

Coeur d'Alene Chapter  
Idaho Writers League

# Lakegazette



Celebrating our 66th Anniversary 1943-2009

July-August 2009

P.O. BOX 1113, Hayden, Idaho 83835

## COEUR d'ALENE IWL MEETINGS:

**NOTE: There is no EVENING meeting in JULY or DAY meeting in AUGUST!**

**AUGUST 20  
Special 2010 CDA  
Conference kick-off  
meeting.**

Lutheran Church  
6:30 – 9:30 PM

### September 9

Jewett House  
Speaker: Elizabeth Brinton  
Program: Importance of Place in Writing  
Two-Minute Reader: Elizabeth Brinton

### July Birthdays

Ken Staley 7-19

### August Birthdays

Kristen Smeltzer 8-4

Valerie Luce 8-6

Barbara Rostad, 8-20

Linda Juergensen 8-22

Larry Godwin 8-28

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

## Breaking Out of the Box

I'm plugging away on my first novel. Accustomed to nonfiction and corporate projects, fiction is relatively uncharted territory for me. So, like many of you, I've stocked up on a number of books about fiction writing, many of them quite useful. But lately I've been getting help from a surprising source: a book on screenwriting! Although it's intended for screenwriters, I'm finding *Story* by Robert McKee (Harper Entertainment) a big help in plotting my novel. McKee's chapters on story structure, scene design, and character development have been very useful as I weave the threads of my novel together.



Jennifer Leo

At first I was surprised that a book on screenwriting would be so helpful for a novelist, but it makes sense: both screenwriters and authors want to tell stories that will captivate an audience. That got me to thinking about how other genres interact and support each other. Poetry can help a journalist find a precise word or fresh way to express an idea. Fiction can help a journalist turn a factual story into an exciting page-turner. Nonfiction can teach a fiction writer about accuracy and thorough research. Screenwriting can help a novelist write powerful scenes that draw out readers' emotions.

One of my favorite times during an IWL meeting is when guests and new members introduce themselves and tell us what kind of writing they do. Once in a while, people report that they write in multiple genres or do "a little of this and a little of that." Sometimes they say this almost apologetically, as if by shifting around, they aren't a Pure Novelist or a Pure Poet or whatever. Well, to them I say, congratulations! Not only are they getting to try out different forms of writing and discover which ones they like best, but every kind of writing they do is strengthened as a result of this cross-pollination.

Scribes, here's your challenge: Step out of your usual genre. If you're a fiction writer, try a poem or an article. If you're an essayist, try a short story or a play. If you usually write children's books, try your hand at a TV commercial.

Also, be open to learning from other writers. If there's an IWL program coming up on, say, poetry or playwriting, don't automatically say, "I'm not a poet" or "I'm not a playwright" and skip it. Who knows what tidbit you might learn that will help your writing, no matter what the genre? And if YOU have something to tell us about your favorite kind of writing, consider leading a program yourself. We're always looking for new presenters with a fresh take on things.

Happy writing!

Jenny

## August Meeting NOTICE:

As some of you know, over the last few years the CDA chapter has scaled back its twice-monthly meetings during the months of July and August because so many members are traveling and taking part in other mid-summer activities during this time. As a result, we have held only one regular meeting in July, and a picnic/potluck event in August, with no regular meeting during that month.

This year we are also holding a single July meeting, the July 8 morning meeting. No other meetings are scheduled for July.

For August, rather than a picnic event (which has typically had low turnout) we are instead holding a special 2010 State Conference planning meeting on the evening of August 20 at the Lutheran Church. This meeting will be the beginning of planning activities for next year's state IWL conference that our chapter is hosting here in Coeur d'Alene. We would like as many members as possible to join us on Thursday, August 20, 2009 and help us begin the preparations for the 70th anniversary celebration of the founding of the IWL. Bring your ideas for the theme, possible speakers, workshop topics, and how we can celebrate this special anniversary.

**If you cannot attend the kick-off meeting but have some ideas or can lend a hand, e-mail [jenny@jennyleo.com](mailto:jenny@jennyleo.com) or call 610-2520.**

## Countdown to the 2010 IWL State Conference

### Part I: NAME THAT THEME!

**The Coeur d'Alene chapter will host the IWL State Conference in September 2010!** State Conference is an exciting, energizing event where our chapter will welcome fellow IWL members and writers from all over the state. To make it a smashing success, we need everyone's help.

One of the first things we need to do is come up with a fun, catchy theme for our conference! Recent themes have included "Paint With Words" (2009), "Writing Gems" (2008), and "Write the World on Fire" (2007). So reach deep into your writerly brains and see what clever theme ideas you can come up with! E-mail them to Jenny Leo at [jenny@jennyleo.com](mailto:jenny@jennyleo.com) by August 15 for the conference planning team's consideration.

### Part II:

#### WHAT CONFERENCE PLANNING TEAM?

**So glad you asked!** On August 20 at 6:30 p.m. at Lutheran Church of the Master (in place of the regular evening meeting), there will be a kick-off meeting for all who can help plan and organize the 2010 conference. We need every member's help to make this the best conference ever, and there are myriad ways to contribute (such as selecting the Theme to End All Themes—see above). Come on out and share your ideas, wisdom, experience, and enthusiasm!

For info about past conferences, visit [www.idahowritersleague.com](http://www.idahowritersleague.com) and click on the "Conferences" button at the left of the homepage. There's also still time to register for the 2009 Conference in Twin Falls on September 25-26.

### NEWSLETTER STAFF

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**Peggy Chapman - Assistant to the editor**

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

# Chapter Meeting Highlights

## Wednesday Morning

**Ruth Andrew** shared a story about her “mothers rolling file cabinet” in the Wednesday morning two minute read. Afterward, President Jenny Leo introduced her husband **Thomas Leo** who presented his program “Why Writers Need a Website” to an enthusiastic assembly of over thirty writers.

Thomas encouraged an interactive meeting by role-playing a typical telephone meeting with a client of one of his three website design companies. After listening to the clients “Right Brain” dream of the ideal website, Thomas described the main points of a well put-together website. Many of the attendees already have websites or are in the process of designing one, so questions and comments from the floor were pointed and numerous.

We were reminded to walk before we run and create a business plan. You have to know what you want your website to do in order to create one effectively. Thomas offered many suggestions regarding the purpose of marketing. The most common is to market yourself or your product (Your book!). Remember...A website has a job - it is your SALESMAN!

He talked about web designing tools such as *Dream Weaver* for the do-it-yourselfers, about layout and getting into creative ideas like background and font colors. He reminded us that the way we insert items into a webpage influences downloading time.

Thomas cautioned us to ALWAYS maintain ownership and control of all copy and images that are used on the website. Make sure details like ownership of content are in the contract with the web designer. (Oh, Yes...If you are not doing it yourself — Always have a contract that clearly spells out your agreement(s) and expectations!)

He spoke about acquiring domain names and hosting companies; search engines and links to other websites. The meeting could have gone on for hours with so many questions and exchanges of information.

If you want to know more from Thomas Leo about websites or would like to have yours designed by him through one of his companies, visit his website [ez2ba.com](http://ez2ba.com) (That’s just like...Easy To Be A Dot Com!)

## Thursday Evening

**Wes Hanson** kicked off our Thursday evening program with the statement “Put your personality into your personal essay!” He engaged everyone immediately by pointing his finger and asking, “What did YOU do today?” After receiving a plethora of responses, he pointed out that each answer was fodder for a personal essay. He led us through a course of putting together an inspiring essay, giving us tools to use while we assembled our thoughts.

“First we need a goal.” Wes said. He told us to clearly define what we wanted to say. What is the purpose of the essay? Inform, persuade, inspire, entertain? What tone do we want to take? Serious, empathetic, argumentative, humorous?

Hook your audience in the first sentence. He had us write hooks and then share what we thought would inspire readers to want to keep reading. The first paragraph needs to state the reason you are writing the essay.

Next he added, “Mix in details, move things from the abstract to the concrete.” Strong sentences with strong verbs make our writing come alive. Thicken your writing with vivid images. Try to use the senses in descriptions.

He posed a challenge to “feel your ear” and write what the experience was like, from both sides. What does your ear feel like to your hand? What does your ear feel when your fingers brush over it?

As we develop our essay, Wes told us to “Lie Creatively!” If you lie while drafting, it liberates you to go back and amend to the truth later.

As in any creative writing, revision of an essay is necessary and critical. Tighten it up. Read your essay aloud and listen to it. Make sure it reads smoothly.

*A couple of days after the meeting Joan Hust sent the result of her efforts started in the workshop. Check out her essay on page 10.*

**Jim Turner**

## Two-Minute Reads

**Thanks to all those who have signed up for our Two-Minute Reads. We have only ONE SLOT left for 2009, our October 15 evening meeting.**

## Quick Book Cover Tip

Remember the old rule of thumb was that your cover had to be viewable from twelve feet away? While that's still true there's another thing to consider when getting your cover designed. Complicated, intricate images, while they may translate well for the actual cover size, don't work well for the smaller images you see on sites like Amazon. With the ever-shrinking window of placement opportunity in bookstores, more and more shoppers are going online to find their books. Consequently, if your book cover doesn't translate well into a thumbnail image you could be losing sales. People do judge a book by its cover, and if a potential reader can't see it, they likely won't buy it.

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

## 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 [jimturner1@juno.com](mailto:jimturner1@juno.com).

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

# POET'S CORNER



## OF DRAGON AND BARD

Dot Clark

I just met a stately dragon  
who's very avant-garde  
and he's over-educated  
by a bygone Irish bard.

In love with bardic poetry  
quite syllabic and silly  
satirical and lyrical  
and often willy-nilly.

With endless genealogy  
half rhyme and fluffy  
flutter  
of clannish cloddish lords  
and English mutter sputter.



A dragon of tradition  
professional of prose  
a courtly course of chronicles  
come out his steamy nose.

I suppose he is a saurian  
sent from olden days  
to poke fun at the prudish  
in poetic bardly ways.



## IWL History Shorts

From the desk of the Historian.

**I**n March of 1943, the president of the Idaho Writers' League, Mrs. Gladys Swank of Lewiston, invited Mrs. Jessie Cameron Alison, resident and well-known poet of Coeur d'Alene, to start a chapter of the league in that city. Mrs. Alison, who firmly believed there was enough interest from qualified writers in her area, accepted Mrs. Swank's challenge. On December 5, 1943, Mrs. Alison's belief became a reality. The Coeur d'Alene Chapter of the Idaho Writers' League met for the first time as a group.

Jessie Cameron Alison's early life was spent in Coldwater, Michigan, where she graduated from high school as valedictorian. She was awarded a scholarship to Michigan State College at Ypsilanti, where she graduated with honors in education enabling her to teach kindergarten and primary grades. Her career brought her to Spokane where she taught until her marriage to Charles E. Alison. In 1919, his banking career took them to Coeur d'Alene, Idaho, where he was manager of the American Trust Company, which later became the Idaho First National Bank.

All of Mrs. Alison's early writing was done in Idaho, and she achieved many honors in this country and abroad. Her abilities as a poet were handed down from her father, George Frederick Cameron, editor of the Kingston News and a widely known Canadian poet.

After organizing the Coeur d'Alene Chapter of the Idaho Writers' League in 1943 and becoming its first president, she started the annual contest for the youth of this city to encourage them to write. Students at Coeur d'Alene High School honored her by selecting one of her poems for their 1962 yearbook.

She earned a Day of Honor from the Spokane Branch of the National League of American Pen Women, and in 1966

Spokane honored her as its Lilac Poet. Two of her greatest honors were letters of thanks written by our former President Dwight D. Eisenhower for her poem "Voyage of the New Year" and from Public Relations in Washington, D.C., for her "Four Immortal Chaplains" written after World War II.

In additional events that occurred during the first year of its existence, the Coeur d'Alene Chapter, after reading and adopting the Leagues' constitution, decided that dues would be \$1.00 (one dollar) per year. Meetings were to be held the third Friday of each month from 7:30 to 9:30pm. It was suggested that a scrapbook be kept and it should include any published material by a member. It was also agreed that the meeting time would be divided equally between prose and poetry and a chairperson was chosen for each group.

## Opportunities Abound

The Chapter Board will be seeking new faces. Will yours be one of them? Have you ever thought about stepping into a leadership role here in the IWL? Opportunity will soon be knocking at your door. Will you answer?

It is fun to steer the ship! Now might be the time to let YOUR ideas take OUR group to the next level. ....**Think about it!**

## REFRESHMENT VOLUNTEERS NEEDED

**We need a few folks to step up for the  
August evening meeting  
as well as the  
October and November meetings.**

If you will be attending one of these meetings, how about bringing a snack to share. If we get a couple of folks to contribute at each meeting, the burden is light. Bring what you like to eat and share it with the group!

Please take a turn bringing refreshments to these meetings. Please contact Hospitality Chair **Barbara Rostad, 777-1030**, to volunteer.

## Letter to the Editor

We come to IWL meetings to soak up knowledge about the art of writing and we enjoy refreshments while there. These opportunities are available to us through the efforts of volunteers. Recently there have been appeals for assistance to help the League in small ways...take minutes at a meeting, be a greeter, sign up to bring snacks, etc. I am embarrassed and appalled because nobody offers to take on any of these requests. Some people take and take while others give and give.

On which side of the banquet table do you sit? Won't you please make an imprint upon your organization by offering your talents and time to keep the organization strong?

Jennifer Rova

## Critiquing Poems with MS Word

By Larry Godwin

Poets, like fiction and nonfiction writers, benefit from critique. When poets analyze each other's work, handwritten comments, when legible, can clutter the page and may lack a systematic approach to identifying strengths and weaknesses.

If you swap critiques with another poet who uses MS Word or another word processor, you have two more-efficient choices.

First, in the case of Word, you can use its Track Changes function,

an editing tool that draws a line through text you believe your friend should delete and underlines text you think should be added. But this procedure, in essence, rewrites the poem, which raises an ethical question; it seems better suited to prose than poetry. Also, if you have many comments to insert, doing so can be

cumbersome.

An alternative is to convert the poem to a table, then write your editing suggestions and comments in the right-hand column for each line. Follow these steps:

1. To preserve the original, give your critique of the document your friend sent a new name. If your friend's poem is titled "Immigrant" and the filename is "Immigrant.doc," bring it up in Word and save it as "Immigrant-critiqued.doc."
2. If the poem's lines are lengthy, click on File | Page Setup | Paper Size and change the orientation from Portrait to Landscape.
3. Highlight the text of the entire poem by clicking three times in the left margin.
4. On the Table menu, click on Insert Table.
5. Move the right-hand indent marker to the left to place the right margin in the middle of the page.
6. With the cursor on the right edge of the table, on the Table menu, click on Insert Columns. Now you have a blank column on the right side of the page where you can write your comments. To conserve space, highlight the entire new (right) column and change the font to 10 point. While this new column is highlighted, you can change its color to a cheerful blue or green, if you like.
7. At the bottom of your critique document, below the table, write any overall comments that pertain to the poem.

### See the accompanying example on Page 7

Both parties to the critique benefit from this straightforward procedure because it accomplishes its goal in a logical framework that makes review quick and easy. Your friend can scrutinize your study, line by line, in a systematic fashion. Also, it's well suited to exchanging analyses by e-mail, which is easier, faster, and cheaper than postal mail. Finally, you keep a copy of your evaluation in case your friend has questions, and your friend has a permanent copy on disc for future reference and safekeeping. The next time a friend asks you to critique a poem, ask for the text in MS Word and give this method a try.

**Both parties to the critique benefit from this straightforward procedure...**

## Critique Example Using MS Word

### Many Changes

Lo, blue colors mix with gray colors  
As summer turns into fall; golden  
Aspens adorn our little mountain and

Smoke from a fire smells good this morning.  
Little squirrels are walking by in a hurry.

My neighbor mows his lawn for the last time.  
Hark! My garden hose, drained of water  
Lies neatly stashed in the basement  
Ready for use again when flowers blooms again.

My chapped fingers pull grit from the gutter

With a noise, into my pail it goes.

I feel great today! And

I'm not afraid of old man winter.  
This terrific optimism I feel inside  
Won't die when the dratted rain starts to come down

For although the days begin to get shorter  
At the beginning and end of each day  
A roaring fire rages in my heart each and every hour  
And my depression is cured.

The hours I pictured myself spending alone  
As I thought about the gloom that's surely coming  
Have all gone away  
For I've found friends who care about me  
To sit with me and observe all these seasonal changes.  
I've found friends to love  
To observe me and the changes I'm undergoing, too.

The title seems vague to me – can you make it more unique and evocative?  
“Lo” is archaic language – delete this. Delete second “colors” – redundant.  
Change semicolon to period. Pull “golden” down to start of next line.  
Bring “and” down to start of next line since it’s not a strong word to end with.  
“smells good” sounds vague. What does it smell like or remind you of?  
You used “little” two lines above. Change to “squirrels scamper past in a frenzy.”

“Neighbor” is misspelled.  
Nice image here but again, “Hark” is archaic language.  
What about changing “stashed” to “coiled” – a more visual adjective?  
“flowers” is vague. Are they roses, lilacs, dogwoods? You use “again” twice.  
Visual image – good. Consider changing “pull” to “scoop” – a stronger verb. “grit” and “gutter” – nice alliteration.  
What does this sound like? What about “plop – into my hungry pail”?

“feel great” seems vague. What about “stand tall”? Move “And” to next line.  
“old man winter” is a cliché.  
“terrific” sounds rather melodramatic. Consider “This flame in my hearth.”  
Cut “dratted” – melodramatic. Consider changing to “won’t perish with the rain.”  
Color this up: “for although night slips deeper” [continued next line]  
You use “day” in line above. Change to “into the light at dusk and dawn”  
“roaring fire” = cliché. “each and every” seems redundant.  
“is cured” is passive voice. What about “and sears my wounds”?

Good visual image. Change “spending alone” to “sitting, eating alone.”  
What about “as I dwelt on the coming gloom”?  
Compress this to “have vanished.”  
Consider cutting “about me” – seems understood.  
Compress this to “to share these changes with.”  
Poignant line – excellent!  
Compress to “to share my changes with.”

### Overall comments:

- You use many pleasing direct images but try to employ more metaphors and similes.
- Stanza and line lengths are appropriate, and so is poem length.
- Good use of enjambment.
- Rhythm seems a bit awkward – see changes I suggested.
- Consider capitalizing the first word in only those lines that begin complete sentences, i.e., refrain from initial-letter cap.
- Re word choice: seek out nouns that are more concrete + more forceful verbs + more colorful adjectives.
- Try to end lines with strong words, especially nouns and verbs.
- Work on compression. Make sure each word earns its place.
- I like your mood – committed, but a time or two you lapse into melodrama.
- The theme of the poem is clear and you achieve structure via thematic unity.
- The ending creates an emotional impact on the reader – good job!

# Family Critique

by S. M. Garver

Can family and friends provide good critique for free, or is it worth what you pay? If you listen to their critique with a detective's ear, you can find valuable feedback.

No one read my novel until the first draft was nearly complete. I let one friend read it before completion because stirrups played a role in the book and he had horse experience while I had none.

I handed my one copy to him and asked him to let me know if my stirrup references were correct. I returned an hour later to find he was still on page one. He'd read parts of the second page but was joyously rewriting the story for me. Some of his feedback was valuable, but in other places he re-wrote text where I showed so now it told. He rearranged passages so the voice was now passive. Oy! Pleased my "showing" text led his thoughts in the direction they did, I gave myself an imaginary pat on the back as I politely asked him to read for content and not line editing.

I completed the first draft before I let the next person read the story. My brother took it as reading material for a lab's waiting room visit. He liked the story so well he finished reading it before he did anything else after arriving home. I inferred my second-half story pacing was good. He voiced an "aaahhh" as I saw him read the final page. I interpreted that as my success at a feel-good ending. Another imaginary pat on the back. He did remark the story ended quickly, which I knew. I'd been meeting a deadline to complete it and my nicely paced story went off a cliff at the end.

My 10-year-old niece lost interest on the second page. When I asked her about the story, her only comment was to tell me what my lead character had for lunch. Lunch was not crucial to the story. I described lunch in an attempt to paint a background scene for the reader. I removed all remnants of lunch from the story and rewrote the first chapter hoping the next young reader would be drawn into the plot.

My parents were next to critique. My dad zipped through it, said he always liked those types of

books, and told me it needed 20 more chapters. I don't have 20 chapters in this one so he is apparently ready for a sequel. Thumbs up for the plot line and the potential for a sequel.

My mother's synopsis was "Overall, pretty good." However, I gleaned more than that from her read of my book. I'd been sitting in the same room as she read. In the early part of the novel, she frequently put it down to talk to me about something, unrelated to the story. "The first part is a bit slow, isn't it?" I asked. Not wanting to discourage me, she hem-hawed a response. The more she read, the less she put it down. I voiced that observation. "This is getting good!" she replied. I think it's good too, but the story pacing obviously needs revised.

I asked my sister about the beginning after she read the entire story. She agreed it was slow, but said the information in it was needed to set up the rest of the story, so she didn't think it should be changed. My brutally honest niece who stopped at page two indicates otherwise. Not everyone is going to continue reading just because they like me.

My sister provided unexpected and interesting feedback on a latter portion of the story. She asked me if I was writing it to instruct or to entertain. My background prior to writing fiction was creating instructional materials. Apparently, that leaked into my novel.

I'm nearly complete with the edits from the feedback. I plan to again watch and listen closely for what is verbally and non-verbally communicated as I pass this revision to my next volunteer. Feedback from friends and family is worth more than the price you pay for it.

*Susan enjoyed seeing familiar faces at the June IWL day meeting. She continues to be inspired at these meetings; questions she was asked sparked an idea for a future book. She is still traveling the U. S. based from her car which gave her geographically scattered family the opportunity to read her book. Enjoy her recent travel photos posted at <http://www.smgarver.com>.*

**My 10-year-old niece lost interest on the second page. When I asked her about the story, her only comment was to tell me what my lead character had for lunch.**

# Vo kab u lere

Norm de Ploom

**Many of the words and phrases we use today came from Native American languages.** Of the Native American words borrowed, most come from the Algonquian languages, those first encountered by English settlers in the 1600's. Examples are: chipmunk, hickory, moose, opossum, persimmon, raccoon, skunk, squash, toboggan, and tomahawk. These language families are spoken by many individual tribes from the Northeastern part of the United States to the Rockies.

Mississippi comes from the words for *big (mitsi)* and *river (sitpi)* probably Ojibwa or Cree sublanguages. Minnesota is from the Sioux words for *water (mni)* and *clear (sota)*. A large number of Athabaskan and Nahuatl (Middle America) languages stretching from Alaska (*great big land*) and western Canada (from Laurentian Iroquois *kanata [village, wigwams, settlement]*) down to the American Southwest and Mexico gave us words like wapiti, igloo, avocado, kayak, cocoa and chocolate.

Numerous place names have come from the American Indian languages. They are interesting because the names describe the geography of the area or something about the tribes living there.

Apache — elk horn fiddlers  
Appomattox – tobacco country  
Arizona — little spring place  
Chattanooga—eagle nest  
Cherokee – cave people  
Chesapeake – salty pond  
Chicago – place of wild onions, bad smell  
Comanche – snakes  
Dakota – friends, allies  
Delaware – true men  
Erie – at the place of the panther  
Flat Head – sailfish  
Haiti – mountainous country  
Huron– hair style  
Idaho – it is morning  
Illinois – warriors  
Kenosha – long fish  
Kokomo – the driver

Kiowa – principle people  
Mackinac – turtle island  
Massachusetts – large hill place  
Manhattan – island  
Menominee – wild rice eaters  
Miami – all beavers, all friends  
Michigan – big sea waters  
Milwaukee – rich land  
Monongahela – falling bank  
Nantucket – far away light  
Nebraska – flat water  
Ohio – beautiful river  
Ojibwa – those who drew pictures  
Oshkosh – claw scratches  
Ottawa – traders  
Pensacola – hairy people  
Peoria – place of fat beasts  
Pocahontas – shield  
Potomac – burning pines river

Pueblo – village dwellers  
Roanoke – shell money  
Sandusky – large pools of water  
Schenectady – end of trail  
Seminole – run away people  
Shenandoah – hillside stream  
Sioux – cut throats  
Texas – friendly allies  
Topeka – potato country  
Toronto – meeting place  
Tuscaloosa – black warrior  
Utah – higher up  
Ute – dark skinned  
Walla Walla – many waters  
Willamette—running water  
Wenatchee – rivers coming out of canyon  
Wyoming – large prairie place  
Yakima – run away  
Yosemite – grizzly bear

Many names for products come from Native American languages. Conestoga means “beautiful magic land” and we walk on Mohawk carpeting, Mohawk meaning “people of the flint”. The auto industry has taken names for some of their vehicles: Jeep “Comanche”, GMC “Denali”, Toyota “Tundra” truck, and Dodge “Dakota”. We use Igloo brand coolers but why would *anybody* name an RV “Winnebago” which means people of the stinking water”?

**This is a combined  
July / August  
issue of the Lakegazette.**

**The next issue of the Lakegazette will be in September**

# Watch for the Eyes of the Crocks When You Land After a 12-Hour Flight

By Joan S. Hust

**C**rocodiles, or crocks as I call them, are in every body of water in Africa. Their eyes are greenish with a small black slit down the middle. Don't let the short stubby legs and webbed feet fool you. They are fast runners, and with the swish of their tail they knock you down and off they go holding you captive hanging out of their mouth as they can't chew so they tear you in pieces, and hide you under rocks and limbs till later. I was told by a chief in a village that he counted 68 teeth in a crock, and when their mouth is closed one tooth is longer than the others and you can see it. Another warning he gave is to remember they are predators. They look like they are sleeping but they are not.

I vaguely notice with only my one eye open the flight attendant walking down the aisle of the plane, and she stops, leans down and gently picks up my right foot and scoots it under the passenger seat in front of me. I groggily lift my head and try to sit up.

"Joan, we are descending now, and before you know it you will be walking down the steps of the plane, and your feet will be on the continent of Africa. We are only a half hour late. We did encounter some turbulent weather."

"Thank you for all your thoughtfulness and kindness to me on this flight. Twelve hour flights seem like they will never end."

"I am from this area so this is home to me, and I love it. Sunshine every day, good food at the village of my family which is not far from where you will be staying with friends and both of us will enjoy all the singing in perfect harmony from the villages when the sun is going down."

"I not only remember the singing, but after the singing to listen to all the chatter from the monkeys

when the various animals are walking in their territory deciding who they want for their dinner."

"Oh Joan, you are so funny. Thank you for talking to all of us and making this flight so much more interesting. All of us wish the very best for you. Thank you for coming, and teaching our children, and parents. I am looking forward to hearing you on the radio at ten thirty in the mornings. Leave your seat belt buckled, and I will come and help you down the steps. The young boys will carry your suitcases into the open air terminal."

"I will miss you all. You have been a delight."

It was a hazy, foggy night when I walked slowly down the steps of the Lufthansa airplane. You could barely see the lights on the bumpy dirt runway, and terminal. The colorful flag was almost at a standstill. There was a rustling noise in the bush not far away from the plane that made me twitch a little but I did not see anything. The flight attendant smiled and squeezed my hand.

"Everything is fine. Even though it is muggy it is nice to take in the smell of the flowers, and listen to the sounds from the bush. It is only a ten minute walk."  
"OK. Thanks for walking with me. I feel better already"

She gave my shoulder a nudge and we walked slowly without looking to the left or the right. We were finally inside the terminal and standing where we could get our luggage. The terminal had lights, no windows, and round wooden poles that held the thatched roof in place. Suitcases were carried in by young boys that looked like eight or nine year olds. They smiled as they set the suitcases down, and stood beside them. They wore khaki shorts, no shoes or shirts. Their black shiny hair was either completely shaved off or very short. The manager came forward and explained in English and the local language the order of picking up your luggage. The older people were first, then the couples with children, and last the single men and women.

The flight attendant and I went toward my two orange striped black suitcases, and the boys picked them up. We said good bye, and gave the traditional

African handshake with your left hand behind you. We broke the custom, and heartily hugged each other.

The boys went with me through customs, had my passport stamped, and walked out where my friends were waiting for me. It was quite exciting to see everyone. I gave the boys each an energy bar, and they put their hands together like you would pray, bowed and waved good bye. We walked slowly to the jeep, and I could hear some noise in the bush. All the vehicles were starting their engines, and I was relieved to be in the jeep with my luggage safely tied down.

“I must tell you something, Joan. There are crocks nearby as they stay close to the big waterhole about a mile or so from here. They have been seen in the bushes, and tall grass. So it is good that you are aware to watch for the eyes of the crocks when you land after a 12 hour flight or any flight where you land on a bumpy dirt road.

Now let’s have something to eat. Alligator steak is good along with some rice, and nshima.”

“What does alligator taste like?”

“Well it is a toss up between chicken and crab. Can you handle it, Joan?”

“Oh sure, the noise in the bush prepared me for it. Just a little alligator, some rice, and a big scoop of nshima. I love nshima. We call it corn mush at home “.

Everyone laughed, and just as I glanced out into the



## IQ #7 Larry Telles

How many of the following “great first lines” from literature can you identify. Give yourself a point for the book title and the author of the five following examples. The year the book was published is provided as a hint. Ten points is a perfect score. Give it a try!

1. To the red country and part of the gray country of Oklahoma, the last rains came gently, and they did not cut the scarred earth. (1937).
2. A wide plain, where the broadening Floss hurries on between its green banks to the sea, and the loving tide, rushing to meet it, checks its passage with an impetuous embrace. (1860).
3. He was an old man who fished alone in a skiff in the Gulf Stream and he had gone eighty-four days now without taking a fish. (1952).
4. There were 117 psychoanalysts on the Pan Am flight to Vienna and I’d been treated by at least six of them. (1973).
5. Mr. Utterson the lawyer was a man of a rugged countenance that was never lighted by a smile; cold, scanty and embarrassed in discourse; backward in sentiment; lean, long, dusty, dreary and yet somehow loveable. (1886).

What’s your score?

10 – 09 points: Genius!

08 – 07 points: Very good, you’ve done your homework.

06 – 05 points: You just average. You’ll do better next time.

04 – 03 points: Get a library card.

02 – 01 points: Can you read?

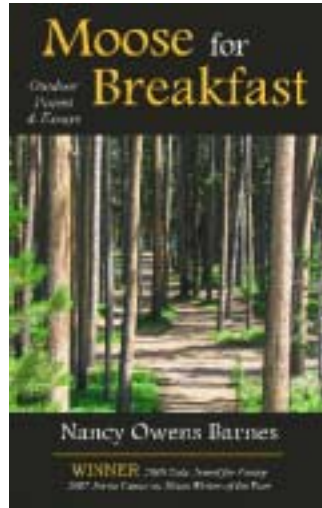
ANSWERS:

1. The Grapes of Wrath. John Steinbeck.
2. The Mill on the Floss. George Eliot.
3. The Old Man and the Sea. Ernst Hemingway.
4. Fear of Flying. Erica Jong.
5. The Strange Case of Dr. Jekyll and Mr. Hyde. Robert Louis Stevenson.

# SUCCESS STORIES

New book by IWL member!

**MOOSE FOR BREAKFAST:** Outdoor Poems and Essays  
By Nancy Owens Barnes  
Winner of the 2008 Zola Award for Poetry



**MOOSE FOR BREAKFAST** leads readers into a humbling world where crawdads school us, where rivers beckon us, and where the true texture of life reveals itself. With crystal-clear imagery, Barnes' writing inspires renewed appreciation of one's natural surroundings.

Rushing River Press  
Trade paperback, 124 pages.  
DEEP DISCOUNT for IWL members

## From Michael Marsden

August 1 from 3 to 6 pm I will have a book signing at the Shadle Park Hastings, 1704 W..Wellesley Street, Spokane.

**Something is  
missing  
HERE....  
Could it be  
YOUR success  
story?**

## Spokane Authors & Self Publishers

Nancy Owens Barnes

In an interest to share information with other writing groups, the Coeur d'Alene Chapter of IWL and Spokane Authors and Self-Publishers (SASP) have agreed to share program information. In this regard, following are upcoming programs for SASP.

August 6  
Non-Fiction Day  
Open Mike Session

Spokane Authors & Self-Publishers (SASP) meets on the **FIRST THURSDAY** of each month at the **OLD COUNTRY BUFFET** 5504 N. Division, Spokane, WA. The meeting room is open at 11AM for us to eat lunch. Our formal meeting starts at **NOON** with our featured speaker or other event. SASP encourages guests to attend meetings—**one time only please. To continue, you need to become a member.** (Personal guests of members are welcome at any time.) Membership dues of **\$15** are due in January. For additional information visit [www.spokaneauthors.org](http://www.spokaneauthors.org).



## 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 [jimturner1@juno.com](mailto:jimturner1@juno.com)

# Marketing

## From Publishers Weekly Website

Article by Josie Leavitt

June 12, 2009

As the owner of an independent bookstore, I get approached at least twice a week by self-published authors asking me to sell their books. The world of self-published books has changed a great deal since we've been open. The quality is vastly improved — even Kinko's can produce a handsome book. The challenge becomes how to distinguish your book from the multitude we see a year.

I've amassed a list of what I'd like to see happen to make this growing area of bookselling as beneficial as possible for both parties. I've had some great success with self-published books. So if you're an author, don't despair, you can almost always get your book on the shelf. One thing I've changed is that now I'll take one copy of any self-published book on consignment. This involves no risk on my part and it allows your book to spend some time on the shelf. Just know that shelf space is at a premium. If after three months, the book hasn't sold, it may wind up in the back room until there's more room on the shelf.

One cardinal rule: if you want me to carry your book and you live locally, you should make an effort to shop at my store.

**Do:** Make your book look as professional as possible.

**Don't:** Have a spiral wire binding (unless it's a church cookbook), laminated pages or folders.

**Do:** Send an email with details about your book. I love emails; I can't misplace them and I can quickly refer to it when I need to. And they give me an easy way to contact you.

**Don't:** Come to the store unannounced and expect me to drop what I'm doing to review your book. There's nothing that puts me off more than this. Respect my time and I'll be much more disposed to look favorably on your book.

**Do:** Call to follow up on the email you sent. This reminds to review the email if I've missed it.

**Don't:** Be hurt if I don't remember your book right away. We see lots of books. My lack of memory means nothing, other than I just don't remember. It's not a condemnation of your book.

**Do:** Try to leave a reader's copy if you want me to carry a novel. I do try to read them and if I like the book, I'll happily take several copies.

**Don't:** Get mad at me for asking for a copy to read. I know it's expensive to have extra books; if you can't have a copy for me to read, then maybe an excerpt would be good. I can't just have things on the shelf I know nothing about. So give me some info that can help me sell your book.

**Do:** Try to price your book within the market ranges. I know picture books can be expensive to print, but a \$25 paperback picture book will be hard to sell.

**Don't:** Not listen to your local bookseller's advice. No one knows the market better than your local indie. Listen to their hesitations about carrying the book. See what you can do to modify the price. We had one self-published book that was really overpriced; we recommended a different printer and she got a much better price. As a consequence of the lower price we were really able to sell the book. I think by the time the print run ran out, we'd sold over 200.

**Do:** Think regionally. You're much more likely to get your book placed if it's got something to do with the local region. We've had good results with a book about boxers in Vermont.

**Don't:** Expect a Vermont bookstore to carry a book about California ponies.

**Do:** Have an invoice for consignment available when you want me to carry your book. In a perfect world, I would have my own form, but sometimes we run out, and it's really helpful if you can keep track of the paperwork.

**Don't:** Expect me to buy three copies of your book. It's not personal; it's business. Better to have the book on the shelf than not at all. We sold thirty copies of a Chapbook on consignment and it worked out well.

**Do:** Tell your friends and the press (if you live locally) that your book is available at my store.

**Don't:** Not tell me if you're going to be featured in the local paper. Nothing is more frustrating than getting caught by surprise by not having a book on hand that's been featured in the paper.

On the whole, the future looks bright for self-published books. With the increase in quality, the stigma of self-publishing is going away. Remember to make your book look as professional as possible and be patient. We want you to succeed and nothing is more exciting than seeing a self-published book take off.

## Traveling Safely

by  
The Traveling Writer

### Protection of Intellectual Properties, Laptops, and Information

**Laptop thefts and intellectual property losses are rarely made public.** The statistic topped 620,000 laptop thefts in 2002. Recent data shows the value of the intellectual property assets lost with those thefts has grown rapidly, threatening to ignite cries of poor corporate asset management. This is also true for the loss of confidential data.

Radio frequency identification (RFID) technology has now been implemented successfully by IT (information technology) to stem the alarming incidents of laptop thievery. Even if you implant software to disable the laptop, you are likely to have lost the data forever, whether or not a thief can exploit it. Although, we all back up our laptop data every day, right? An active RFID (Radio-frequency identification) system can be easily installed. The average cost is about \$1.50 per month.

Other software security applications are available that will retrieve files from stolen lap tops, then delete sensitive information and maintains data privacy AFTER computer loss.

Laptop Cable Kits will protect against casual or opportunistic theft. Disk Drive locks protect access to

valuable data. Protects 3.5 disk drives in most computers from unauthorized use, foreign objects and dust contamination and the introduction of unwanted files or viruses. Keeping sensitive in data on CD's or Memory Sticks, in your possession will also assist in corporate theft prevention.

Software is also available that stops malware and other threats at the handset - so users can continue to utilize and enjoy the full functionality of their BlackBerry devices. The very latest technology allows you to spy on any Cell Phone, Laptop or Bluetooth enabled device. All of this is done in stealth mode. Even with the phone off a person can listen in on conversations by activating the receiver remotely.



#### Common Sense Items

Backup copy of important information before travelling, or consider subscribing to a "Carbonite" type backup program that will automatically do this for you. Never use a 'free wireless hotspot' - these ad hoc internet spots are used for information theft.

Use a laptop lock alarm if you have to leave it unattended for any reason, especially your room. Put the do not disturb sign up on your door and leave the TV on and a light on at night. When you are in a public place with your bags and you need to bend over to tie your shoe or get something out of your bag, don't bend over at the waist, kneel down so you are less vulnerable and position yourself in a place that allows you to survey the area.

Engrave or make a permanent tag on the outer case with your and your company details. Enable your bios password before traveling, as it would stop most from getting to your operating system.

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

**ADDRESS CORRECTION REQUESTED**

## 2009 Officers

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**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.