



Writers
of the

PURPLE SAGE

Newsletter of the Ridge Writers

East Sierra Branch, California Writers Club

February 2019



Spotlight on “Authorpreneurship” and Zombies Thursday, February 7, 2019

The Thursday, February 7 Ridge Writers meeting looks at “Authorpreneurship: Writing and Publishing, Selling the Good, the Bad, and the Ugly” with speakers Jonathan and Jynafer Yañez. The program begins at 6:30 p.m. and takes place in the meeting room of Ridgecrest Presbyterian Church, 633 W. Las Flores.



Jonathan Yañez has authored over a dozen fantasy novels. His works include *The Elite Series*, *The Nephilim Chronicles*, *Thrive*, *Bad Land*, and *The DeCadia Code*, and have been both traditionally and independently published, released in ebook, print, audiobook format, and optioned for film. His latest is currently under development being adapted into a mobile game. His tenure in sales leadership and one-to-one client training has helped him counsel numerous authors to reach their publishing goals.

When not writing his next novel that more than likely includes some kind of zombie, superhero, angel or alternative steampunk universe, he enjoys running with his dogs and working out at the gym. President of the Orange County Branch of the California Writers Club, he holds the Jack London Award for his contributions to literacy having partnered with Scholastic.

Jynafer Yañez, who directs the marketing and advertising side of their company, has led limited-budget as well as multimillion-dollar client campaigns. Leveraging her experience in behavioral marketing, psychology of influence strategy, results analysis, copywriting, events development, and project management, she also runs her own marketing company for authors, providing services from blurbs to Facebook and Amazon ads, sales analysis, and market consulting.

The public is invited to attend their talk and admission is free. Bring your friends!

January: Adam Plantinga Entertains With Cop Stories Report by Liz Babcock

San Francisco Police Sgt. Adam Plantinga, who many Ridge Writers remember as one of our best speakers during his first visit here in June 2015, returned to Ridgecrest this January to introduce his second book, *Police Craft*, a volume he said has “double the intrigue, double the danger, and all-new firefighter jokes.”

That’s saying a lot —his first book, *400 Things Cops Know*, also contains plenty of intrigue, danger and wit within its covers.

Plantinga, who was a detective when he left a seven-year career with the Milwaukee Police Department in 2008, must be almost unique in that he requested that his superior officers in San Francisco demote him a step. “I didn’t like the 14-hour days,” was his first explanation — but there was more to his decision than that.

Now a street sergeant at Mission Station, he has more hours to spend with his family and on his writing, as well as the opportunity to practice the craft of excellent cop work in a more hands-on way.

Mark Your Calendar...

Mar. 7 - Beverly Gray,
Seduced by Mrs. Robinson;
How The Graduate Became
the Touchstone of a
Generation.

Apr. 4 – Robert Rotstein,
a prolific novelist who wrote
the legal thriller *We, The*
Jury, he practices intellectual
property law and has
represented major movie
studios and record
companies.



Tomorrow is Today

The year 2019 has begun, and as we settle back into our usual lives, some things might be left in the dust. Ideas unfulfilled. Projects uncompleted. Novels never begun, and stories never realized. Life has that oh so hilarious habit of sticking its finger right where your motivation lies. In other words, life happens. Work, family, school...it all requires time and thought. So sometimes we, as writers both hobbyist and professional, can find a number of ideas or projects left behind because of our crazy schedules.

Disheartening? Perhaps a little. But most of us won't probably notice as we continue through the year. There's always tomorrow, we say. Yet tomorrow never seems to come.

One of the biggest messages I try to share with other writers is the necessity of completing a piece. You learn so much from the process of writing and even more from the process of completion. You get to see an idea flower and a story arc grow from beginning to end. You learn about how you pace a story, how you handle a dramatic arc, how you design suspense, tension, and conflict. Ideas are only the first spark. When you work and finish that long overdue piece, it is the greatest feeling in the world.

I, too, have been guilty of leaving projects undone in favor of others, of being caught up in the whirlwind of life. There are many that I want to accomplish. If I can just finish one I have neglected, no matter how well I do it, I will have learned so much and will have added another piece to my portfolio.

There's an immense degree of satisfaction and self-fulfillment in that.

I say we make a promise to ourselves to blow off the dust from that manuscript, that story, that idea we have been kicking around in our heads. Let's work on that piece, that poem, that novel, that memoir, instead of just saying "I'll do it tomorrow." Let's tackle those projects. Let's write.

Tomorrow is today.

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To reach any of these leaders, use ridgewriters@yahoo.com.
Visit our Facebook page at www.facebook.com/RidgeWriters and our website CWC-ridgewriters.org.

The southern region of the California Writers Club maintains the "zine"-format socalwritersshowcase.com, containing monthly content from members, ranging from fiction, nonfiction/essays, and memoir, to poetry, interviews, discussion on writers' life, the craft, and news.



The Writers of the Purple Sage is the monthly newsletter of the Ridge Writers, East Sierra Branch of the 109-year-old California Writer Club. Except where otherwise stated, all articles in this publication may be printed without special permission in newsletters of branches of the California Writers Club and in the State Bulletin, subject to the following conditions:

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Contact the editor by mail at P.O. Box 484, Ridgecrest, CA 93556 or by email, ridgewriters@yahoo.com. **SPECIAL NOTICE:** Photographs for publicity and newsletter uses are taken at all Ridge Writers events. By entering the venue, members and guests are granting permission that their likenesses may be used for publicity purposes.

January Speaker Adam Plantinga Continued from page 1

He's still plenty busy, so he's often glued to his notepad during the hours he spends on public transportation commuting to work. "It helps that I like to write," he said.

Plantinga describes himself as a "middle-aged man of modest ambitions." Those ambitions, however, are wedded to a writing talent that is far from modest.

He read us part of "The Corner," a chapter in his new book, "where crime, commerce, and urban despair, with an undercurrent of street theater.... even the vermin want out."

The corner, "a working cop's playground," is where the urban police officer has to use skill, bravery, and, yes, humor, in the course of his job. Plantinga's new book describes how all three of those attributes are used in various combinations to maintain a tenuous, ever-shifting peace.

An attentive audience at the January meeting asked plenty of questions—and lined up to buy both of Plantinga's books. When I mentioned that I would be buying *400 Things* for the second time because it was one of the volumes that disappeared in my house fire, our generous visitor insisted on giving me a free copy!

Not many Ridge Writers were in the crowd; once again, absentees missed collecting on an outstanding "perk" of membership. Most of our programs are excellent, and this was one of the best. You can still enjoy Plantinga's wit and insight by purchasing one or both of his books, available on amazon.com, where the high ratings reflect the author's excellence.

Our Jack London Award Winners

We're proud of the Ridge Writers who have won the Jack London Award, the highest recognition each branch of CWC can give outstanding members. The award was presented annually until 2005, and subsequently only once every two years.

Maryann Butterfield 1997
Casey Wilson 1998
Rlee Peters 1999
Judy Dutcher 2000
Curt Danhauser 2001
Judy Martin 2002
Donna McCrohan Rosenthal 2003
Holly Dworken Cooley 2004
Liz Babcock 2005
Allison Aubin 2007
Steve Wersan 2009*
Margaret Luebs 2013
Daniel Stallings 2015
Julianne DiBlasi Black 2017

*With a special
Charmian London Award
to Fran Wersan

COMING FEBRUARY 23 AND 24, 2019!



**IN DOWNTOWN RIVERSIDE
SATURDAY AND SUNDAY**

With theatricals, literary debates, 30+ vendors selling Victorian-era clothing, books, and traditional food from across the pond, including fish and chips, beef stew, soup in a bread bowl, and meat pies; and (actors portraying) Queen Victoria, Charles Dickens, Mark Twain, Jane Austen, Mary Shelley, and Edgar Allan Poe, the annual Riverside Dickens Festival celebrates the life and works of author Charles Dickens and his impact on our society.

dickensfest.com; 951-781-3168

CWC-South will have a booth and conduct
an essay-writing workshop at the invitation of the festival organizers.
We hope to see you there.

A POPULAR SERIES RETURNS

THESE WORDS HAVE TURNED UP LATELY

You hear them on the news and political talk shows. Whatever your views, you might find them useful.

Kakistocracy: government by the worst people; government by the worst element of a society.

Chyron: a caption superimposed over usually the lower part of a video image (as during a TV news broadcast).

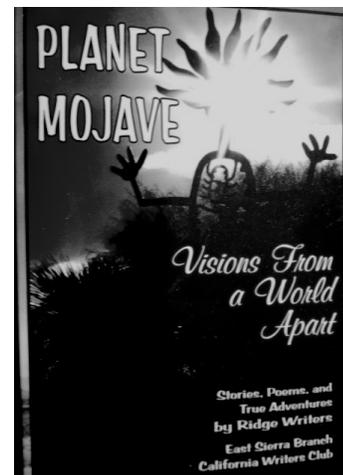
The East Sierra Branch (Ridge Writers) is the California Writers Club branch serving the eastern part of Kern County. Over the mountains on the west side of the county is our Bakersfield-based sister branch, Writers of Kern.



Read the Book, Meet the Author

For this springtime Ridge Writers series, authors give one afternoon program, 2 p.m. at My Enchanted Cottage and Tea Room on March 7, April 4, and May 2, and a different one in the evening for the Ridge Writers general meeting at Ridgecrest Presbyterian Church, 6:30 p.m.

For the afternoon “Read the Book, Meet the Author,” participants buy and read the designated book in advance, then discuss it with the author over tea and scones at My Enchanted Cottage. The event combines the book, tea, scones, conversation with the author, autograph, and entry in a door prize drawing. Tickets are available at Red Rock Books, 206 W. Ridgecrest Blvd., 760-375-3454.



Our book *Planet Mojave: Visions From a World Apart* is available at Jawbone Canyon Station, the Historic USO Building, Red Rock Books, Maturango Museum, and online from our website.

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