

National League of American Pen Women



Palm Springs Branch
P.O. Box 1166, Palm Desert, CA 92261

Newsletter Volume XI, Issue 17
November, 2009
Patricia Moloney Dugas, Editor

Promoting the development of art, letters, and music of professional women.

The President's Message by Joan Petit-Clair

It's that time of year again. Daylight savings is over and before you know it the holidays will be here. I don't know where the year went.



While the National League of American Pen Women encompasses women in the arts, letters, and music, the name denotes writers. There's a wealth of artistic talent other than writers here in the desert.

As some of you may know, I teach bead weaving at one of the local bead shops, so I have the opportunity to work with many women. One gal has her work in a local gallery here in Palm Desert ... she came into the shop with a resin skull of a steer that she wanted to apply beads to but hadn't a clue how to do it. After working with us, she took "Studley," as she named him, home to work on, coming into the shop periodically to purchase more beads and give us a progress report. She has since finished another one that is also going into the gallery ... both pieces are awesome.

Through another one of my students, I had the opportunity to attend the season opening in October at the Desert Art Center in Palm Springs, where she had her paintings entered. While there, I met and spoke with many of the women artists who exhibited their works and was amazed by some of the stories they had to tell.

I think what impressed me the most was the vast diversity of what I saw ... photography, pottery, silver work, jewelry, and paintings ... and the artistic creativity that went into the works. The message I got from all of them was whatever your artistic passion is, let it flow. With that said, I wish everyone a wonderful Thanksgiving.

Joan Petit-Clair

November 17, 2009 Luncheon

Guest Speaker *Margaret Seeley*

Writer and retired kindergarten teacher, Margaret Seeley will recite a little-known Dr. Seuss poem, "I Had Trouble in Getting to Solla Sollew." She will also discuss how Dr. Seuss first got published, plus other interesting facts about the writer, who continues to be the biggest moneymaker for Random House Children's Books. You will hear how Dr. Seuss was a genius with words and goes far beyond children's literature. Lunch of green eggs and ham will not be served.

Reservations: Make your reservations at least 1 week before this luncheon at the Desert Falls Country Club, 11:30 am to 1:30 pm. Reservations are a must. You must cancel 24 hours in advance if you cannot make it, or we will have to charge you for the reservation. \$20 for members and \$25 for non-members.

Make your reservations by email to
Joanna Jacobs
penluncheon@earthlink.net - or her at
call 760-902-3273.

You and a prospective member are invited to attend



Champagne Tea for Prospective Members

(Women Writers, Artists, and Composers)

Saturday, November 7, 2009

2:00 p.m. to 4:00 p.m.

**At the Palm Springs home of Lina Simoni
2401 S. Yosemite Drive, Palm Springs**

Directions from the intersection of E. Palm Canyon Drive and S. Sunrise Way (Ramada hotel on the corner):
Turn south on Sunrise (i.e. turn left if you are coming from Palm Desert)
S. Sunrise becomes S. La Verne Way. Turn left again on S. Camino Real.
Turn left on S. Yosemite Drive. 2401 is on the right.

**RSVP (if you haven't already) to LMSpree@yahoo.com or 951-926-3875
No later than Wednesday, November 4, 2009**

Garden Tea Attire

----- Upcoming General Meeting Agendas -----

December 15, 2009 Julie Warren on the Altered Book Art Project

January 19, 2010 Maureen Gilmer on turning your passion into a business

February 16, 2010 Patricia Taylor Lee on Virginia Waring International Piano

Competition

March 16, 2010 O'Jay Vanegas on the history and art of storytelling

April 11, 2010 Women of Distinction in the Arts at Wally's Desert Turtle

May 18, 2010 Ekphrasis exhibition presented by Dessa Reed

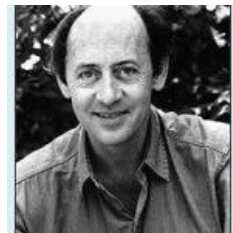
The programs listed are subject to change.

----- Events of Interest -----

The Coachella Review Submissions Requested -- A new online literary journal is currently looking for submissions for its inaugural issue.

The Coachella Review (<http://www.thecoachellareview.com>) is the literary journal produced by the MFA program at UCR-Palm Desert, directed by Tod Goldberg. The journal is looking for fiction, nonfiction, poetry, and short films -- all of the guidelines are listed on the website noted above. A few "featured" selections will be paid a small-but-enough-to-buy-a-nice-dinner-for-two-plus-wine honorarium.

Send your submissions to the email address on the web page: thecoachellareview@gmail.com.





Who's News by **Dodie Cross**

Fritzie von Jessen – is pleased to announce that her ecological memoir *I Killed a Penguin* has been accepted by Publish America and should be out by this time next year. Or maybe sooner!

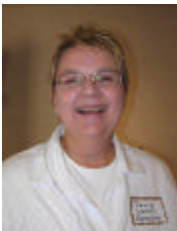
Cynthia Kagan Frohlichstein - wants to share her other e-mail address, new blog, and linkedIn address with all the Pen Women:

www.perilsofthepeanutbutterkid.com and **www.linkedin.com/in/cynthiakaganfrohlichstein**. Visit her blog: at **http://peanutbutterlady.blogspot.com** She hopes to get on Facebook in the near future. Right now, she is actively working on the Board of The St. Louis Jewish Book Festival. This year, the keynote speaker is Helen Hunt. Cynthia is also co-chair of Missouri's Own - a chance for local and state authors to share their work.

Send descriptions of your current professional accomplishments to me at info@dodiecross.com by the 15th of each month so that I may include them in this column. Pen Women are interested in and inspired by the accomplishments of fellow members. Dodie

* * * * *

A Technology Mentor, Denise Welch by **Lynn Spreen**



At our October 20th Luncheon at the Desert Falls Country Club, **Denise Welch, owner and President/CEO of Computerworks, Inc.** provided a lively information-packed, one-hour seminar on using the Internet to market one's product.

After giving an overview of **Twitter, Face Book, and LinkedIn**, she pointed out that traditional marketing is expensive and provides no feedback as to its effectiveness in driving sales; whereas the internet is largely free and can provide extremely detailed feedback (e.g. Google Analytics).

“Websites are out. Blogging is in,” Denise said, shocking most of us. Her explanation: If you aren't updating your website every few days, you won't appear on page one of Google's search engine, and most customers won't read page two.

A blog is the simplest, most enjoyable way to indicate to Google that your main site (now called a “landing page”) is active, and Denise suggested www.blogger.com as an easy way to get started. However, just having a blog isn't enough to pull traffic to your site. She drew laughter when she said, “You tell me to read your blog. I don't want to read your blog! You won't get people to your site that way. You have to give something away.” For example, she suggested an excerpt from one's writing, a new and pithy bit of information, or perhaps frequently changing pictures of beautiful artwork.

Denise managed to accomplish what many technological speakers do not: she covered a lot of ground in a short time without losing her audience. Not only is she a well organized and effective speaker, but her charming personality and warmth helped us digest this new knowledge. Although change is unnerving to some, most of our group went away armed with practical yet cutting-edge information that will help us ensure commercial success.

Should you want her professional assistance, contact her at 760 341-3438. Her websites: Computerworks, Inc: www.instantanswer.net or New Media ID: www.NewMediaID.com .



Membership by Lynne Spreen

Just a few days left before our membership tea on November 7. Already we're expecting ten prospective members – very exciting! Remember to let me know if you would like to attend. We ask that you bring a prospective member with you. The champagne is chilling as we speak. See page 2 for details.

On a much less happy note, we lost two Pen Women within the past few months.

Marjorie M. (Schmidt) Aiello passed away in May. She was a banker and CFO before retiring and spending her free time volunteering, particularly with the Palm Springs International Film Festival, Angel View, and her church.

Selma Kaufman-Fishman left us in September. She was an actor who also wrote freelance articles, poetry, and a book, *I Never Missed a Beat*. Besides the Desert Woman and Pen Women, she was a member of the Palm Springs Writers Guild and the Red Hat Society. Her biography is included in the *Fiftieth Anniversary Memoir Book of Pen Women, 2008*.

A reminder: **if your contact information changes**, please let me know. Contact information will no longer appear in this newsletter, as it then becomes accessible on the internet. If you need contact information, please call me at 951-926-3875 or email me at LMSpreen@yahoo.com.

Communications to our membership:

Informational communications from the Board to the Membership will come from Corresponding/Communications Secretary Carol Mann from her email: cstanfield@dc.rr.com Members will be informed of notices, events, and announcements.

Please **DO NOT REPLY** to Carol Mann but do reply to the designated person within the email if so indicated.

A Step Back In Time. Photographs from my trip to New England this month. Pat Dugas, Editor



Martha's Vinyard off Cape Cod



**By the woolen mills in Lowell, Mass.
They used the rivers for power.**

BRANCH OFFICERS and CHAIRS for 2009-2010

President
Joan Petit-Clair
ianpix40@aol.com

**First V.P., Programs/
Special Events**
Marge Dodge
760 564-9329
margedodge1@aol.com

Second V.P., Membership
Lynne Spreen
941 926-3875
LMSpreen@yahoo.com

Third V.P., Newsletter
Patricia Moloney Dugas
760 327-6624
pdugas@usc.edu

Treasurer
Kathy Bjork
760 346-4433
kbo67@yahoo.com

Recording Secretary
Shirley Brenon
760 340-0836
Office4slb@aol.com

**Corresponding
Secretary**
Carol Mann
760 564-0834
cstanfield@dc.rr.co

Historian
Anice Schwartz
760 770-4017
misswindsor54@hotmail.com

Scholarship Chair
Tammy Coia
760 989-2232
tlceducator@yahoo.com

Publicity Chair
Susan Heiligman
760 773-5831
sheiligman@yahoo.com

Hospitality Chair
Joanna Jacobs
760 902-3273
jevnes@earthlink.net

Web Master
Judie Ruzek
760 568-4771
plus2@aol.com

Our Scholarship Fund
Please contact any Branch officer
if you wish to make a donation to
our scholarship fund
in memory of a loved one.

Our tax ID # is 23-7214209



**Photographs of
New England Fall
Foliage taken this
month.**

Pat Dugas, Editor

**Have a grand Fall
Season**

