn to write poetry.”

She obviously loves what she does. Her enthusiasm radiated over the room from the moment she began reciting her poems. Examples she covered included:

See Poetry, Page 4

Blogger presents at Colorado River meeting

by Brenda Warneka

Thanks to Rose Wall, author of the blog *Rosewritesallday.com*, wordpress.com, for her informative presentation on blogging, given at the Oct. 11 meeting of the APW Colorado River Chapter.

When Wall started blogging two years ago, she wanted to use the blog as a platform for her writing, but she was not sure what to blog about. She took a guided tour of her hometown of Needles, California, which inspired her to write on the topic of Needles.

Blog subjects have included an old haunted house in Needles, which Wall has a connection with going back to when she was a teenager,



and celebrities who have associations with Needles. She says Pinterest has phenomenal information on blogging and recommends Bloglovin as an excellent blogging

app to download.

Wall also shared a list of “What to do during your first 3 months of BLOGGING.” See Pages 3 and 4 of the newsletter.

October board meeting highlights

by Brenda Warneka

A meeting of the APW board of directors took place on Oct. 15, prior to the APW State Conference at the Scottsdale Camelback Resort.

The Rim Country Chapter held monthly meetings over the summer and sponsored the 2016 Payson Book Festival, held July 23 at the community college. As reported in the June newsletter, there were 95 booksellers and 600 attendees. The chapter is considering moving the festival

to the Mazatzal Hotel & Casino next year, which will allow everyone to be in one big room. The festival will be on July 22 in 2017. Rim Country has a new slate of officers as reported in last month’s newsletter.

APW currently has no state communications director. Unless there is a volunteer (or volunteers) for this position, we will not have a state contest for 2017. This means we will participate in the National Federation of Press Women At-Large contest, which requires membership in NFPW for those entering the contest. The deadline for publication of material to be entered in the contest is Dec. 31. Additional contest details will be released by NFPW.

Joan Westlake agreed to accept a two-year term as APW President for 2016-18. Bev Konik agreed to continue as treasurer. We still need the vice-president and secretarial positions filled.

Pam Stevenson suggested APW seek donations or contribute \$500 to honor Louise DeWald, a former APW member, with a tribute page in the upcoming volume of the Historical League Cookbook. No action was taken on the matter due to a shortage of time to complete the board meeting before the conference started.



Outgoing APW President Pam Stevenson, left, and outgoing Central District Director Barbara Lacy

B L O G G I N G

What to do during your first 3 months of BLOGGING:

Reprinted with permission

By Rose Wall

1. **Set GOALS:** When you first are starting a blog you'll want to take some time to figure out what your goals are. Are you blogging to share your story, help others, make money, or to promote a business? Knowing why you're starting a blog will determine both your short and long term goals. Knowing what your goals are will help you to keep on track and working towards your end game.

2. **Create an EDITORIAL CALENDAR:** An editorial calendar isn't for everyone but many bloggers strongly recommend creating one. An editorial calendar doesn't have to be written in stone. You can change up your editorial calendar anytime you see fit. The purpose of creating an editorial calendar is to give you a strategic plan on the type of topics you will blog about and when. As your blog grows, your editorial calendar will come in handy when keeping track of guest posters and sponsored deadlines.

3. **Establishing a SOCIAL MEDIA PRESENCE:** When you are first starting a blog it isn't necessary that you spend a lot of time on social media. In fact you probably shouldn't spend a lot of time on social media as it could distract you from getting your blog ready for all those readers. However you should create Twitter, Facebook, Instagram and Pinterest Profiles. You might also want to consider other social media channels like YouTube, BlogLovin and Vine. Having these channels set up before you start promoting your blog is important. And don't forget to put up your social icon on the top of your blog's home page.

4. **Find a TRIBE:** During your first 3 months of starting a blog, you'll want to start building a tribe. Connecting with new bloggers is great for bloggers at any stage, but it's especially important for new bloggers. Your tribe members can give you advice, critique your work, promote a post for you, and just be an overall support system.

5. **BUILD A COMMUNITY:** Blogging is about more than putting out information. Blogging is about building a community with your readers and making sure they know you really do care about them. During your first 3 months your community will be small and that's ok! Take the time to get to know the readers you do have and develop connection with them.

6. **SET UP YOUR NEWSLETTER:** When bloggers first get started they forget about creating an email list. Don't wait until you've been blogging for a year to start thinking about your email list. Create your newsletter subscription early in your blogging career. You'll probably get a few subscribers to start out but the point is that you had your email list from day one!

7. **WRITE GREAT CONTENT:** This probably goes without saying but you need to have great content. Come up with blog topics that will keep people coming back for more. The type of content you create will be based on the type of blog you have but no matter what your niche it should be great content!

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Poetry from Page 1



From left: Marie Fasano, Stephanie Abney, Marsha Ward, Connie Cockrell and Sandra Carver.

Octopoeem, where you pick a topic and describe it in eight lines; Pensée poem, which has a specific number of syllables; Rictameter, a nine-line poetry form that looks like a diamond; and Haiku, which

has only three lines and is demonstrated below.

Poet Stephanie
A teacher with much laughter
Brimming light and love.

Abney has won both national and international writing contests, but her first love is poetry. Earlier this year, she traveled to mainland China where she taught English, including how to write poetry, to Chinese students.

A retired teacher who loves to write, Abney has been a member of American Night Writers Association for nearly 30 years. She has been published in various newspapers, literary magazines and *Woman's World* magazine.

April is National Poetry Month, and Abney encourages poets to write a poem a day.

Learn more about the many forms of poetry on her blog by visiting stephaniesaysso.blogspot.com.

B L O G G I N G

Blogging from Page 3

8. LEARN BASIC PHOTOGRAPHY SKILLS: Social media is all the pictures. Pinterest, Instagram, and FaceBook are all very photo heavy so having great photos can give your content better exposure. You don't have to be a professional photographer to take good photos but you should have basic photography skills.

9. START THINKING ABOUT SEO (SEARCH ENGINE OPTIMIZATION): SEO is a hard concept to grasp and advanced bloggers would never expect you to learn all about SEO during the first 3 months of starting a blog. But you should start trying to learn the basics. Take some time to learn about keywords, placing keywords into your images and how to create SEO-friendly blog titles.

10. SET UP YOUR GOOGLE ANALYTICS: Google Analytics will play a big role in your blogging. Your analytics will show you how many visitors your site is getting per day, what blog posts are being clicked on, how many readers are staying on your site and much more! Take the time during the first 3 months of blogging to set up your Google Analytics and get friendly with the information it provides. As you get more comfortable with Google Analytics you can learn to use the info it provides to grow more page views.

Dear Arizona Professional Writers,

I am now an APW officer emeritus, after over 40 years of service. I joined APW about 1983 and started as Typerider editor. Soon after I was Central District Director and in 1991, State President. I came back later as Central District director. In 1996, I received my Storyteller doll as the Communicator of Achievement.

APW is part of my life! The women and men I met in APW were interesting; more interesting than most people I met or worked with. They had ideas, ideals, interests and gumption! Together we had exciting, interesting meetings. (With Brenda Warneka and Pam Stevenson's help, we continue that trend.)

We toured Toreva Castle before it opened to the public, thanks to Bing Brown who arranged it; learned about the safeguards of the new jail building in downtown Phoenix as it was being built; held two Writers' Retreats at Picture Rock Retreat Center outside of Tucson; and toured the Arizona Republic when they went digital (or some big change). It was the day that a war in the Middle East started, and we were there to see the unbelievable photos coming over the wire. We toured the Arizona State Historical Museum, Tempe, thanks to Pam Stevenson, as well as the one in Tucson, thanks to Barbara Clarihew! We got great books hot off the press from authors such as our own Betty Webb who was not shy about telling us her secrets, or some of them! (I am looking forward #9, out in February.) We are still following Patricia Myers on her Paris jazz journeys, when at one time it was her food stories that the Republic gave a full page to as she wandered the state looking for good food.

We partnered with different organizations including NFPW and the Arizona Republic to host special events, like the one we did about reading newspapers for underprivileged families - with Carol Brown's help. We wrote an award-winning book, *Skirting Traditions*, about APW members and others, who paved the way for the acceptance of women as newspaper writers.

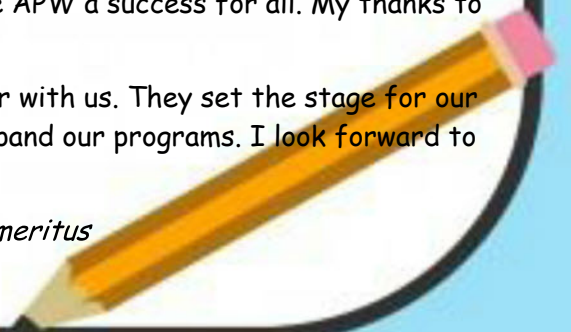
We (I) use members' expertise for our personnel projects. Linda Radke's Five Star Publications reprinted my book *Nanise, a Navajo Herbal*. You are treated with care by other APW members!

Now, thanks to Carol Osman Brown and Brenda Warneka, we have two newer thriving chapters, Rim Country and Colorado River. The Payson Book Festival is a shining star thanks to Connie Cockerell! There is no more exciting newsletter anyplace than Lynda Exley's version of *TypeRider*, APW's newsletter!

In fact, my life as an officer of APW wouldn't have been as fun and successful if I didn't have people like Carol Osman Brown, Brenda Warneka, Pam Stevenson, Joan Westlake, Patricia Myers, Lynda Exley and others working to make APW a success for all. My thanks to all of you.

I have fond memories of the members who are no longer with us. They set the stage for our growth. New leadership will continue to broaden and expand our programs. I look forward to watching APW continue to expand and grow!

—Barbara Lacy, Officer emeritus



Letters to the editor

"I am trying to send a Thank You to all who were part of the planning and hard work for yesterday's event (2016 APW State Conference). It was terrific. The location was good, the food was good, but the speakers were terrific. I enjoyed both of them and made about 10 pages of notes – hopefully to use for future enrichment and encouragement. Both of them were so open to questions and conversation. Many thanks to all. —Christy Powers

"I really enjoy reading Patricia Myers' articles about Paris in the APW summer newsletters. —Dick Warneka



Conference from Page 1



Bing Brown photo

For more information on what Hinkie had to offer, visit his website, successfulcareerdecisions.com, and download his free tool kit for planning your career.

Hinkie's entertaining presentation was followed by a "guided imagery experience" led by Raleigh Pinskey, coach, speaker and author of seven international bestsellers.

The goal of the light hypnosis-like exercise was to remove blocks to success, such as fear, past experiences and negativity.

Through guided visualization and relaxation techniques, she helped attendees release their roadblocks to success and set themselves up for a smoother future.

After a light lunch a general membership meeting was held, which included recognizing APW members. They included:

- Lynda Exley, who received APW Communicator of Achievement.
- Patricia Myers, who won a first-place award in the 2016 NFPW Communications contest.
- Katherine Herbert, who won a second-place award in the NFPW At-Large contest.
- Outgoing APW President Pam Stevenson
- Outgoing Central District Director Barbara Lacy
- Joan Westlake, incoming APW State President

Social Media

According to Pinskey, who presented "How to Maximize Your Biz-Ability With Visibility" in the afternoon, hash tags (#) are not just for Twitter. They are now recognized across social media



Bing Brown photo

websites such as YouTube, Google, Instagram and Pinterest, as well as Twitter to organize social media information into more easily searchable groups. Therefore, using the hash tag before important keyword information within your website and other social media sites and posts will enhance your rankings in the search engines.

See Conference, Page 7



Above: Carol Osman Brown (left) and Patricia Myers show off Myers' NFPW first-place contest win. Bing Brown Photo



Right: Joan Westlake and Lynda Exley share a hug after Westlake presented Exley with the Native American Storyteller statue (above right). It's an APW tradition to award the Storyteller to those chosen as APW Communicator of Achievement. Photo of Westlake and Exley by Bing Brown. Storyteller photo by Mark Moorehead.



Conference from Page 6

For example, if you use #WildWestRomance on your website and other social media sites, when someone is looking for a wild west romance, they are more likely to find you across social networks – not just on the specific network they are using.

According to Pinskey, you can use hash tagged key words to brand your business, but she warned to try and keep them simple. Use just a couple of very specific key words strung together and preceded by #.

Pinskey went on to say that a hash tag cannot be owned, but it can be trademarked if it is your URL. In addition, she also recommends registering your hash tag at TWUBS.com or #Hashtags.org. There is no fee to do so, and it can bring you additional visibility.

Instagram and Pinterest provided another interesting segment with “How to Pique Reader Interest,” during which Pinskey exhibited how appropriate PowerPoint picture title slides could enhance and elicit reader/buyer interest with visuals.

For example, “If you write romance novels, create a “Sensual Dining” board,” offers Pinskey. “If you write period novels, showcase a “Period Costumes” board. If you write mystery novels, create a “Mystery On The Moors – Top 10 Castle” Movie board.

“Creating a Dynamic Profile” was also discussed by Pinskey, who advises changing your website content frequently to increase its search engine optimization. In addition, she suggests taking advantage of YouTube Channel Boards.

“For those looking for an easier application, video fits the bill with smart phones ready at fingertip notice,” says Pinskey.

She suggests creating a YouTube channel for all your video, including podcasting (blogtalkradio.com or Podcasts.com), virtual book tours and book signings. Just go to YouTube.com and follow the tutorials for setting up a YouTube Channel.

In addition, she recommends posting book trailers everywhere (with a “shop now” buttons).

Pinskey indicated that as a result of the interest from the conference, she would be starting a “Social Media How To For Those Who Want To Be In The Know.” Stay tuned for more information.

The program ended with the raffle drawing coordinated by Joan Westlake. KRIM Radio donated four tickets to Bearizona Wildlife Park and Scottsdale Camelback Resort donated a spa massage package for the raffle. Journals, books and other nice items were also awarded.

IN TOUCH WITH APW MEMBERS

Kee up to date with APW between newsletters by checking out arizonaprofessionalwriters.org and the APW Facebook page, which is public so colleagues can be Friends even if they are not APW members. Feel free to post news and other information of interest to members on the Facebook page.

Bing Brown, APW photographer extraordinaire, broke his arm in late October. APW members send their prayers and wishes for a speedy recovery! Bing is shown here with his wife, APW member **Carol Osman Brown**, who broke her wrist last year. You gotta love a man who would walk a mile in his wife's sling!



MARK YOUR CALENDAR FOR THESE EVENTS

Be certain to confirm meeting details before leaving home, as locations, dates or times may change after the newsletter has gone to print.

Nov. 1-30: NaNoWriMo annual novel writing project for professional and amateur writers from all over the world. The challenge is to write a 50,000 word novel in the month of November. Info: nanowrimo.org.

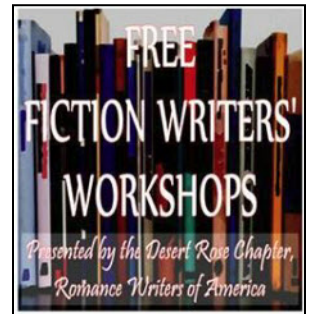


Nov. 5: 11 a.m.-2 p.m. Arizona Women's Board hosts the 37th Annual Friends of Erma Bombeck Authors Luncheon at the Arizona Biltmore, Frank Lloyd Wright Ballroom, 24th St. and Missouri, Phoenix. Book sales and author signing precedes luncheon and program which start at noon. Luncheon Emcee: Adriana Trigiani. Authors who will present are: Lucy Hawking *George*, *And The Blue Moon*; Terry McMillan, *I Almost Forgot About You*; Jeremiah Tower, *Table Manners: How to Behave in the Modern World and Why Bother*; Amor Towles, *A Gentleman in Moscow*; and Sunny Williams, *A House By The Sea*. Ballroom seating \$175 per person. All proceeds stay in Arizona and benefit kidney health.



Reservations online at authorsluncheonaz.org. Info: reservations@azwomensboard.org, 480-951-2950.

Nov. 5: 10:15 a.m.-4:50 p.m. 11th Annual Free Fiction Writer's Workshops presented by the Desert Rose Chapter of Romance Writers of America at Scottsdale Civic Center Library, 3839 N. Drinkwater Blvd., Scottsdale. There are sessions for every genre and type of writer – everything from how to revise your novel to marketing and the business of selling it. Info: desertroserwa.org/scottsdalelibrary.



Nov. 9: Noon. APW Colorado River Chapter Monthly Meeting. Liz Mastin will talk about using poetry techniques in prose. The date has been changed from Tuesday to Wednesday because Tuesday is election day. Lisa's Bistro, 1595 Mohave Drive, Bullhead City. Open to the public. Free to attend. Info: Brenda Warneka, warneka@cox.net.



See Calendar, Page 9

Submissions wanted for APW newsletter

Share industry related news with your fellow APW members including committee reports, event news, writing contests, industry articles, industry-related personal accomplishments ...

anything you think would be of value to our membership! Send submissions, photos and art to Lynda Exley at lynexlent@gmail.com. The deadline for the November issue is Oct. 21.



CALENDAR FROM PAGE 8

Nov. 10: 6:30-8 p.m. Rising from Invisibility:

Indigenous Arizona Women in

Charge of Themselves is pre-

sented by Laura Tohe, who is

Diné/Navajo and an award-

winning poet/author and editor of

the oral history book, *Code Talker*

Stories. She is also Professor with

Distinction in Indigenous Liter-

ature at Arizona State University

and Poet Laureate of the Navajo Nation for 2015-17.

The free Arizona Humanities event takes place at Cliff

Castle Casino Hotel, 555 W. Middle Verde Road,

Camp Verde. Info: 928-597-0066, AZHumanities.org.



Nov. 17: 4-5:30 p.m. Women of the Arizona State

Prison presented by H. Christine Reid, a writer and

researcher at the Pinal County Historical Society and

Community Scholar for the

ASU Osher Lifelong Learn-

ing Institute. Winnie Ruth

Judd, Eva Dugan, Dr. Rose

Boido and Eva Wilbur Cruz

were all incarcerated at the

Arizona State Prison in

Florence. Through photos,

prison records and newspaper

articles, their stories are told

against the background of women in the Arizona

prison system in general, covering the transition from

the Yuma Territorial prison to Florence to the women

on death row currently. This free Arizona Humanities

program takes place at Mountain View Club House,

38759 S. Mountainview Blvd., Tucson. Info:

friendssblib.org, AZHumanities.org.



Nov. 18: NM-AZ Book Awards Banquet at Tanoan Country Club, Albuquerque. Info:

nmbookcoop.com or Paul Rhetts at

LPDPRESS@q.com, 505-344-9382.



Dec. 8: 7-8 p.m. Book Discussion with Beth Ames

Swartz at the Cutler-Plotkin Jewish Heritage Center,

122 E Culver St., Phoenix. Features *Tikkun Olam*

(*Repairing the World*), an exhibition of acclaimed

artist Beth Ames Swartz. Info: 602-241-7870,

azjhs.org/Exhibits.html.

Dec. 10: 2-3:30 p.m. Native in a Strange Land: The

Life of Mike Burns, Indian Scout is presented by

Gregory McNamee, a writer, editor, photographer and

publisher, at The Museum of Casa Grande, 110 W.

Florence Blvd., Casa Grande. Born in about 1862 into

the Kwevkepaya (Yavapai) people, Burns was taken

prisoner by U.S. soldiers after his family was

massacred at a place called Skeleton Cave. He lived

for years as something between a captive and a

servant until joining the Indian Scouts, riding against

Sitting Bull after the Battle of Little Bighorn and

Geronimo in the Apache Wars. This is a free Arizona

Humanities presentation. Info: 520-836-2223,

AZHumanities.org.

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CALENDAR FROM PAGE 9

Dec. 13: Noon. APW Colorado River Chapter Monthly Meeting. Program TBA. Lisa's Bistro, 1595 Mohave Drive, Bullhead City. Open to the public. Free to attend. Info: Brenda Warneka, warneka@cox.net.

Dec 14: 6-7 p.m. Women of the Arizona State Prison presented by H. Christine Reid, a writer and researcher at the Pinal County Historical Society and Community Scholar for the ASU Osher Lifelong Learning Institute. Winnie Ruth Judd, Eva Dugan, Dr. Rose Boido and Eva Wilbur Cruz were all incarcerated at the Arizona State Prison in Florence. Through photos, prison records and newspaper articles, their stories are told against the background of women in the Arizona prison system in general, covering the transition from the Yuma Territorial prison to Florence to the women on death row currently. This free Arizona Humanities program takes place at Pima County Public Library—Woods Memorial Library, 3455 N. 1st Ave., Tucson. Info: 520-594-5445, azhumanities.org.

Dec. 19: 2 p.m. Writing Workshop Series: Words from Within at Prescott Public Library, 215 E. Goodwin St., Prescott. Acquire knowledge on writing from reflection on inner experience and outer surroundings with Carol Levin. Register Required: 928-777-1509, prescottlibrary.info.

Dec. 31. Publishing deadline for work for 2017 APW/NFPW Communications Contest. See upcoming issues of the *TypeRider* newsletter for more details.

2017

March 4: 7:45 a.m. to 6:30 p.m. Self-Publishing Expo sponsored by the Society of Southwestern Authors and held at the Tucson Expo Center, 3750 E. Irvington Road, Tucson. There will only be three speakers to allow plenty of time for attendees to browse the 30 exhibiting vendors. Speakers include Smashwords Founder Mark Coker, who will kick it off and do three follow-up workshops. In the afternoon, start off with Robin Cutler, the Director of IngramSpark, followed



by Chris Syme, an expert in social media marketing. Fee: \$20 in advance on-line at tucsonselfpublishingexpo.com, \$25 at the door.

March 11-12: 9:30 a.m.-5:30 p.m. Tucson Festival of Books on the University of Arizona Campus.

April 20-23 Arizona History Convention. Little America Hotel, Flagstaff. Joint meeting with New Mexico. Info: arizonahistory.org.



Sept. 7-9: NFPW National Conference, Birmingham, Alabama.



2018

Sept. 2018: NFPW National Conference, Bethlehem, Pennsylvania.

APW Officers & Board of Directors

President — Joan Westlake
 Immediate Past President, Pam Stevenson
 First V-P (President elect)— Open
 Secretary — Open
 Treasurer — Beverly Raphael Konik
 Central Chapter Director — Open
 Colo. River Chapter Director — Brenda Warneka
 Rim Country Chapter Director — Marsha Ward
 Southern Chapter Director — Jane Eppinga
 Membership Chair — Joan Westlake
 Communications Contest Chair — Open
 Scholarship Chair — Open
 Historian, Memorial — Pam Stevenson
 Bylaws Director — Brenda Warneka
 Public Relations Director — Open
 Newsletter Editor — Lynda Exley
 Social Media Director — Jaimie Bruzenak
 Anthology Committee Chair — Brenda Warneka