



# Coeur d'Alene Chapter Idaho Writers League



# Lakegazette

Celebrating our 66th Anniversary 1943-2009

December 2009

P.O. BOX 1113, Hayden, Idaho 83835

## COEUR d'ALENE IWL MEETINGS:

### December 9

Jewett House  
9:00 AM – Noon  
“IWL Christmas Party/Awards”

### January 13

Lutheran Church  
6:30 – 9:30 PM  
Speaker: Gary Edwards  
Program: Song Writing

## December Birthdays

Wes Hansen	12-2
Mike Kincaid	12-3
Debra Anne Bishop	12-4
Gloria Warnick	12-9
Larry Telles	12-14
Barbara Owens	12-29



If your name has NOT appeared here during the year, and you would like it to, get your birth date (month and day) to David Hibberd.

## Taking Stock

2009 is almost over, and what a wild ride it's been! Amid all the madness and merriment of the season, I hope you will find some time to sit quietly with a mug of some steaming beverage and reflect on how your writing year went. Here are a few questions to ask your writerly self:

\*Have I achieved the writing goals (if any) that I set out for myself at the beginning of the year? If not, why not? If so, what's next on my writing horizon?

\*Did I try my hand at some new-to-me form of writing, perhaps as a result of an IWL speaker or workshop? Did I attempt a memoir? A bit of technical writing? A triolet?

\*Did I share my writing with anyone, send it out for publication, enter it in a contest? Am I ready to share my writing with the world? If not, what can I do to reach that point?

\*Do I have some sort of writing routine, however flexible? Do I have a goal of so many minutes per day, words per week, pages per month? Does my writing time hold the priority I want it to amid all my other responsibilities to work, family, friends, and community?

\*Have I made the most out of my IWL membership? Have I attended meetings and workshops, heard speakers, participated in critique groups, read the newsletter, entered contests, and pitched in on tasks that needed doing? Do I have any ideas for how our chapter could be even better, and have I shared those ideas with other members?

\*Did I support the wider literary community in our area? Did I buy books, recommend them to others, attend book signings and readings, contribute articles or letters to the local press, support the local bookstores and public libraries?

\*Have I said “thank you” to a favorite author for making my world a little brighter? Most authors have web sites that allow you to send an e-mail, or you can write to them in care of their publishers. While you're at it, consider thanking an editor, agent, illustrator, publicist, bookstore manager, reviewer, or other literary worker who has been good to you this year.



Jennifer Leo

\*Above all, vow to keep your pen in motion (or your fingers flying across the keyboard) in 2010.

And thank YOU, dear scribes, for encouraging and supporting me as your president in 2009. Happy writing!

*Jenny*

## A Note from Nancy Owens Barnes

As the end of 2009 approaches and the new officers for our IWL Coeur d'Alene Chapter step forward, I'd like to point out that my two years serving as First Vice President have provided me with an important and beneficial experience. My job as programmer has resulted in many new acquaintances within and outside of the membership.

Serving as First VP has also given me an opportunity to be part of two dedicated and enthusiastic chapter boards, each consisting of members freely giving their time, their ideas, and their value-added attitudes to move the group forward and to serve our members by maintaining and supporting the idea of knowledge-sharing between writers, a cornerstone of IWL.

Congratulations to the 2010 incoming leadership, and thanks to you all.

### Two-Minute Reads

Thanks to all who participated in our 2009 Two-Minute Reads! Now it's time to begin putting your name in for 2010. Watch for the 2010 Two-Minute-Read signup sheet at future meetings.

### Only One Meeting in December!

**Remember...**  
there will be no evening meeting in December, due to the holidays.  
The next evening meeting will be January 21 at Lutheran Church of the Master.



### Lakegazette Guidelines For Submissions

Keep your piece to one page, 600-750 words or less. Submit as a WORD 2002 document, e-mail attachment. No need for any fancy formatting. Times New Roman 12 pt, single spaced works well for insertion into the newsletter.

Photographs should be submitted as a JPEG file.

**(DO NOT EMBED PHOTOS IN A WORD DOCUMENT!)**

Please title your piece and include your by-line.

Submit to **Mary Smith**  
[marynlanger@yahoo.com](mailto:marynlanger@yahoo.com)

**Deadline: 25th of the month.**

### IWL Christmas Party/Meeting

All members are invited to our chapter's December meeting/Christmas party at 9:00 a.m. at the Jewett House. It's our most festive meeting of the year, with great food and live music!

\*The party is potluck, so please bring a dish to share. You're encouraged to bring a dish that represents your ethnic background, be that a plate of kolacky or krumkake or a big ole dish of blackeyed peas! (But you don't have to—trust us, anything you bring to share will be heartily welcome!)

\*We'll have an "open mic" time, if you'd like to write a holiday-themed piece to share with the group. Keep it to around 300 words or so on any holiday topic: your best (or worst) holiday memory, your favorite holiday movie or book and why, a beloved tradition or keepsake . . . a story, a poem, a memory . . . you name it!

\*We'll also install our new 2010 officers at this meeting, and we'll present the coveted Jessie Cameron Allison Author of the Year and Writer of the Year awards.

\*If you'd like to participate in our donation of children's books to St. Vincent's, please bring a gift-wrapped children's book. Mark on the outside the age range for the book, and whether it's intended for a boy, girl, or either.

## Passing the Baton

### ...Errr...Pen...Keyboard?

**H**as it really been four years? Who would have guessed that when Larry Telles asked me to edit and publish the Leagazette in 2006 that I would ascend to editing the Lakegazette, not to mention becoming 2<sup>nd</sup> Vice President of the chapter? Certainly not me.

Little did I know how much I would learn from all the new friends I would make in the Coeur d'Alene Chapter. I have enjoyed sitting on the Board of three administrations presided over by presidents Larry Telles, Mary Jane Honegger, and Jennifer Leo.

I need to express heartfelt thanks to Larry Telles for mentoring me through the transition and for his help with learning new computer programs and enlightening me to many shortcuts in the cyber world.

As I've said at meetings "All I do is put it together, do the assembly... the content comes from you, the chapter members." **Nancy Barnes, Sherry Ramsey, Susan Garver, Larry Telles, Larry Laws, Elizabeth Mastin, Larry Godwin, Joan Hust, Nikki Arana, Jennifer Rova, Norm de Ploom and Ann Washington** all have been consistent contributors.

I have to tip my hat to Mary Smith for sharing her wisdom when there were more questions than answers. Thank you Mary!

Thank you to all the "Horn Tooters" for sharing their accomplishments. These are the true Reality Checks. So many unpublished members that came to a few meetings with lofty goals... Looking for guidance... Rewarded with published articles and books!

It seems that things do come full circle, Larry Telles is back at the helm, and Mary Smith has returned to the board. Oh, I almost forgot - we are hosting the State Conference this year! That was my very first exposure to the IWL - The State Conference held here in CDA!

Yes, after thirty-some-odd editions its time to step away from the editors desk and sit down in the writers chair. After all, that is why I became a member!

I know the Lakegazette is in capable hands.

Thanks to all.

Jim Turner

## IWL-CDA Elections of 2010 Officers

The following slate of officers for 2010 was elected unanimously:

**President: Larry Telles**  
**First Vice President: Sandy Smith**  
**Second Vice President: Mary Smith**  
**Secretary: Kathy Dobbs**  
**Treasurer: Gloria Warnick**

The new officers will be installed at the general meeting on December 9.

## Board Biz

### Highlights from the November 2009 chapter board meeting.

- We reviewed plans for upcoming meetings and events, including the Open Mic session at the day meeting and the Books for Christmas event on November 19, and the Christmas party on December 9.
- We discussed election procedures for the chapter officers, now that a slate is in place. It was decided to collect votes by e-mail and paper ballots, since we didn't want to take time for a vote at the evening meeting (due to Books for Christmas) and didn't want members to be left out of the voting.
- We discussed procedures for the chapter awards—Author of the Year and Writer of the Year—and opened up nominations for both.
- We decided to make a charitable contribution of children's books to St. Vincent's again this year. Donations will be collected at the December 9 meeting.

From the Treasurer:

CD: \$1,157.88

General account: \$3,337.83

Conference account: \$806.78

# Everything is Your Resume

When it comes to book promotion, the title of this article is truer now than it ever was. When you put something online, it can almost live forever. That means that we have to be careful what we share, what we say, and the footprints we leave online. A bad first impression is tough to recover from, and in some cases, it might not just mean a lost sale but a lost media opportunity. Here are a few guidelines to consider when forging your success online!

1) **Article Syndication:** edit, edit, edit. I can't say this enough. We do a lot of article syndication and I can't tell you how much editing we do for some of our authors. But when you're syndicating yourself, who do you turn to? Well, get an editor to do project work for you. I really recommend it. Once an article is "out there" it's almost impossible to get it back.

2) **Blog posts:** edit, edit, edit. Never put up a single blog post without running spell check (thankfully most blog software comes with this now), but be cautious about this. Remember, it's public domain and blog posts that go up generally stay up unless you pull them down. They'll get spidered, you might even get folks linking to them.

3) **Twitter tweets:** this is a big one, especially as many of us are hopping on Twitter these days. All of your tweets can be searched and in the case of Twitter, it's pretty easy to shoot off a quickie - a short and thoughtless tweet. Remember that in the case of Twitter, the world is watching. My rule of thumb? Don't tweet anything you wouldn't want your Grandmother to read.

4) **Facebook updates:** this is another cautionary tale, and not always just from your updates. As with anything online, be cautious about the type and amount of personal information you give away. Remember, like we've been saying, everything is your resume. If you need a personal page then get one, but keep the business/book stuff to a fan page that's isolated to the message. You don't necessarily want all of your readers to know you and the hubby just went out for Chinese food or that you found fleas on Fido.

5) **Online reviews:** while you can't control the content of reviews online, you can control your reaction to them. If you get a bad review, don't attack the reviewer. Listen, I had a bad review on the first edition

of Red Hot Internet Publicity, and while it was the only negative comment I wanted so badly to write to the reviewer and begin engaging him in a debate over my book. Instead, what I did was I wrote him, first thanking him for the time he took to read the book and then I offered insight on the negative points he mentioned. I also thanked him for his feedback which, once I stepped back from the harshness of his words, was actually really helpful. Don't battle an online reviewer. You put your book out there and not everyone is going to like it. You have to either accept this or stop promoting it.

6) **Blog comments:** Commenting on other people's blogs is a great idea, but like anything else, be careful about this because like a blog post, comments are searchable.

7) **Podcasts and BlogTalk radio:** there are a lot of opportunities to do radio online these days and while it might not seem as glamorous as, say, NPR, it can get you a lot of traction for your message. Don't underestimate the power of online radio and podcasts, they can have a far reach. Be as prepared as you would be to go on a big show. Some of these podcasts (and especially BlogTalk radio) get thousands upon thousands of listeners.

8) **YouTube:** a colleague of mine was commenting last week on a book/author video that was posted to YouTube. He said that while it was interesting, the author wasn't a great interview and the video was sort of flat. Many authors put up video and forget the worldwide reach that this has. They also forget that if the video can be found, a media person might land on it and if your video is subpar, it might nix any chances for an interview. Don't just assume because you put it out there that it's good. Yes, sketchy, off-color videos get circulated by the media, but if you look at the number of videos that get loaded onto YouTube, it's really a small slice of the pie.

9) **Hiring someone:** with the proliferation of Internet marketing firms offering Virtual Book Tours you want to proceed with caution. We've been offering Internet tours for a long time, and we are extremely careful how we represent our authors online. If you're thinking of hiring a company, get a sense of who they've promoted and how they've promoted them. If you hire a company that uses "black hat" marketing techniques, you could get dinged for something that isn't even your fault. Black hat refers to a certain type of Internet marketing that uses faulty link-building and spam

techniques to get an author book exposure. Often the exposure is short-lived and very harmful but black hat techniques can show up \*very\* successfully early on, that's the way these tricksters are poised: Show early success only to have it drop off. In some cases, I've known authors to even get their sites yanked. It's not pretty.

There are numerous "easy" ways to get your name out there and that means you just have to make sure the information you put out there is good, solid - yes edited - and representative of your work. When it comes to marketing online, the Internet is one big networking event.

Consider this: would you ever go to a networking event dressed in shorts, flip-flops and a tank top? Doubtful. You show up dressed up, business cards in hand and ready to rock and roll. The same rules apply online. Everything is your resume. If you make that your motto, the world will beat a path to your virtual door.

*Reprinted from "The Book Marketing Expert newsletter," a free ezine offering book promotion and publicity tips and techniques. <http://www.amarketingexpert.com>*

## Looking for input....

**The Lakegazette is looking for your input.** Now is the opportunity for you to get published. This newsletter can use articles, essays, poetry, book reviews, even short stories.

What's **your** story? How about jotting down a two hundred-word biography about you? Who are you? Where did you come from? What brought you to CDA? What do you write? Why do you write? Are you published?

You get the idea! I'd like to keep the topics based around writing or the writing experience. We are a writing organization and this newsletter should highlight that fact.

Dig around through your files and desk drawers and see what you have hiding in there.

**Send your Submissions to:**  
**Mary Smith**  
[marynlanger@yahoo.com](mailto:marynlanger@yahoo.com)

## Writer's Block Doesn't Exist!

*By Larry Telles*

**I**n the October, 2009 issue of this newsletter, Joan Hust explained the strategies of overcoming *Writer's Block!* These two words have been bantered around since people stopped writing on cave walls. That term simple doesn't exist. It's a non-item!

When you sit in front of your computer staring at a blank blue or white screen there is nothing blocking your writing. Simply, you are not yet in right brain mode. A new or inexperienced writer makes the mistake of writing a sentence, paragraph, or chapter, then immediately wanting to edit their fresh work. Wrong! Creating is right brain and editing is left brain.

The  
elementary  
problem is  
starting your  
creative  
engine,  
not unblocking  
your gray  
matter.

Constantly going back and forth between the two modes can wear a writer out quickly. Besides, you have to get it on paper before you edit it.

As a writer who used an outline, I have never had to sit and stare at my monitor. I read my outline up to where I stopped and by that time I am in right brain.

Many years ago I also found it useful to learn a right brain exercise. The

exercise was in the book: *Drawing on the Right Side of Your Brain* by Betty Edwards. It is basically for artists, but writers will also find it a way of entering the creative mode a little faster.

Doing the things Hust laid out will get you there, but the word *block* doesn't apply here. The elementary problem is starting your creative engine, not unblocking your gray matter.



## “English Mystery Writers of the 20<sup>th</sup> and 21<sup>st</sup> Centuries”

**Joanne Klein, Ph.D.**, professor of modern comparative European history, Boise State University, presented a program on English mystery writers from 1860’s to the present day at the Hayden library, on Saturday, November 22 compliments of the Idaho Humanities Council.

According to Klein, Wilkie Collins is credited as the grandfather of English detective fiction with his novel *The Woman in White* (1859). His works were classified at the time as sensational novels, a genre seen today as the precursor to detective and suspense fiction. Collins became friends with Charles Dickens who published many of Collins’ works (and Edgar Allan Poe’s) as serials in his *Household Words* magazines. Collins humanized the detectives giving acceptance to real detective work and popularizing the mystery story genre.

Authors like C. K. Chesterton (Father Brown series), E. W. Hornung (Raffles series) and Edgar Wallace (172 books and 17 plays) wrote during this so named “Golden Age of Detective Stories” (1880’s to 1914) Klein reported. Reading was starting to appeal to the working class through magazines. These stories, much like today’s stories, gave people respite from their ordinary lives. Investigators solved crimes by accident rather than deduction or sophisticated procedures. Scotland Yard began to become respectable after failure to catch Jack the Ripper allowing this emerging genre to continue to grow.

Immediately following World War I, actual policemen were of better quality thus respectability of the profession crept into society including into the mystery genre. In the 1920’s-1930’s, Klein explained that plots turned to puzzle solving. Agatha Christie created a widely emulated formula of an idealized English village, bumbling vicar, good detective, but with crimes solved by ordinary people. The culprits were always caught.

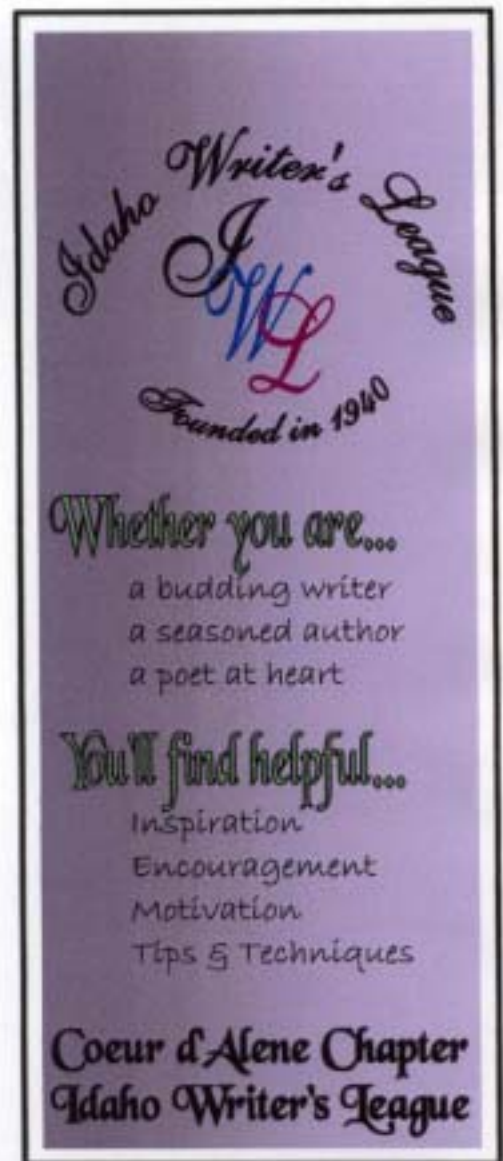
Books published during WWII were “cozy” mysteries ignoring real life written again for escapism. At the end of the 1940’s and into the 1950’s, the plots featured respectable policemen but they were not depicted as ordinary people. Sympathetic criminals began to emerge during the 1970’s. Stories became more realistic with uglier crimes that involve team work and the introduction of forensic science to solve the crimes; police were depicted as regular people with their own foibles. Many English authors today want to maintain an idealized England of former days when England was the top power in the world. Scotsman Ian Rankin tops the list as one of the prolific and best British writers of the modern day mystery genre. (This talk centered only on English mystery authors not those non-British authors whose mysteries were set in England a la Elizabeth George and Martha Grimes.)

Dr. Klein’s first book, *Invisible Men: the Daily Lives of Police Constables in Manchester, Birmingham and Liverpool* is due out next year in both hardcover and paperback from Liverpool Press.

**Reviewed by Jennifer Rova**

## Board Meetings

The 2010 Chapter Board meetings will be held monthly at the Jewett House following the Wednesday morning general membership meeting. The meeting is open to all chapter members.



# Vo kab u lere

Norm de Ploom

This is the last in the series of twelve articles “Norm de Ploom” has written for the IWL Coeur d’Alene chapter’s newsletter. It has been interesting to hear people speculate as to the identity of the writer using the *nom de plum* of Norm de Ploom. I appreciate the written compliments by Larry Godwin via his letter to the editor. I also appreciate newsletter editor Jim Turner’s continued silence as to my identity.

One night I was reading a book about Edward I of England; I get confused about the lineage of English kings. While researching that, it inexplicably popped into my mind that I had long wanted to know

**Grammar rules research shows that the rules can vary depending upon the author’s viewpoint and each one is sure he is correct.**

how to correctly pronounce “Shoshone.” I grew up where it was said as “Show- shon-ee” but in northern Idaho, people say “Sh-shon”. That research naturally led to research on why Sacagawea was pronounced several ways. In an hour I had gone from the 1300’s Edwardian England to the early 1800’s of Native Americans in the Midwest. It was quite a leap.

The purpose of mentioning this is that in conducting research on the various ideas for the

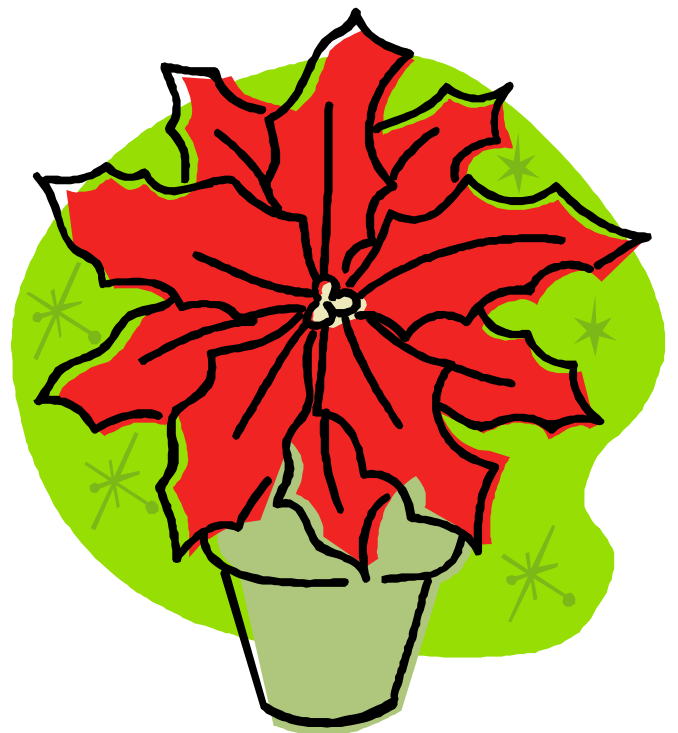
newsletter topics, I often got off on a tangent that taught me about unrelated, topics. For instance, reading on synonyms and homonyms led me to discover the differences between alphabetisms and initialisms. I learned the derivation of many Native American words and the fact that 90% of the N. A. languages derive from the Algonquin base language. Reading several people’s ideas of the ten most important books in the world ever written made me draw up my own list.

Grammar rules research shows that the rules can vary depending upon the author’s viewpoint and each one is sure he is correct. I could not think of enough fresh, good similes for an article (not the sign of

a good writer.) I contemplated writing an article about the same words meaning different things in British English and American English. For instance a tank top in Britain is what we call a jumper. A bottle is courage as in “He showed at lot of bottle in the cricket match.” A British tailback is a line of cars in a traffic jam and a flyover is an overpass.

I am thankful for the opportunities and support IWL gives its members. Many of you have become valued friends. Writing has opened up new avenues of seeing the world and living in it. Thank you for your part in it. A big-as-the-sky thanks to my husband, Bob, who has acted as an editor extraordinaire. My inability to accurately proofread my work is overcome by his unfailing ability and willingness to correct my errors, grammatical and factual.

My thought was to write this last article about pseudonyms. As usual, I did a lot of research. Either I had done too much research or I became bored by the topic; it no longer seemed interesting. Instead, I will end by saying that Jennifer Rova sometimes writes under the pen name of Norm de Ploom.



# BOOKS FOR CHRISTMAS



This year's **Books for Christmas** held at the Coeur d'Alene Library was a delightful event. Those present meandered amongst the writers and their written words learning about the authors and their work. Most importantly, they bought books!

Each scribe took to the stage for a four minute presentation about their books.

In addition to IWL authors, cowboy cartoonist, **Boots Reynolds** and New York Times bestseller, **Patrick McManus**, provided draw and humor for all. The Friends of the Library treated us with coffee and cookies, thus topping off the occasion

deliciously. Will you be an additional author in 2010's Books for Christmas?

**The authors, along with their works, who participated in the event, were:**

✓ **Nikki Arana:** *Through the Eyes of Christ: How to lead Muslims Into the Kingdom of God, The Winds of Sonoma, In the Shade of the Jacaranda, The Fragrance of Roses*

✓ **Nancy Owens Barnes:** *South to Alaska: From the Heartland of America to the Heart of a Dream, Moose for Breakfast: Outdoor Poems and Essays*

✓ **Beth Bollinger:** *Until the End of the Ninth*

✓ **George Brinkman:** *Origins of Christianity*

✓ **Elizabeth Brinton:** *My American Eden*

✓ **Dr. Mark William Cochran:** *Oby's Wisdom! A Caveman's Simple Guide to Health and Well-Being*

✓ **Gary Edwards:** *Cast Out the Demons, Troubleclef, The Friendly Enemy, Grandma Swank's Recipe Box*

✓ **Mike Kincaid:** *Alaska Justice, Alaska and Beyond*

✓ **Charles Lyons:** *Love of His Mind, Shanghaied Hart*

✓ **Michael Marsden:** *A Walk in the Rain, The House in Harrison, The Man in the Closet*

✓ **Mary Langer Smith:** *Kaleidoscope, The Prairie Christmas*

✓ **Larry Telles:** *A Brief History of the Silent Screen and the World at that Time*

✓ **Boots Reynolds:** *Boots 'n' Beans: An Art Book Full of Beans*

✓ **Patrick McManus:** *The Double-Jack Murders: A Sheriff Bo Tully Mystery, The Blight Way, Avalanche* and others.

A special thanks to Nancy Barnes for spear-heading this time consuming and labor intensive project, to Mary Jane Honneger for cashiering and accounting the sales and Valerie Luce for "MCing" like a pro.



# SUCCESS STORIES



## Toot Toot!

**Congratulations  
to Mike Kincaid and  
Nancy Owens Barnes!**  
The current Winter-Spring  
2010 issue of Coeur  
d'Alene Magazine includes  
profiles of both IWL  
authors (along with seven  
other north Idaho writers).

## Toothing My Own Horn Prematurely but Hopefully

by JENNIFER ROVA

During a recent lay over in the Salt Lake City airport, I was reading *How to Write and Sell Historical Fiction* by Persia Woolley (an excellent book). I could see a woman watching me. As we were lining up to board, the woman wiggled her way next to me.

Woman: "Are you a writer?"

Me: "Yes," I replied with pride.

Woman: "Oh, please. May I have your autograph?"

Me: (Long, stunned silence). "Why?"

Woman: (Long silence.) "What books have you written?"

Me: "None. I write short stories."

Woman: "Sign this anyway. Some day you will be famous and I will have your autograph."



**Something is  
missing  
HERE....**

*Could it be  
YOUR success  
story?*

## Toot Your Own Horn

Let your chapter members know about your successes. Any success can be an inspiration for others.

Now it's *your* turn to let us know about your accomplishments. Remember that all authors have to get involved in self-promotion. Let it start here!

Send an email telling about your work; what it is and where we can look for it. Let others be inspired by *your* success!

Send your **SUCCESS STORIES** to:

**Mary Smith**

**marynlanger@yahoo.com**

### 2009 NEWSLETTER STAFF

**Jim Turner - Editor**

(208 664-9244)     jimturner1@juno.com

**Nancy Barnes**     - Assistant to the editor

**Ann Story**     - Assistant to the editor

**Peggy Chapman**     - Assistant to the editor

**Deadline:**  
**the 25th of each month.**

**Coeur d'Alene Chapter  
Idaho Writers League  
P.O. Box 1113  
Hayden, Idaho 83835 USA**

**ADDRESS CORRECTION REQUESTED**

## 2010 Officers

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**Larry Telles: President**

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**Sandy Smith: 1st VP & Co-Program Director**

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**Mary Smith: 2nd Vice President - Newsletter Editor**

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**Kathy Dobbs: Secretary**

208-762-0976 jrovacop@roadrunner.com

**Gloria Warnick: Treasurer**

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**David E. Hibberd: Webmaster**

509-928-5528 dehibberdwrites@comcast.net

**Position OPEN: Historian**

**Barbara Rostad: Hospitality Chair**

208-777-1030 BKR9950@aol.com

**Position OPEN: Publicity**

**Position OPEN: Sunshine Committee**

## Who is the Idaho Writers' League?

**Purpose of the organization:**

The Idaho Writers' League is organized exclusively for charitable and educational purposes for the promotion of social welfare including:

- A. To promote and maintain a high standard of literary output and to recognize accomplishments of Idaho writers.
- B. To stimulate public respect and support for the art and profession of writing.
- C. To provide a unified organization for writers and those with serious interest in writing and literary skills.
- D. To encourage new writing talent, to exchange ideas through the League publication, and local and state meetings.
- E. To stimulate writing by means of contests and recognition awards.
- F. To encourage regional activity among neighboring chapters.