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April 2019 NTRWA Newsletter

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North Texas
Romance
Writers
of America
ntrwa.org



FINDING TIME
FOR YOUR DREAM
CAROLYN RAE
AUGUST 17

GET PUBLISHED 10:00 to 10:30**BUSINESS MEETING & LUNCH 12:15 to 1:30*****The Heart to Heart***

NTRWA

Founded March 1983

Chapter 33, Region 5

April 2019

Volume 37, Issue 3

2019 BOARD**President**

C.A. Szarek

President Elect

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Williamson

Join us for Carolyn and her program, "Finding Time

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Want to be a part of the NTRWA machine?! Contact Chrissy - president@ntrwa.org

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Get Published

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Two Step 2019 Conference

Linda Bolton

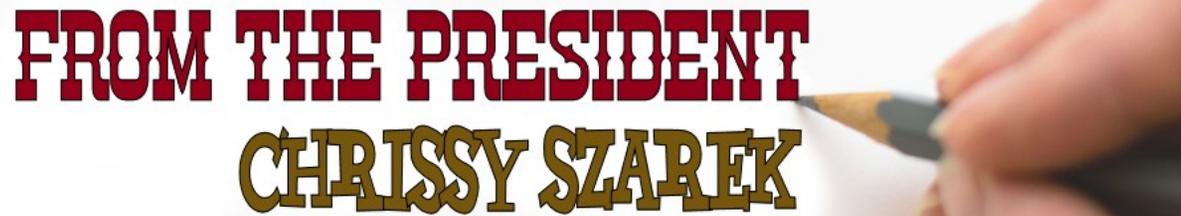


#GETPUBLISHED - AUGUST

C.A. Szarek

Learn about print publishing options from the Queen of NTRWA.

Join us for a brand new year of GET PUBLISHED! Please see the article below from Jen FitzGerald for more info. Our great club will help YOU finally grab that spanking new publishing contract or enable you to hit PUBLISH on that e-book you've been dreaming about publishing!

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FROM THE PRESIDENT

CHRISSE SZAREK

Whoa...I blinked and it's August.

Seriously?

I hope everyone that went to RWA Nationals enjoyed the Big Apple and learned a ton! I hope you made new author friends and did successful networking. Maybe you even pitched to an editor or agent? I hope you did, and you rocked it!

Traveling always throws me out of my routine, and I also was away in late July, to a fab signing in Illinois, and I'm still struggling to get back into the swing of things, even though I always love to get away.

So, I have to put myself in check; make a list, and check things off as I get them done. Nothing feels better than that! LOL.

Including getting back to the current MS and writing the words. It has to be a part of the routine.

I think that's a struggle for a lot of us, making writing ROUTINE. Staying focused and getting thoughts and ideas, sentences on the page. Whether it's 50 or 5000, it's words you didn't have before.

I might sound like a broken record, since it's kind of been the theme of my monthly letters, but I want to intone that if YOU don't make writing a priority, amongst all your other priorities, no one will or can.

I want you to do it for yourself, since writing IS important!

I have enjoyed being the president of NTRWA, and I hope I wasn't too much of a drag. LOL!

Don't forget to vote in our upcoming election, and you want to have a role in our awesome chapter, please see one of our lovely board members!

Onward, ya'll!

Happy Writing!

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DON'T EVER DO THIS.

by @MiaLondon - Audra Lewandowski
@NTRWA Social Media

Avoid **EXCLAMATION POINTS in the subject** in your newsletter.

Exclamation points are a trigger for spam filters, so be sure not to use them in your newsletter subject lines, or really any email subject if you want your email to get to the recipient!!

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Handi Wipe® Brand Names From Your Writing

By Bob Hostetler

A few months ago, I wrote a blog post in this space titled [“Details Are Great—Except When They’re Not.”](#) In that post, I said, “Sometimes details can be lethal to an article, story, or book.” (I quote myself occasionally because if I don’t do it, who will?) Soon, someone emailed or messaged me asking, “Specifically, how do I avoid mentioning brand names without sacrificing accuracy or authenticity?”

If I knew, don’t you think I would have shared that information in that post?

Okay, okay. I may have a few suggestions. But let me say first that it is sometimes a sacrifice—or, more accurately, a trade-off. Sometimes, in an era when people Google something instead of “search the web,” writers sometimes do have to trade authenticity or resonance in the short run for a longer lifespan for what they’ve written. As I said in that post, “Incorporating trends and product names into your writing could quickly date your scenes. Everyone may be playing Fortnite this year; but by the time your book, story, or article comes out, that reference may be as dated as if they were on MySpace. (Ask your grandma; she’ll tell you about MySpace.)”

So, since my questioner asked specifically about how to avoid using brand names, such as Google® and Kleenex® (which, by the way, could even pose a legal problem if a registered trademark is used in an inaccurate or unflattering way), let me suggest four ways to do so:

1. Avoid

Sometimes the use of a brand name is a shortcut. So, say, you have your protagonist drive a Tesla Model S to depict extravagance. But are you sure that the company—or the model—will still be around in a couple years when your book is released? So what do you do? You avoid the issue. You have a character reflect or comment on the unnamed car’s price tag or performance or the length of the waiting list to get it. (There is a similar dynamic, by the way, in money references, illustrated comically by Dr. Evil in the movie *Austin*

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inheritance, grocery bill, or 37-inch-big-screen-TV's purchase price can quickly become as dated as an *Austin Powers* reference.)

2. Generalize

Instead of having your character sign into Instagram, mention that she “posted a photo online.” Or replace an invitation to Chi-Chi's (see what I mean?) with a character asking, “How about Mexican?”

3. Imply

In some cases, you can imply a brand without specifying it. Having someone say, “I saw your post the other night,” suggests Facebook without mentioning it. Or you may depict your character as being unimpressed by “the polo player symbol on his shirt,” a reference to the Ralph Lauren brand.

4. Invent

Finally, keep in mind that you're a writer, and writers get to make up stuff. It's kind of our stock-in-trade. So why not make up your own brand names that convey what a trademarked term would? Maybe your teen protagonist uses Chatter, the social-media platform all the cool kids use. Or the detective in your cozy mystery drinks only Berwick Tea. When you invent the brand names in your story, you don't have to worry about them becoming outdated or passé.

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Buns n Roses Literacy Tea

<http://www.bunsandroses.org>**November 8-10, 2019**

Readers n Ritas hosted by Fresh Fiction

<http://www.freshfiction.com>

Have an event you want to share? Email us via newsletter@ntrwa.org so we can add it to the list!

GENERAL MEETING MINUTES OF NTRWA July 20, 2019

A regular meeting for the North Texas Romance Writers of America (NTRWA) was held on Saturday, July 20, 2019 at the La Hacienda Restaurant in Colleyville, Texas. The President-Elect, the Past-President, and the Secretary were present. The meeting was called to order at 12:12 p.m.

OFFICER REPORTS:

President-elect Jan Fitzgerald presided over the meeting in President Chrissy Szarek's absence. Jen reported the corrected minutes for the June 15, 2019 meeting will go in the record. Treasurer Regina Richards was absent, but sent a report. Jen reported the amount in the treasury and stated membership dues are now to be paid through the RWA website. She announced the RWA website has confirmed 48 members for NTRWA.

Jen FitzGerald advised members to vote online now for or against the change to the Bylaws, to make NTRWA's fiscal year begin on September 1st instead of January 1st. Members should vote online for NTRWA officers from July 31 to August 7, 2019.

Writing Incentive Director Lisa Fenley announced there is no Write-In scheduled for July, although any member wishing to set one up should contact her for a list of likely places.

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Jen FitzGerald announced a new director for Get-Published is needed as well as a treasurer, membership director, and a GE contest director. She also announced a confirmed candidate for next year is: Secretary, Kaylie Greenig.

Visitor Hattie Quin joined RWA today and will join NTRWA soon.

Visitors, Sabine Watts and Sandra Ferguson, writing as J. M. St. James, will both join soon.

Lisa Fenley announced the authors of the Most Pages Written in order of numbers were: Cindy Dees, Sabine Watts, and Priya Ardis

Authors of Most Pages Edited in order of numbers were: Carolyn Rae, Cindy Dees, and Clover Autrey.

The quarterly drawing was held for the Most Pages Written, and Nirvana Keightley won a gift card. Cindy Dees won a gift card for the Most Pages Edited.

Jen FitzGerald announced Carolyn Rae will speak on Finding Time for Your Dream in August. In September Blake Kimzy will speak on Developing Plot with Character as Action, and Tess Michaels will speak on Marking Your Career a Priority in October.

The meeting adjourned at 12:35 p.m.

Respectfully submitted by: Carolyn Rae Williamson, Secretary

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www.ntrwa.org

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