

Minutes of the MMW Meeting
Held Saturday, March 6, 2010
at Mobius in Damariscotta, ME

Business Meeting:

President Carol Jaeger welcomed the 15 members and 5 guests (including our speaker) in attendance, and gave a brief history of the organization. Members were especially happy to welcome Nancy Wilson back after her heart surgery. However, Marilis Hornidge – still recovering from shingles – is now being tested for possible Lyme disease; more notes and cards would be most appreciated.

Carol also outlined the schedule for the next few meetings: **April 3rd** – community-access television; location: Congregational Church in Rockland. [This program has since been postponed and a different program is being planned for April.] **May 1st** – Annual Meeting at the 1812 Farm in Bristol. **June 5th** – Meeting at Maine’s Holocaust and Human Rights Center on the University of Maine Augusta campus. **July 10th** – Annual picnic; location TBD. **August** – no meeting.

Around-the-Circle Introductions were made.

Guest Speaker, Dr. Warren Reiss of the UMaine Darling Center first spoke about the development of his self-published book, *Angel Gabriel, the Elusive English Galleon*, from his master’s thesis. By asking for advice from other writers and bookstores, and net-working with family and friends, Dr. Reiss successfully rewrote the story for the trade book market, cleared the hurdles of design, editing, pricing, ISBN and Library of Congress numbers acquisition, and had the book printed locally by Lincoln County Publishing. In 8-1/2 years, he’s reprinted twice and sold 2,200 books.

Tips he learned about writing: (1) End each chapter with a sentence/idea that leads into the next chapter; (2) keep reader interest with episodes of sex or violence; (3) write as if English is the reader’s second language; and (4) write with a specific person in mind: write *for* someone.

Marketing ideas: (1) Go beyond what you *think* want to do – TV interviews, etc. – and step back at the point where you feel uncomfortable. (2) Send your manuscript to well known people in the field for quotes to put on the cover. (3) Bring books to as many local outlets as possible – not just bookstores. (4) Arrange signings, readings, lectures, etc., as appropriate. (5) Post your book on a Web site. (6) With his book, Dr. Reiss was also able to promote sales through the university PR department and descendants of the ship’s survivors.

Dr. Reiss also spoke about the development and marketing of his invention, Artist’s Air, an air-filtration system for pastel and oil-painting artists. Marketing for this device has included trade shows, a standing ad in *Pastel Journal*, a review article by an eminent artist who used and wrote about the device, and word of mouth.

Treasurer’s Report:

As of the meeting date:
Checking: \$6,468.17
MMW Scholarship: \$2,407.73
KVA Scholarship: \$2,180.12

Respectfully Submitted,
Genie Dailey, Secretary