



WWA NEWS BRIEF for May 2018

WWA News about member accomplishments, writing events, and contests is sent by email each month. Please send news bits for the June 2018 WWA NewsBrief no later than Sunday, May 20, 2018, to Kymberley Pekrul at kpekrul.editor@gmail.com. Thank you.

In this issue

(Control + Click to jump directly to read the section in blue or scroll through the newsletter as usual.)

[President's Message](#)

[Announcements](#)

[Contests](#)

[Member News](#)

[Opportunities & Events](#)

[Publication Opportunities](#)

A note from Karin Schmidt, President:

Hello Friends of WWA,

Things are moving right along...

WWA programming for 2018 that is well underway. See the latest news below:

VOLUNTEER NEEDED

A proofreader is needed to work with the Creative Wisconsin Anthology editor to prepare Jade Ring Contest entries for publication. The work would begin in July. It would involve proofreading 24 entries (six fiction and six non-fiction entries up to 2000 words, six poetry entries up to 70 lines, and six humor entries up to 800 words). If interested or if you have questions, please contact: Karin Schmidt at karinss1945@outlook.com

THE LATEST FALL CONFERENCE NEWS!

Wisconsin Writers Association Fall Conference & 70th Anniversary Celebration

September 21 – 22, 2018

Sheraton Milwaukee Brookfield Hotel

375 South Moorland Road

Brookfield, Wi 53005

262-364-1100

We are excited to announce that Jerry Apps will be the Friday night keynote speaker.

On Saturday afternoon, conference attendees can schedule a session with four literary agents and two publishers:

The agents are:

Jennie Goloboy - *Donald Maass Literary Agency* (SF& Fantasy)
Cynthia Zigmund - *Second City Publishing Services* (Nonfiction & Mysteries)
Michelle Grajkowski - *3 Seas Literary Agency* (Romance, Women, YA & Middle Grade)
Kimbal McCollum - *The Purcell Agency* (YA & Middle Grade)

Publishers are:

Kira Henschel - *Henschel Haus Publishing*
Philip Martin - *Creekhollow Books*

LAST CALL! Contest ends May 10th

JADE RING CONTEST AND CREATIVE WISCONSIN COLLABORATION

For 2018, all finalists in the Jade Ring Contest (four categories, first, second, third and three honorable mentions, that's 24 entries) will receive the following:

- Winners receive a cash prize, a certificate and recognition at the Jade Ring award ceremony during the WWA Fall Writers Conference
- All winners will be published in *Creative Wisconsin Anthology: 2018 Jade Ring Winners* (author retains all rights following publication). *Please note there will be no Creative Wisconsin literary journal for 2018*
- Each winner will receive a complimentary copy of *Creative Wisconsin Anthology* containing their award-winning piece
- *Creative Wisconsin Anthology* will be available on Amazon
- Top three winners in each category will be featured at a reading during the 2018 WWA Fall Writers Conference
- Watch for details on the WWA website
- Contest submission dates are March 1 - May 10, 2018

2018 JADE RING CONTEST JUDGES:

Non-Fiction: Jerry Apps
Fiction: Kathie Giorgio
Poetry: Bruce Dethlefsen
Humor: Barry Wightman

See the [WWA website](#) for more information on judges.

WWA BOARD MEETING

1:00 – 4:00 pm, Friday, May 11, 2018

During Lakefly Writing Conference

Oshkosh Premier Waterfront Hotel & Convention Center

1 North Main Street

Oshkosh, WI 54901

All WWA members are welcome as observers.

New WWA Business Memberships Available! Promote your writing-related service business. Just \$35 one-year annual membership for individuals who own/operate a business that provides related writing services may join WWA and secure a listing on the Business Member Profile Directory page of the WWA website.

Hope to see you at the conference!

Karin

karinss1945@outlook.com

Announcements

WWA does not endorse or sponsor any writing services or publishers. WWA shares the names of publishers as a service to its members.

WWA Website News: Send all changes, corrections, routine updates, questions and requests for free member Profile/Bio listings ([Find Submission Guidelines Here](#)) to be included on the WWA website to Board Member Kim Suhr at kim@redoakwriting.com.

WWA Website Spotlight: [WWA Business Member Profile Directory Page](#) – New WWA Business Profile Directory Memberships Are Now Available!

The Top 5 Reasons Businesses Should List Their Business in WWA's Online Business Profile Directory - Yes, there was a time when life used to be much easier when all a business had to do was buy a yellow pages ad. The truth is that today, a business must rely on marketing strategies to specifically target their audience online as well. But with dozens upon dozens of online options out there, whose to know where to begin?

To try to make sense it all, you must remember that the first rule in online marketing is that the greater the exposure, the higher your visibility. Today, almost every business competes to capture potential leads faster than their competitors. To do it [Keywords and SEO](#) (Search Engine Optimization) play an important part in being found on the web.

According to the Local Search Associations "[The Digital Consumer Study](#)," 63% of consumers use websites to find or engage with businesses.

Many small business owners know about online business directories, but most aren't quite clear on how advantageous these directories can be for their business. More than just a digital version of the yellow pages, where you must flip through pages of information to find what you're looking for, online directories are comprehensive platforms that enable users to instantly identify, learn about, and contact businesses that are relevant to them.

Like other marketing efforts, online directories can increase your online visibility and promote your website. Places like Google, Yahoo, Bing, and Yelp are all a few places that offer free business listings. These listings, through the magic of keywords and SEO, crawl the web to connect the dots so that businesses and websites appear in their search results when users enter a combination of unique keywords.

So, you're probably asking yourself how does all this keyword and SEO stuff apply to my business, and what are the benefits of having my business listed in WWA's Business Profile Directory?

1. Advocacy, Opportunity, and Connection.

As a business profile directory member of WWA, you will join our writer members, sponsors, and volunteers in providing critical support to fulfill our mission. For the small yearly investment of \$35, you become part of a community that helps position writers and writing entrepreneurs for long-term success. By listing in WWA's Business Profile Directory, you become part of a vibrant, growing network of WWA supportive businesses and writing industry leaders that share your values and commitment to WWA!

2. Amplify Your Online Presence

Consumers use websites to find and engage with business. Many potential clients access the internet in search of local information. By listing your business with WWA, you can reach out to these people, to make them aware of your business and the services that you provide. Hence, it makes perfect sense to get your business listed with WWA, so you can connect with more clients who can look for you online. Also, having your business listed in a writing organization's site directory will increase your SEO visibility to even more audiences outside of the WWA site.

3. Become More Accessible

With increased visibility on WWA's search engine, people can easily find and get to know about you and find other information, such as your contact details. The WWA business profile directory serves as the perfect medium to showcase not only your business details but also your products and your services anytime, anywhere.

4. Develop Your Brand and Provide Detailed Business Information

Branding isn't only related to giant companies. Your business also needs branding to be able to stand out. By listing your business with WWA, potential customers will have access to all kinds of information like the kind of service you provide, details about your working hours, your website links, important updates, photos, and testimonials of past or current customers. Users of the WWA website can easily click on the link connecting to your website to learn more about you. It's a great way to locally publicize your site and provide others with the information they need. For a start-up business, the WWA directory is the perfect way to increase your customer base and promote your new business.

5. Cost Effective Investment

The WWA online business profile directory allows brands the ability to be reached by their audience within a matter of minutes. It increases your search engine rank, the opportunity to be found by Wisconsin writers, and it makes it easier for you to have effective communication with your prospects. Just \$35 one-year annual membership for individuals who own/operate a business that provides related writing services may join WWA and secure a listing on the Business Member Profile page of the WWA website.

Whether you're a new start-up or a business established for years, every business seeks to gain attention from their target audience to be able to increase business revenue. WWA invites you to join us as a business profile directory member to access potential clients while providing advocacy, support, and promoting development opportunities for Wisconsin writers.

Check out our growing list of Business Profile Directory members on our website [HERE!](#)

Red Oak Writing (ROW): Now accepting registrations for [in-person](#) and [online](#) writers' critique groups and the [Saturday Craft & Publishing Workshops](#).

UW-Madison Continuing Studies offers Writing Classes (in person and online): Manuscript critiques, writing retreats, and workshops. Prices and times vary. Check here for details: continuingstudies.wisc.edu/writing.

Write-by-the-Lake Writer's Workshop and Retreat: June 11-15, 2018, Join writers from across the country in a professional, friendly, creative atmosphere. For beginning writers and those near publication. Early-bird fee by May 14 is \$395 (\$445 after) except for Master Classes; UW English credits extra. Check here for details: <https://continuingstudies.wisc.edu/conferences/write-by-the-lake/>

The Milwaukee Anthology: Call for Submissions: Submissions are due by May 15, 2018. [Belt Publishing](#) will be compiling an anthology of essays, stories, and poems about Milwaukee in 2019 as part of their [City Anthology Series](#). The anthology will be published nationally in April 2019 by Belt Publishing. <https://beltpublishing.com/blogs/news/milwaukee-we-need-your-stories>.

Your Path to Publication - You've Done the Work, Now What?: May 19, 2018, (Waukesha) A one-day event that answers all your questions about how to pursue publication in magazines, anthologies, and with book publishers. The event covers manuscript preparation, market research, cover and query letters as well as how to find publications or publishers looking for your work. And you'll get rock-solid guidance on how to write the dreaded synopsis to your book.

Led by critically acclaimed author Kathie Giorgio, director of All Writers' Workplace & Workshop, the event also includes an afternoon panel with 12 experienced writers who have already accomplished your goal: a traditional publication of a novel, book-length memoir, or poetry collection, as well as individual pieces in magazines and anthologies. Check here for details: <http://www.allwritersworkshop.com/events/your-path-to-publication/>

Focus on the First Five – Online course taught by WWA Member Robb Grindstaff: This July, Robb teams up with *Adelaide* author and writing coach Samantha Bond to present the four-week online seminar for the Romance Writers of Australia romanceaustralia.com/owl-schedule-2018. Writers will revise and polish their opening pages into a compelling start to grab the attention of agents, editors, publishers, and readers.

In September, Robb presents the program for *Savvy Authors* savvyauthors.com/blog, and in October for *Romance Writers of America's Contemporary Workshops* contemporaryromance.org/workshops.

Writers do not have to be members of RWA (the US or Australia) or even a romance writer to participate in their online writing workshops. *Savvy Authors* offers a free basic membership.

Courses are inexpensive (from \$15 to \$40), online at your convenience. This course is designed for all fiction genres. Email Robb for more details at robb@robbgrindstaff.com.

A Writer's Retreat in England: August 10-18, 2018, nine days of travel, relaxation, and writing. For more information email steve@ardentwriterpress.com, call 256.694.6744.

Upcoming Wisconsin Romance Writers of America (WisRWA) Meetings

WisRWA - Green Bay: Wednesday, 5/2/18; 11:30 - 3:00; 1951 West Restaurant, 1951 Bond St, Green Bay. Deep POV (Point of View). As authors, we hear it all the time - but what does it mean, and how can we incorporate it into our novels? Join us as we find out!

WisRWA - Chippewa Falls: Saturday, 5/12/18; 10:00-12:30; Deb's Café 1120 122nd Street, Chippewa Falls. Conferences are a great opportunity to meet other writers, learn about craft, and of course, meet and pitch to editors and agents. Come and learn how to get the most out of your conference experience!

WisRWA – Wausau: Saturday, 5/12/18; 10:00 - 12:00; Marathon County Library, 300 North First Street, Wausau WI. Want to learn ***How to Design Memes?*** Lyn Cote and Amy Sandas will teach the ins and outs of Canva, a program that enables anyone to become a designer! Also that day, ***How to Make Up Memes Using Canva.*** Canva enables anyone to become a designer. WisRWA members Lyn Cote and Amy Sandas will walk through the process of how to use this powerful marketing tool.

WisRWA – Milwaukee: Saturday, 5/19/17; 9:00-11:30 am at Mayfair Mall (Garden Suites Community Room, Lower Level). Join authors and hunker down to write, share ideas, and brainstorm to solve any roadblocks. Vicky Hinshaw will focus on Stress Relief for Authors.

WisRWA – 2018 Workshop - Unlock Your A Game: October 5-6, 2018; one day workshop featuring Heidi Cullinan as she presents “*Unlock Your A Game,*” a full-day workshop that starts at square one and lays out a personalized plan for genre fiction careers of every stripe. Give us a few hours, and we’ll revamp your promo mojo. For more about this, visit the [A Game website](#). If your drive is a long one, a room block at the Grand Lodge and Waterpark in Rothschild on the south side of Wausau, promises a true Northwoods experience. For a peek, [click here](#).

Contests

VOLUNTEER NEEDED

A contest volunteer is needed to do online research to find upcoming writing contests and to be the point of contact for writing organizations wanting to submit their writing contest details to WWA for publication in the monthly NewsBrief. The work would begin immediately for contests included in the June 2018 NewsBrief. The position involves summarizing featured contest descriptions and submission information, along with providing online links to contest sites for more information.

This month, members looking for upcoming writing contests can visit these links:

AeroGrammeStudio.com

Poets & Writers

TheWriteLife.com

FreeWritingContests.com

TetheredByLetters.com

WriterMag.com

NewPages.com

TheMastersReview.com

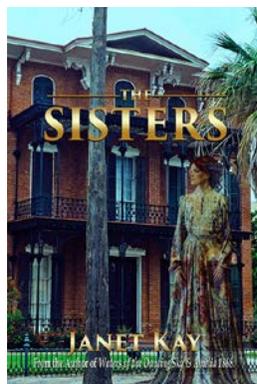
WriterUnBoxed.com

Living Springs Publishers LLP: is accepting submissions for their short story contest *Stories Through the Ages Baby Boomers Plus 2018* (anyone born 1964 or earlier). Last year *Stories Through the Ages Baby Boomers Plus 2017* and *Stories Through the Ages College Edition 2017* were published. The publisher received a lot of great stories for these contests and said they are very proud of the resulting books. There is no prompt for the Baby Boomers Plus 2018 contest; stories may be about any topic. The word count for the contest is 1000 – 4000 words. A minimum of the top 15 finalists will be included in a book published by [Living Springs Publishers LLP](http://livingspringspublishers.com/index.php/baby-boomers-plus/). Also, first, second and third place finalists receive cash prizes of \$500, \$200 and \$100 respectively. Submissions for the 2018 edition close on June 15. Entries can be submitted at <http://livingspringspublishers.com/index.php/baby-boomers-plus/>

Member News

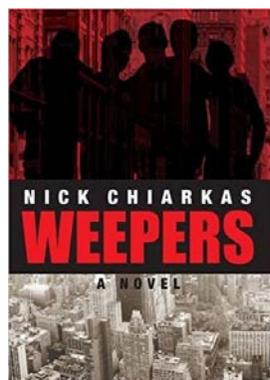
Got News? Send your member news by the 20th of each month for inclusion in the upcoming month's WWA NewsBrief issue. Send to kpekrul.editor@gmail.com.

Congratulations to WWA Member Rex Owens, on launching his third novel, *Dead Reckoning*, on April 24, 2018, at 6:30 pm in the Community Room of the Sun Prairie Public Library 1350 Linnerud Drive. The evening will include homemade Irish tea cake, Irish tea, and coffee. There will be a brief presentation, reading and book giveaway. *Dead Reckoning* completes the Irish Troubles Series.



Congratulations to WWA member Jan Jenson (aka Janet Kay), has just released her latest paranormal/psychological suspense novel, *The Sisters*, through [World Castle Publishing](http://WorldCastlePublishing.com). Is it possible to penetrate the veil separating the world of the living from the land of the dead? She contemplates this possibility in her intriguing novel that flows from the shores of historic Galveston Island on the Gulf of Mexico to the icy depths of Lake Superior in Duluth, Minnesota. *The Sisters* is available through [World Castle Publishing](http://WorldCastlePublishing.com), [Amazon](http://Amazon.com), and the author's website – [Novels by Janet Kay](http://NovelsbyJanetKay.com).

Congratulations to WWA Member Gail Grenier, a book launch for *Young Voices from Wild Milwaukee: The Urban Ecology Center and Me*, [Henschel Haus Publishing, Inc.](http://HenschelHausPublishing.com), took place on Earth Day Eve (Saturday, April 21, 2018) at the Urban Ecology Center-Riverside Park in Milwaukee.



Congratulations to WWA member Nicholas Chiarkas, his mystery-suspense novel set in 1957 NYC, *Weepers* won the John E. Weaver Excellent Read Award by Earthshine Media Group. Read more at the author website <http://nickchiarkas.com/>, or watch a video about Weepers on [YouTube](http://YouTube.com). The book, published by [Henschel Haus Publishing, Inc.](http://HenschelHausPublishing.com), is available through [Amazon](http://Amazon.com), [Barnes, and Noble](http://BarnesandNoble.com).

Opportunities and Events

Lakefly Writers Conference - May 11-12, 2018 Join the Lakefly Writers Conference supportive community of writers for a two-day conference. A dozen workshops on the craft and business of writing designed to inspire and guide your creative journey. Watch the website for details as they become posted. WWA's spring board meeting will be Friday before the conference. Visit lakeflywriters.org.

Publication Opportunities

2020 Wisconsin Fellowship of Poets Calendar Start Planning now. Submission period is September 1 – December 1, 2018. Open to all poets who have a connection to Wisconsin. See guidelines here: wfop.org/poets-calendar.

Take care and happy writing!
Submitted by: Kymberley Pekrul

<http://www.wiwrite.org>
<https://www.facebook.com/WIWrite>