

FOR IMMEDIATE RELEASE

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CONTACT: Diane Nevill, 623-930-3554
Public Information Officer
Anne Owens, 623-930-3573
Adult Programming Librarian

Agenda Set for “Hey, I Wrote a Book! Now What?”

GLENDALE, Ariz. – A full day of activities will be on the agenda for writers who are looking for that first big break. “Hey, I Wrote a Book! Now What?” will be held from 9 a.m.-4 p.m. on Saturday, Sept. 30 in the auditorium wing of Glendale Main Library, 5959 W. Brown St. The day will focus on the writer’s next steps—how to publish, market and promote one’s manuscript.

The schedule includes:

- 9:00 a.m.-10:00 a.m. – Library opens; no-host coffee bar with Perfetto de café. Borders Books will have books available for purchase that authors will be signing later in the day.
- 10:00-10:10 a.m. – Welcome and introduction by Adult Programming Librarian Anne Owens
- 10:10-10:55 a.m. – Stella Pope Duarte, “Surfacing for Air,” with Q&A
- 11:00 a.m.-11:55 a.m. – Bob Boze Bell, “My Perspective,” with Q&A
- Noon-1:00 p.m. – Break. Lunch items available on site from Perfetto de café. From 12-18 pre-selected fledgling authors will have their books on display/for sale on tables in the meeting room wing.
- 1:00-1:55 p.m. – Panel Discussion, “The Nuts and Bolts of Launching Your Manuscript,” with Q&A
 - Marcia Schafer of Beyond Zebra, who specializes in moving writers from struggling amateur to successful published author
 - Claire Gerus, a former New York literary agent and current editor and publishing consultant
 - Pam Swartz of Cloud Nine Press, author, publisher and board member of the Arizona Book Publishing Association



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Glendale Public Library
Main Library
5959 W. Brown St.
Glendale, AZ 85302
623-930-3530
www.glendaleaz.com/library

- 2:00-2:55 p.m. – Charles Jensen, the Virginia G. Piper Center for Creative Writing at Arizona State University, “How to Market Yourself as an Author,” with Q&A
- 3:00-4:00 p.m. – Michael A. Stackpole, prolific writer and award-winning creator of computer games, “Writing,” with Q&A

Presenter information:

Stella Pope Duarte will be discussing how to stay on top of one’s work. She suggests surveying the places you have visited without moving an inch from your computer. She shares hard-won secrets on how to catch your breath, and stay on top of the writing game. She will inspire writers how to mark their victories, create new visions for the future, and breathe new life into one’s work. Duarte began her literary career in 1995 after she had a dream in which her deceased father related to her that her destiny was to become a writer. Her first collection of short stories, “Fragile Night,” (Bilingual Review Press, 1997) won a creative writing fellowship from the Arizona Commission on the Arts, and was named a candidate for the prestigious, Pen West Fiction Award. In 2001 she was awarded a second creative writing fellowship for her novel, “Let Their Spirits Dance.” (HarperCollins, 2002). Her work has won awards and honors nationwide, including a nomination for the Pushcart Prize in Literature. “Let Their Spirits Dance” is on the Book Sense List, and was awarded the AZ Highways Fiction Award for 2003. In 2004, she received the Barbara Deming Memorial Fund Award for an excerpt from her current work in progress, “The Women of Juárez,”

Bob Boze Bell is an Old West speaker, humorist, author, artist and illustrator. A Kingman native, “Boze,” has published six colorful and groundbreaking books on the West, with virtually all of them in multiple printings. In 1999, he and two partners bought “True West” magazine. His work also appears in “Arizona Highways,” “Playboy” and “National Lampoon.” He can frequently be seen on the History Channel, Discovery Channel and the Western Channel, where his historical expertise and art are often featured.

Marcia Schafer broke all the publishing rules to become a modern day success story. By using business savvy with a twist, she achieved every author’s goal – widespread exposure with a minimal effort and almost all profits going back to her. Her first book, “Confessions of an Intergalactic Anthroppologist,” quickly sold out of its initial printing and was read in 15 countries without any advertising costs. She is also the owner and founder of the visionary consulting firm Beyond Zebra.

Claire Gerus has been editor-in-chief of two publishing houses, worked for eight major publishers, including Harlequin, Rodale, Random House and Doubleday, John Wiley, Kensington, and Adams, and taught communications skills to such clients as IBM, Kellogg, Mutual of Omaha, and Procter & Gamble. In 1996, she established a thriving business as a New York literary agent, selling books on business, history, memoirs, religion, health, spirituality, psychology, politics, pop culture, and women’s studies.

Pam Schwartz is a nationally recognized author (the award-winning “Arizona Getaways for the Incurably Romantic” and the soon-to-be released “Dine Out Phoenix: Where to Eat from Chic to Unique”) and publisher (founder of Cloud Nine Press). She is a contributing writer for a number of

publications, including “Phoenix Bride and Groom,” “Texas Monthly,” “Los Angeles Magazine,” and the “Arizona Republic.” In addition to being on the board of directors for the Arizona Book Publishing Association, she is a partner in BookStudio, LLC, a publishing consulting and book development firm.

Charles Jensen, program manager for the Virginia G. Piper Center for Creative Writing at ASU, is the author of two chapbooks: *Living Things*, which won the 2006 Frank O'Hara Chapbook Award, and *Little Burning Edens*. His poems have appeared in *Bloom*, *FIELD*, *The Journal*, *New England Review*, *No Tell Motel*, *Quarterly West*, *Washington Square*, and *West Branch*. With his collaborator Sarah Vap, he published interviews with the poets Lynn Emanuel, Beth Ann Fennelly, Beckian Fritz Goldberg, Frank Paino, and C. D. Wright. In addition to his work at the Piper Center for Creative Writing, he teaches film studies for Rio Salado College and is interested in exploring the intersections of poetry and cinema.

Much of Michael A. Stackpole's inspiration comes from the science fiction universe. His creativity began as a computer game designer, who in 1987 was hired to write the “Warrior” trilogy of BattleTech novels. With more than 40 books to his credit, he is noted for exciting, innovative stories. Stackpole noted in “Contemporary Authors,” “My motivations for writing are simple. I want to write the kind of story I like to read. I want to create stories that entertain the readers. I want to make readers feel for characters and care about what happens to them because, by involving a reader on an emotional level, a book can allow the reader to experience things that are outside the purview of a normal life. I also write for money, because bills have to be paid.”

To register for the event, e-mail aowens@glendaleaz.com or phone 623-930-3573.

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