



**May 1, 2026**

**Joyce Krieg, Editor**

**CENTRAL COAST WRITERS (CCW) INVITES YOU TO JOIN ITS WRITERS ROUNDUP ON**

# Marketing Your Book: You Wrote It! Now Sell It!



## Hear from CCW member experts in four key marketing areas:

- Building Your Marketing Foundations Before Publishing
- Establishing Your Author Brand and Launching Your Book
- Identifying and Reaching Your Niche Market of Readers
- Generating Buzz via Media, Bookstores and Events



**SATURDAY  
MAY 9, 2026  
10:30AM-12:30PM**

**MONTEREY PUBLIC LIBRARY  
625 PACIFIC ST, MONTEREY**

MARKETING WRITERS ROUNDUP IS FREE AND OPEN TO  
THE PUBLIC. [WWW.CENTRALCOASTWRITERS.ORG](http://WWW.CENTRALCOASTWRITERS.ORG) FOR  
MORE INFORMATION



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## A Return to the Good Old Days

by Scotty Cornfield, CCW President



Who's ready for a return to the Good Old Days? At the very least, I'm hoping these people are:

**Sarah Pruitt, Joyce Krieg, Loreen Gibbons, Marlo Faulkner, Wanda Parrott, Michael Beck, Evan Pellervo, Nicki Ehrlich, Jessica Cohn, Alison van Diggelen, Jason Warburg, Richard Newman, Jack Erickson, and Susan Goldbeck,** because they'll all be working the CCW booth at the big event in P.G. this weekend. If you're free (or reasonably cheap), stop by the booth, thank them for their service, and maybe even think about joining the team next year.

Right now, we could use your help with two important components of our presence at Good Old Days. One -- do you have any extra sandbags lying around, or know where we could easily obtain some? Sandbags are vital when it comes to holding down the tent legs, preventing it from ending up in Big Sur should the wind pick up. Two -- would you be willing to be a standby "boothie," in case one of the above volunteers is unable to make it? If you can help with either or both, get in touch with me, [scotty@scottycornfield.com](mailto:scotty@scottycornfield.com).



Last year, the Carmel Plaza hosted a local author fair, and it was successful enough that it will be back on Sunday, July 18<sup>th</sup> from 9-3. Here's a link if you're interested in participating:

<https://members.carmelchamber.org/events/details/carmel-by-the-sea-book-festival-61893>

We'll also have a club booth that will need bodies. I'll have more on that later.

Finally, the Early Bird Gets the Worm—or in this case, the pizza. Our next two meetings (May & June) will still be at the Center for Spiritual Awakening, but we're meeting in the Sanctuary where NO FOOD IS ALLOWED. This means get there early, consume your pizza & water BEFORE entering the sanctuary (the big room to the left). Consider yourself warned. I hear there's a pizza detector at the door.

Aloha,

Scotty out



## Enter the Vale: Building a Multi-Media Franchise

Our May speaker, **Abigail Hing Wen**, is an author, film producer and director, as well as former tech executive. She is the New York Times best selling author of multiple novels for young people, including *Loveboat, Taipei*, which has been adapted as the movie *Love in Taipei*, now on Netflix. Abigail served as an executive producer and on set during production.

**May 19 at 6:00 p.m. at the Center for Spiritual Awakening in Pacific Grove. Doors open at 5:30. Free and open to everyone.**

Visit Abigail's Website



2026  
**MAY**



**"Shut Up and Write!":** Saturday, May 2, 7:00 to 9:00 a.m. at Starbucks, 865 Lighthouse Ave., Monterey. Get together and "just write." Free and open to all.

**Poetry Group:** Saturday, May 2, 1:00 p.m. at Peet's Coffee, 560 Munras Ave., Monterey. Bring a one-page poem or lyric to share. Free and open to all members.

**Good Old Days:** Saturday and Sunday, May 2-3, all day along Lighthouse Avenue in downtown Pacific Grove. Come by and say "hi" at the CCW booth. See Scotty's President's Message above for more.

**Writers Round-up:** Saturday, May 9, 10:30 a.m. to 12:30 p.m. at the Monterey Public Library. Scroll up to the top of this newsletter for details. Free and open to everyone.

**CCW Monthly Meeting:** Tuesday, May 19, 6:00 p.m. See above for speaker details. Open to members and the public.

**Sat-Chat: Saturday,** May 23, 10:30 to noon at the Seaside library, 550 Harcourt Ave., Seaside. Get together and chat about all things having to do with writing and publication. Free and open to all members.

**Salon:** Sunday, May 24, 1:30-3:30 p.m. at Sugar Farms Marketplace, 601 Lighthouse Ave., Pacific Grove. Share your writing in an informal, supportive atmosphere. Free and open to all members and friends.



## Writing Resources

Be sure to check out editor and author **Cameron Montague Taylor's** YouTube channel. She offers a fabulous collection of "shorts" on a variety of helpful topics for

writers, from the correct use of sentence fragments to making your characters come alive. Best of all, it's free!

Cameron Montague Taylor's YouTube Channel

## Say Hi to Our New Member!

**Amanda Stennick** lives in Monterey and writes poetry and fiction.



## It's That Time of the Year



Our membership renewal period is about to begin! Just \$45 will maintain your membership through June 2027. Membership Chair **Kim Parker** will be emailing QuickBooks invoices later this month. Deadline to renew is August 31. Hey, if you've got writing-related income, this could be a legit business expense (check with your tax consultant).

## Congratulations, Steven!

CCW member **Steven Wheeler**'s writing has been selected for publication in the upcoming anthology *The Smalls Too*. This is a publication of our parent organization, California Writers Club, and features short poems and prose. Steven competed against 450 submissions to be selected. His piece is titled, "I Sat in Robinson Jeffers' Chair."

Share your writing-related achievements with your fellow CCW members! Send the details to News Blast editor Joyce Krieg, [pacificgrovejoyce@gmail.com](mailto:pacificgrovejoyce@gmail.com).

**Central Coast Writers**

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