



Photo by Sarah Geringer

May Program

Donna Essner will bring a guest speaker to our May meeting.

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Be sure to attend the May meeting, as you will have first dibs on signing up for the Heartland Book Festival on the Mississippi!

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Each 10' x 10' booth will cost \$25.00 and includes three 8' tables and two chairs. You will also be able to purchase video production services for marketing purposes. Use this opportunity to meet new readers, sell signed copies, gain subscribers to your email list, and interact with other writers.

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If you know any crafters interested in displaying their goods at the show, please let them know they will be able to sign up soon after our May meeting. We will setup online registration in June. Invite all your writing and crafting friends!

Update on Heartland Book Festival

At the April meeting we approved the event logo (displayed at right) and discussed many aspects of the show. See page 3 for more information.

Be sure to like and SHARE the Facebook page and posts for [The Heartland Book Festival on the Mississippi.](#)

Save the Date: October 28, 2017
Osage Center, Cape Girardeau



Next Meeting Date

Sunday, May 21
2:00 p.m.

First Presbyterian
Church Basement
Jackson, Missouri

April Meeting Minutes

April 23, 2017

Mary Rechenberg opened the meeting. Eighteen members were present.

Business Meeting:

Treasurers Report: John Fisher reported the following:

We have brought in \$517 in dues, bringing the bank balance to \$2,365.54.

We had an expenditure of \$100 to First Presbyterian Church, Jackson.

We currently have 24 paid members.

Old Business: Book Festival to be held on Saturday, October 28, 10:00-5:00 p.m.

Mary Rechenberg stated she asked the publicity committee to hold off until several items regarding the festival were discussed at today's meeting. Member were encouraged to speak up and share frankly. A roundtable discussion of several items followed.*
(See summary on page 3.)

Sharon Hopkins moved to set the price of registration for the event at \$25.00 per table.

Carol Fisher seconded the motion. The motion passed unanimously.

Sharon Hopkins moved to include craft tables including hand-made, hand-crafted and direct sale vendors. Direct sale vendors shall be limited to one per company.

Shirleen Sando seconded the motion. The motion passed unanimously.

Sharon Hopkins moved to have a Heartland Writers Guild table at the event and to purchase a Heartland Writers Guild banner. The banner could be used at the book festival as well as other events. **Bill Hopkins** seconded the motion. The motion passed unanimously.

Sarah Geringer agreed to act as registrar for the event.

Members voted from among three logo designs for the book festival.

New Business:

First Friday at the Museum has invited the Heartland Writers Guild to read poetry or short writing selections at the museum on the first Friday in May. This opportunity will also be available on the first Friday of the month. Members decided to table this event until a later date.

Carol Fisher stated that **Sharon Hohler** is no longer able to serve as secretary for the HWG Board of Directors due to health reasons, but would like to remain on the board. This leaves the position of secretary open. **Sharon Hopkins** moved that **Mary Ann Heinsman** fill the position as secretary for the HWG Board of Directors. **Grant Gillard** seconded the motion. The motion passed unanimously.

Program:

Rachel Ashworth presented the program, *Freelance Writing*. She shared valuable information about her journey to becoming a paid writer through blogging and freelance writing.

Mary Rechenberg closed the meeting.

Respectfully submitted,

Mary Ann Heinsman, Secretary

Notes from Roundtable Discussion

1. A discussion of the author tables addressed the following points:

Bill and Sharon Hopkins gave valuable tips on how to sell books at a book fair. Stand in front of your table, ask people to look at your book, be sure and tell them you wrote the book, tell them a little about the book were a few of the tips. Also, ask people what they like to read and promote other author's work.

A Heartland Writers Guild table was discussed. The table would be near the front where guests would come in with info about the event. Guild members could take turns manning the table to be on hand to give info and directions.

Sarah Geringer reminded us that we don't have to start big for our first year. She suggested filling up half of the Osage center first. She also stressed the importance of our tables all looking professional with skirts to hide boxes of books and other supplies.

The question of whether or not to allow crafters to rent table space arose. Some members had indicated that they felt only authors should be present at our last meeting. **Bill and Sharon** shared that in their experience, crafters help to sell books. October will also be the season when people start buying Christmas gifts. It was the consensus of the group that only hand-crafted items be allowed. Allowing direct sales companies such as Pampered Chef, etc. was also discussed. It was finally decided to allow crafters and direct sales vendors rent tables. (See motion on page 2.) Illustrators, publishers, agents and photographers would also be included in this broad category.

Sarah Geringer suggested several layouts for tables at the event.

Carol Fisher shared that a founding member of the HWG has donated some 20 boxes of books pertaining to writing. She suggested that we could have a used book table at the event, possibly with the HWG table. We will have more discussion on this point closer to the time of the event.

2. A discussion of the cost of registration for authors addressed the following points:

Carol Fisher stated that she thought charging authors \$50 for a table was too high. We don't want to discourage authors from coming to the event as they will also have travel costs. **Bill and Sharon** agreed. They stated that the going rate was closer to \$25 for a table.

Mary Rechenberg stated that we might incur the following costs from the Osage Center on the day of the event: Sound Station - \$52.50/day; Set up/Cleanup - \$50/ hour; Advertising on the Osage Center sign - \$45. Several members expressed interest in using the set up/cleaning services that the Osage center provides. She wanted members to be aware of these expenses before setting a price for author registration.

3. Entertainment for the event was discussed.

Donna Shell educated the group on Living Literature in which school groups stage a scene from a piece of literature complete with backdrop and costumes. She suggested inviting some groups to come in costume and wander around the fair talking with people. She didn't think the backdrops would be necessary for our event. She volunteered to contact schools and see if any were interested in doing this.

Mary Rechenberg volunteered to contact some book companies such as Scholastic to see if they would be interested in having a display at the Festival.

Snippets

By Sarah Geringer, Editor

Friends, this is an exciting time to be a member of our guild. I have yet to exhibit my books at an event, and I'm excited that our very own book festival will be one of my first opportunities. I encourage you to consider self-publishing a book so you have something to sell at our book festival. **Here's the process I'm following as I prepare to convert my books to print:**

1. I log into KDP, where my e-books have been published.
2. I go into the portal where it walks me through the steps in CreateSpace, the on-demand print publishing arm of Amazon.
3. I measure a book on my shelf that I think would be a good size for my own book. Then I download the corresponding size template from KDP.
4. In Microsoft Word, I begin formatting my book. I have to spell out the hyperlinks I included in my e-books, and I double and triple check the spelling and syntax.
5. Here's where I am right now: creating the cover. I can do this myself (I'm a graphic designer as well as a writer), but I won't have the time to do so until my job ends on May 12. After that, it's time to get rolling!

If you want me to convert YOUR book to print and/or create your cover, email me for an estimate. We'll work together to make your self-publishing project a success!

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.