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December News

The December meeting will be held on **Sun., Dec. 17 at 2:00 p.m.** Please bring a snack to share and a wrapped Christmas gift that a fellow writer would appreciate in our annual gift exchange. We will also vote on officers for 2018 at this meeting.

This issue will catch you up on the past several months. We have been very busy with the Heartland Book Festival on the Mississippi and other assignments, so you'll be up-to-date after reading this issue.

Gift Ideas for Writers

Looking for some great writer gifts? I found these ideas from a Google search.

[A Guide to Self-Publishing](#) You can read this guide or ask several of our self-published members for real-life advice.

[Stephen King's On Writing](#) The fiction master writes about the writing life. Considered a contemporary classic.

[Story Cubes](#) A fun way to get your creative juices flowing.

[Classic Book Wine Glass Charms](#) A party conversation piece!

[Guide to Literary Agents 2017](#) Hoping to find an agent in the new year? Here's the industry handbook.

[Scrivener](#) Writing software that many people rave about online.

[Scrivener for Dummies](#) A handbook to help you learn how to use your new software.

[Master Evernote](#) A guide on how to use this free note-taking and organizing app.

[Hourglass](#) An old-fashioned reminder to get up and move after an hour of writing.

[You Are A Writer](#) Encouragement and practical advice from Jeff Goins, a pro in the writing business.

[Funny Writer T-Shirt](#) If you're a grammar nerd, you'll love this shirt.

[Magnetic Poetry Kit](#) Don't have one of these yet? It can help you write poetry!

Next Meeting Date
Sunday, December 17
2:00 p.m.

First Presbyterian
Church Basement
Jackson, Missouri

September Meeting Minutes

September 17, 2017

Mary Rechenberg opened the meeting. Nineteen members and two guests were present.

Mary Ann Heinsman presented the program, Writing Creative Non-Fiction: Packing a Punch While Remaining True to the Facts. Members enjoyed a writing exercise and lively discussion.

Business Meeting

John Fisher presented the Treasurer's report. (See attachment)

As per a motion at the August meeting, the amount to pay Dean Winstead for use of his sound system and expertise on the day of the book festival was discussed. **John Fisher** moved to pay Dean \$200.

Tim Morgan seconded. Motion carried unanimously.

Old Business

Heartland Book Festival on the Mississippi

Registrar's Report: Sarah Geringer reported we have sold all but 11 books to fill the Osage Center. She also indicated a need for dividers between the booths. **Tim Morgan** will check if these are available through the Osage Center and report back at the October meeting.

Advertising and Marketing Report: Rachel Ashworth and **Donna Shell** were absent, so no report was given. However, both have done a great job getting the word out on Facebook and to local newspapers.

Entertainment: Dorinda Miller was absent, but she emailed the schedule of entertainers to guild members. (See attachment) **Carol Fisher** will contact Bob Clubbs about high school students performing at the festival.

Mayfield Cultural Center Author Event

Sharon Hopkins reminded members that the Mayfield Cultural Center is still looking for authors to sell books at their Saturday, October 7, 2017 event. This would be good practice for those renting a booth at the Heartland Book Festival. See the Hopkins or the Cultural Center's website for details.

New Business

Mary Rechenberg pointed out that usually the guild takes a field trip in October. After some discussion, it was decided that we would not have a field trip in October due to the Book Festival, but we will have an October meeting just before the festival to go over final details. **Carol Fisher** will present a fun mini-program.

Carol Fisher stated that it was time to form an officer nominating committee to select a slate of officers for next year. **Carol Fisher, Shirleen Sando** and **Karen Uban** will serve on the committee.

Mary Rechenberg closed the meeting.

Respectfully submitted,

Mary Ann Heinsman, Secretary

September Reports

Attachment 1: Treasurer's Report

Cash on hand 1/1/17	\$1,927.86	Estimate of Book Festival Expenses Due:	
Expenditures 1/1/17-9/1/17		Reimbursement to Tim Morgan	\$1,050.00
Advertising	155.69	3 Booths w/ 3 tables & 2 chairs	
Refunds (Book Fest. Reg.)	85.00	ea. for HWG and SEMO Guild	39.00
Contest Sponsorship	100.00	set up fee (2 man hrs @ \$25/hr)	50.00*
Donation to Church	100.00	clean up fee (2 man hrs @ 25/hr)	50.00*
Liability Insurance (Festival)	126.14	30 performance area chairs	15.00
Post Office Box Rent	70.00	sign	45.00
Total	\$636.83	tables for 56 booths	
Income 1/1/17-9/1/17		(3/booth @ \$4 ea)**	672.00
Dues Received	615.00	chairs for 56 booths	
Book Fest Registrations	1,513.84	(2/booth @ \$0.50 ea)**	56.00
Total	\$2,138.84	telephone reimb to Donna Shell	??
Book Festival Expenses:		Sound system to Dean Winstead	??
Advertising	\$155.69	Total	\$1,977.00
Refunds	85.00	Book Festival Income as of 9/1/17:	
Liability Insurance	126.14		\$1,513.84
Total	366.83	Est. Book Festival Expenses as of 9/1/17:	
Book Festival Income			2,349.83
Registrations	\$1,513.84	Profit or (loss):	(829.99)

*Subject to change

**estimate depends on configuration of booths

Attachment 2: Entertainment Schedule for Heartland Book Festival

10:00 – 10:30	Kathy Waggoner (she will arrive around 9:30 to set sound and warm up.)
10:35 – 10:55	Storyteller Chief Paul
11:00 – 11:45	Jerry Ford Dixieland Band
12:00 - 1:30	Gen X (band will set up own instruments, perform, and break down.)
1:35 – 2:00	Storyteller Adrienne Ross
2:10 – 2:30	Sarah Miller
2:45 – 3:45	Front Porch Dulcimer Band (requested an hour time slot)
3:55 – 5:00	Dean and Ruth Winstead perform live/play CD's

There are pockets of time built into this schedule for announcements, short live interviews with crafters/writers/illustrators/additional storytellers. If musical acts fall short on their time, emcees may do a quick 5 question interview with a writer/illustrator on stage.

Dorinda suggests these times be posted in the media with names of entertainers. This will allow their supporters to attend, bringing in additional participants to the festival.

Donna Shell and Sarah Miller will Co-Emcee the event.

October Meeting Minutes

October 15, 2017

Mary Rechenberg opened the meeting. Nineteen members and two guests were present.

Carol Fisher shared a short program on the origins of many English slang words and sayings based on the book, *Where Words Come From* by Jack Umstatter.

Business Meeting

John Fisher presented the **Treasurers Report**. No expenditures since the last meeting. Approximately \$3999 in account.

Old Business

Heartland Book Festival on the Mississippi

Registrar's Report: Sarah Geringer reported that there are only four booths available to vendors. Vendors may not bring their own tables or chairs. Sarah will email all vendors this week to let them know.

Videographer Report: Tim Morgan reported that the videographer has been changed to Mason Popst.

Advertising and Marketing Report:

Rachel Ashworth is showcasing every author on our Facebook page.

There will be a basket giveaway at the festival.

Mary Ann Heinsman and **Mary Rechenberg** volunteered to man the registration table during vendor set up as well as the festival.

Mary Rechenberg will be interviewed by Faune Riggin on KZIM radio station on October 25, 2017 at 7:20 a.m. about the festival.

Mary Rechenberg reported that Mary Beth Niederkorn is interested in doing a story on the festival for the Southeast Missourian. Mary Beth is checking with her editor.

After discussion, it was decided that money will be taken from the Marketing budget to place an ad in the Southeast Missourian. Readers will be asked to bring the advertisement to the festival to be entered into a drawing for a cash prize. This will give us an idea of how many visitors to the festival saw the ad in the paper. We can then judge if this is worth the money spent on the ad for future festivals.

Rachel Ashworth will email a flyer to everyone for us to print off and hand out.

Rachel Ashworth will talk to Barnes and Noble about broadcasting overhead in their store about the festival.

Entertainment Report: Dorinda Miller reported on the great line up of entertainment for the festival including Kathy Waggoner, Storyteller Chief Paul White Eagle, Jerry Ford's Dixieland Band, Gen X, Storyteller Adrienne Ross, Sarah Miller, Front Porch Dulcimer group, and Dean and Ruth Winstead. This will provide a variety of musical styles. **Donna Shell** has also lined up three high school student performers that will be worked into the schedule.

Dorinda Miller also expressed a desire for a smaller stage for storytellers. She will bring a smaller, wooden stage to be used in addition to the main stage area. **Rachel Ashworth** will post the schedule of entertainers on the Facebook page.

Misc. Festival Items:

The Osage Center will run a concession stand on the day of the festival.

Carol Fisher will make and pass out a critique sheet for the vendors.

Mary Ann Heinsman moved to pay for the Osage Center to set up and clean up for the festival. **Carol Fisher** seconded the motion. After discussion, the motion passed unanimously.

New Business

Carol Fisher presented the following slate of officers for 2018:

Mary Rechenberg-President

Tim Morgan-Vice President

Mary Ann Heinsman-Secretary

John Fisher-Treasurer

Donna Shell moved to accept the slate of officers by Acclamation. **Sharon Hopkins** seconded the motion. The motion passed unanimously. The slate of officers will be voted upon at a future meeting.

Mary Rechenberg closed the meeting.

Respectfully submitted,

Mary Ann Heinsman, Secretary

November Meeting Minutes

November 19, 2017

Mary Rechenberg opened the meeting. Fifteen members and guests were present.

Amanda Rhodes, Production Manager of Cape Comic Con, was our guest speaker. Amanda shared her experiences in producing Cape Comic Con and gave suggestions for Heartland Book Festival on the Mississippi:

History of Cape Comic Con:

Cape Comic Con is in its 13th year and admitted 4,000 guests in 2017

First year of the convention saw maybe 100 people attend

Con's of Book Festival

It was our first year

Vendors didn't make many sales? (See third point under Pro's)

Pro's of Book Festival

Variety of vendors, good mix of authors and crafters, tables were also mixed up (not a row of authors, then a row of crafters)

Table prices were great, low enough for first time vendors

Don't judge everything on sales alone. Advertising to people and networking are just as important.

Music was fun, but harder to control sound system

Booths all looked nice and professional

Suggestions:

Consider renting a smaller space, slightly cramped is ok, it provides more energy

More ads on Facebook, set up target audiences

Boosting ads: reaches people who already like page

Purchased ads: reaches people who don't know about event yet

Don't get discouraged by grumpy vendors

Tricks for newspaper ads: try to get "free" advertising. Do an event a little before the festival so that it gets a story in the newspaper for free and the festival gets exposure. For example, do some sort of writing workshop a couple months before the festival.

Brace Arena Building or the Four H Building are good venues to consider. The Arena building has good sound acoustics and a stage. They will also give discounts for non-profit organizations.

End of October is a good time of year.

Do a costume contest. For example, have people dress up as their favorite literary character. Do not charge an entry fee for contest, at least the first year. This is a good draw for kids especially.

Keep entry fees to the festival down, if you charge at all. You want people to spend their money with vendors, not by being admitted to the festival.

Interesting note: Election years and first years of presidencies are not good years for events such as this.

People are reluctant to spend money. This may have worked against us.

Kids activities are good draws. Coloring pages, dramas for kids, costume contest

Indoor venues are recommended. Weather can be unpredictable and then all your planning is lost if you have to cancel due to weather.

—Continued on next page—

November Meeting Minutes

Business Meeting

New Business

Members of the guild then took turns reading vendor critique forms from the book festival. Several recurring comments included temperature of venue too cool, music too loud to conduct sales, and HWG staff was friendly and helpful.

Donna Shell suggested the Southeast Missouri Vendors Event page on Facebook for any author looking for events in the area to sell books.

Mary Rechenberg stated that we will vote on having another book festival sometime early next year. She instructed member to consider whether the festival serves to promote the mission of our organization, to help members improve their writing and to get published.

Treasurers Report

See below

Old Business

Mary Rechenberg reminded the group that December's meeting will be a Christmas Party. Members are encouraged to bring an inexpensive gift pertaining to writing (almost anything can pertain to writing!) and a Christmas snack to share.

We will vote on the following slate of officers for 2018 in December:

Mary Rechenberg-President
Tim Morgan-Vice President
Mary Ann Heinsman-Secretary
John Fisher-Treasurer

Mary Rechenberg closed the meeting.

Respectfully submitted,

Mary Ann Heinsman, Secretary

BOOK FESTIVAL FINANCIAL STATEMENT

November 19, 2017

INCOME

Registrations	\$2,864.24
Used Book Sales	<u>20.00</u>
Total	\$2,884.24

EXPENSES

Advertising	\$ 389.67
Door Prizes	20.00
Refunds	120.00
Sound System	200.00
PA System	52.50
Venue Rental	1,050.00
Setup (11 hours)	275.00
Cleanup (10 hours)	250.00
Table rental (89 tables)	356.00
Chair rental (89 chairs)	178.00
Table Skirts rental (42)	420.00
Liability Insurance	<u>126.14</u>
Total	\$3,473.31

NET GAIN OR (LOSS) (609.07)

NOTE:

We have not received the statement yet but we will owe for the videos approximately \$200.00 which will bring our loss to just over \$800.00 on the festival.

Snippets

By Sarah Geringer, Editor

The busy season of Christmas is here! I have **5 last-minute tips for a more peaceful Christmas** to share with you.

1. **Be kind to yourself.** Take a walk, read a book, or relax with a hot bath. Having some “me” time can help you grab a moment of peace.
2. **Combine a favorite movie with a holiday task.** Wrapping gifts or baking cookies is much more enjoyable if you’re watching *Elf* or *It’s A Wonderful Life* at the same time.
3. **Make sure the essentials are covered.** Think of the things you’ll need most on Christmas morning, like batteries, toilet paper, paper towels, bagged ice, and plastic utensils. Go ahead and stock up on essentials like these now for less stress later.
4. **Clean a neglected area.** Dusting out a corner, reorganizing a pantry shelf, or straightening a drawer can give you a sense of accomplishment and an energy boost in only 15 minutes.
5. **Flip through old photos.** You’ll smile and laugh when you see memories you haven’t accessed in a while.

Merry Christmas and Happy New Year to you!

Have you found an interesting snippet of online writing advice? Email me at sarah@sarahgeringer.com and I’ll include it in the next newsletter!

The Heartland Writers Guild Journal

Submit newsletter info
by the 15th of the month to:
Sarah Geringer, Editor
sarah@sarahgeringer.com

heartlandwriters.org



Member submissions to *The Journal* are encouraged.

No fee will be paid, but a byline will be given if info is provided.

All submissions are subject to editing and will be printed on a space-available basis.

A word count of up to 200 words is requested.

Welcome topics include guild news, awards and achievements, and family occurrences. Photos must be in .jpg format and 1 MB or less.

Some forms of advertising, such as new publication information for member books and member book signings, are also accepted.

Articles printed with member by-line are considered "credits" by other publishers for that writers' portfolio.