

November 2016

## Heartland Writers Guild



### *November Program*

Our speaker in November is Dawn Bollinger. The topic is “Journal Writing.”

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Read more inside about our group’s recent tour of the Hemingway/Pfeiffer Museum in Piggott, Arkansas!

### *Call for Ideas*

As we prepare for 2017, please think about topics you would like covered in future programs. We will ask future speakers to discuss writing topics our members want to explore.

Please consider if you would like to serve our guild as an elected member for 2017. Elections will soon approach and your help is needed. Our group is a wonderful resource for local writers, and your leadership skills can be a great resource for our thriving group.

Any time you have writing news or successes to share, please Carol Fisher to place it on the website. Also, please share it in our Facebook group. Links are on the website at [heartlandwriters.org](http://heartlandwriters.org). You can email Sarah Geringer at [sarahgeringercreates@gmail.com](mailto:sarahgeringercreates@gmail.com) to place items in the newsletter.

Next Meeting Date

Sunday, November 20

2:00 p.m.

First Presbyterian  
Church Steck House

Jackson, Missouri

## *HWG October Educational Tour*



Thirteen members and guests of the Heartland Writers Guild enjoyed the beautiful fall weather during the afternoon and evening of October 22 on their annual field trip. A field trip is held each October in lieu of our regular monthly meeting.

This year we toured the Hemingway/Pfeiffer Museum & Educational Center in Piggott, Arkansas, which is owned and operated by the Arkansas State University Heritage Association.

The Hemingway/Pfeiffer home, originally owned by the father and mother-in-law of the late Ernest Hemingway, sat vacant for many years before being acquired by the ASU Heritage Association. It was revitalized and decorated to its former beauty and charm, and furnished with much of the original furniture belonging to the Pfeiffer family.



Our informative tour guide related numerous stories about the exciting and tumultuous life of Ernest Hemingway and his wife Pauline during the years of their connection to Piggott, Arkansas, which dated from 1927-1934. We learned that Pauline and her family's wealth and generosity were evidently a driving force to Hemingway's success and subsequent fame as a writer. Hemingway did not actually live in the house, but some of his famous works were compiled in the loft of the old barn on the property, during extended visits to the Pfeiffer home.

After our tour, the group traveled to Kennett, Missouri to the home of John and Carol Fisher. Enjoying a delicious meal of chili and apple pie around the fire-pit in the Fishers' back yard was a relaxing and enjoyable way to end the day. We took advantage of our time together to brainstorm on some possible projects that our guild could plan for in the coming year, such as compiling an anthology or having an open mic night.

Our thanks to John Fisher for making arrangements for the tour, and a special thanks goes to John and Carol for providing our evening meal.



## Snippets

By Sarah Geringer, Editor

This month I am focused on marketing my new e-book, [Christmas Peace for Busy Moms](#). Here are several ways I'm doing so, and I hope they inspire you.

1. **Local Media**—I contacted Flourish magazine, published by the Southeast Missourian newspaper, and requested an interview. They graciously agreed! My story will appear in the Nov. 10 issue.
2. **Linkups**—I follow several other blogs that host linkups on certain days of the week. By linking my blog post's URL to their blogs, I have already seen a significant uptick in my blog traffic. I want to begin guest posting, but don't have the time right now. Linkups are very convenient.
3. **Interviews**—I contacted several bloggers with much larger audiences and asked if I could interview them on my blog. All of them have agreed! On the day their interview posts on my blog, they will link to their blog and their readers will get to know me. A win for both our audiences!
4. **Online Study Component**—I will host an online Bible study in conjunction with the book. My hope is that people who come across my blog will be so engaged in the content that they buy my book and join in. In the December newsletter, I'll share the results of this experience.

Have you found an interesting snippet of online writing advice? Email me at [sarahgeringercreates@gmail.com](mailto:sarahgeringercreates@gmail.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  
[sarahgeringercreates@gmail.com](mailto:sarahgeringercreates@gmail.com)

[heartlandwriters.org](http://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.