

Chapter Notes

By, for and about the Charlotte Chapter of the WNBA

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Volume 3, No. 3

Welcome

Welcome to *Chapter Notes*, the newsletter dedicated to the Charlotte Chapter of the Women's National Book Association.

Become a Member! Joining the WNBA Charlotte Chapter is easy. Simply fill out the membership form and follow the instructions. Our membership rate is \$40. Seniors and students receive a discounted rate of \$20. To request a membership form email us at wnbacharlotte@earthlink.net

Benefits of Membership: Meet like-minded people and help bring fun, literacy-focused events to the community, while learning

more about the book world. As a member of the Charlotte Chapter of the WNBA, you are automatically a member of the national WNBA organization as well. Your dues entitle you to full access to the national website (www.wnba-books.org), including the password-protected member directory used for networking opportunities.

Already a member? If you haven't already done so, please send your check, payable to WNBA, to:

Sally Brewster, Park Road Books,
4139 Park Road, Charlotte, NC, 28209.

Noteworthy News

What Members are Saying about WNBA Charlotte...

"Through WNBA, I have made some very close friends. Also, I have had my first client directed to me, met women who have provided invaluable assistance and advice to me in launching my editorial business, and have made contacts in organizations I hope will help me to network in building my clientele. I joined in for the collegial aspects of it which have been great, but the networking part has been much more valuable than I ever expected. And it doesn't feel like networking since these are now my friends."

- Carin Siegfried

Please take a moment to take the WNBA Charlotte Programming Survey

Thank you for making the past year of WNBA Charlotte successful for all! Planning is underway for the 2011-2012 programming year, and we need your help. We have created a brief survey, ranking past events and suggestions for the future. Please click on the link and answer the questions. It takes less than a minute, and your feedback is invaluable.

<http://www.surveymonkey.com/s/VRZ88NV>

Letter from the President -- June 30, 2011

Hello, Charlotte WNBA members!

I'm Susan Walker, the new President of our Charlotte chapter as of May. I'm following Carin Siegfried in this role, which is an exciting challenge, given all that Carin has done to launch this chapter and help it grow over the past two years. Carin continues on our Board of Directors as Past President, so we'll still benefit from her active participation.

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Noteworthy News (continued)

I moved back to the Charlotte/Lake Norman area in February after spending 30 years in Minnesota and 5 years before that in New York City. I've worked in the book industry since 1975, most recently spending 23 years as the Executive Director of the Midwest Booksellers Association, a non-profit trade association for independent bookstores. I've also held various positions in marketing, advertising, publicity, promotion, and sales with B. Dalton Bookseller, Simon & Schuster, Dell Publishing Company, and my own freelance consulting business. Now I'm the sales rep in the Carolinas for two publishers, Tristan Publishing and New Harbinger Publications.

Here in our WNBA chapter, I'm coordinating our upcoming BiblioFeast Book & Author Dinner for WNBA's National Reading Group Month. Our second annual dinner will take place in Charlotte on Monday, October 10, and will feature up to 8 terrific authors for you to meet and talk with. Mark your calendars today, watch for more details in the coming weeks, and be sure to join us!

Please do contact me with your questions and suggestions for our Charlotte WNBA chapter: susan.walker.books@gmail.com or 612-382-5868. Thanks!

We also have a new Vice President as of May – Stephanie Ripperton, who replaces Betsy Thorpe. Stephanie has been a member since the first year of the Charlotte chapter and looks forward to contributing to the chapter's continued success and growth. Stephanie can be contacted at s.ripperton@gmail.com.

Both of us look forward to meeting all of our Charlotte members and encourage you to attend our meetings and networking events starting in September!

Susan Walker

WNBA National Meeting

The annual National WNBA meeting was held in New York City this June, and it was a wonderful gathering of book industry professionals from across the country coming together to share ideas, work for the improvement of the WNBA and just enjoy getting to know each other.

Key points of interest from the meeting included:

- The rolling out of the new national website, which is more functional and full of interesting and pertinent information: <http://www.wnba-books.org/>.
- National Reading Group month in October continues to be our signature national project. Events around the country include author nights, dinners and our own BiblioFeast.
- New Chapters are being explored in New Orleans and Minneapolis.
- Our relationship with the UN continues to thrive, as WNBA advocates for women's literacy throughout the world.



WNBA has chapters from coast to coast, including Boston, Charlotte, Detroit, Los Angeles, Nashville, New York, San Francisco, Seattle and Washington, D.C., and offers many networking and professional growth opportunities on the national level. If you are interested in becoming more involved on a national level, there are many volunteer positions, especially for those with PR or fundraising experience. Contact Susan Walker at susan.walker.books@gmail.com or Quinlan Lee at quinlan@adamsliterary.com for more information.

Quinlan Lee

Noteworthy News (continued)

Board of Directors Report – June 30, 2011

Our Charlotte chapter Board of Directors met in May and June to wrap up our second successful year and to plan for a busy and productive year to come. The chapter is growing and gradually increasing both our number of members and our financial resources. After two years in existence, we're delighted to have made such good progress, and a lot of thanks are due to now Past President Carin Siegfried, former VP Betsy Thorpe, and the many dedicated board members who are still serving our organization!

Membership in May stood at 34 paid members, 80 prospective members, and 7 lapsed members. We're a young chapter and need to grow, so member recruitment is a high priority. In August, the board will launch a new campaign to ensure that paid members continue to be involved and to capture as many prospective members as possible. Our board members will be phoning current and prospective members to issue personal invitations to continue – or start – their membership. In addition, the board wants to receive your testimonials about our Charlotte WNBA chapter and the benefits you gain from your membership. Please send your comments to Membership Chair Carolyn Abiad, csabiad00@gmail.com. Thanks!

Our chapter's financial resources are still limited because we're a young chapter, so we are working on ways to increase them in the future. Annual membership dues are modest at \$40, and we pass along some of them to the national WNBA organization. Our Bibliofeast in October is planned to generate some additional net revenue (in addition to paying for itself, of course).

Quinlan Lee, our Events committee chair, attended the WNBA National Meeting in early June on behalf of our chapter and brought back lots of great ideas and some lengthy to-do lists for all of us on the board.

Susan Walker, our new President, attended Book Expo America in late May, where she met with a variety of publishers to discuss our chapter's programs and to solicit authors for our Bibliofeast Book & Author Dinner. She also met with Jill Tardiff, the national coordinator for WNBA's National Reading Group Month (October), and is working in tandem with Jill to line up our Bibliofeast authors. More to come soon on this event and our featured authors!

Committee chairs provided updates and we began planning for the coming year:

Events: The committee met in June to work on programming for the coming year, starting in September with a social and networking event. We plan to alternate educational and networking meetings on a monthly basis, and meetings will normally take place on the second Monday evening of each month, September through May. We also hope to offer some social get-togethers, possibly on weekends or other evenings, and to hold them in various parts of the Charlotte / Lake Norman area. Members are urged to contact Quinlan Lee at quinlan@adamsliterary.com with program ideas, too.

Publicity: We post events on local Charlotte media calendars, as well as our Facebook page, Twitter, and – in the near future – on our website. We plan to organize our publicity efforts more in the future to make them as effective as possible.

Newsletters: We publish a newsletter every other month. Members with news that you'd like to include or short articles that you'd like to write are highly encouraged to contact Amanda Phillips at amanda.phillips@baker-taylor.com to volunteer your journalistic skills!

Social Networking: In addition to our Facebook page and our Twitter account, we will set up a LinkedIn account and probably resurrect a Good Reads account in the near future, and we'll take advantage of other networking opportunities as they arise.

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Noteworthy News (continued)

Website: We need to have a much more effective website for our chapter, and we're working on a couple of different approaches. At this time, we have Charlotte pages that are a part of the national WNBA website, and we can do a lot more with those. In addition, we have the opportunity to work with the San Francisco WNBA chapter on a more customized website. Over the summer we'll be working on this so we can have a better website for our chapter and members. Your suggestions regarding both format and content are always welcome, too!

Community Involvement: We are considering adding a Community Involvement committee, which would oversee and organize our support for book and literacy projects such as the Charlotte Mecklenburg Library's book sales, book donations, and so forth. If you're interested in participating, please contact us.

All of our committees welcome your ideas and involvement at any time. Please do contact the committee chairs to volunteer. Many thanks in advance!

National Volunteer Positions

If you have PR experience or interest or grant writing experience, there are volunteer positions available nationally on the Communications and Development Committees. These are great opportunities to gain national experience, network with women in the industry and build your resume.

If you'd like to learn more, please contact [Quinlan Lee](#) or [Susan Walker](#).

Industry News

MASTERPIECE Celebrates 40 Years



MASTERPIECE celebrates 40 years of bringing high-quality adaptations of classic works to PBS on Sunday nights. For the occasion, they have revamped a full library of book-to-film discussion guides from the archive—find them at

<http://www.pbs.org/wgbh/masterpiece/bookclub/index.html>.

Events Recap

WNBA Social Networking Panel 2.0

Thank you to panelists Rebecca Plaisance, Lyell Petersen and Kelly Yale for sharing valuable social networking insights. It was really helpful to hear various perspectives on social networking hot topics such as: how to handle bad press, how to market yourself or your company, how often you need to blog, post or tweet, and more. Thanks to Jessica Daitch as well for moderating!

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Events recap (continued)

Annual Great Summer Reads Meeting

Sally Brewster, owner of Park Road Books and WNBA Charlotte Chapter Member, graciously hosted this event at her store again this year.

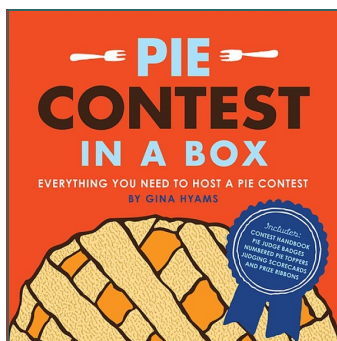


This event is a favorite of many members, as it's fascinating to hear Sally's take on her various book picks and I'm sure many walked away with a list of books they must read! (I know I did!)

Here are some of Sally's picks for this summer:

The Beach Trees, Karen White
Caleb's Crossing, Geraldine Brooks
Doc, Mary Doria Russell
Exposure, Therese Fowler
Faith, Jennifer Haigh
The Hand that First Held Mine, Maggie O'Farrell
I'd Know You Anywhere, Laura Lippman
The Informationist, Taylor Stevens
I Totally Meant to Do That, Jane Borden
Lost in Shangri-La, Mitchell Zuckoff
The Magnolia League, Katie Crouch
The Midwife's Confession, Diane Chamberlain
The Sisters Brothers, Patrick Dewitt
The Tiger, John Vaillant
A Visit from the Good Squad, Jennifer Egan
The Year We Left Home, Jean Thompson
The American Heiress, Daisy Goodwin

Blurbalicious



Pie Contest in a Box: Everything You Need to Host a Pie Contest by Gina Hyams

It's a book. It's a game. It's... "[Pie Contest in a Box!](#)"

In a box, literally. Pop open the cheery container and you'll find score sheets, pie toppers, ribbons and a handbook to guide you.

It's cute and clever, that's true. But author Gina Hyams has worked hard to reveal what we love about pie and why. "Pie inspires good times, good will, and a sense of community," she writes.

She presents "A Brief History of Pie" to connect the culinary dots reaching back to ancient Egypt, Greece and Rome. Medieval times produced some unsavory pie trends, but Renaissance bakers perfected the buttery and fruit-filled pies we've loved ever since.

Other short and chewy chapters guide prospective bakers, judges and aficionados through the world of pie contests. Need a theme? Host a Family Heirloom Recipe contest, or highlight a single, seasonal ingredient. Find pie-themed music with the "Pie Tunes Playlist."

I sat down to chat with Hyams at Book Expo America recently. Her other books explore travel and culture, and she freely admits she's not a champion baker, although her grandmother from Nebraska "baked killer apple pie."

"It looks easy, like ice skating – but it takes a lot of care," she says.

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Blurbalicious (continued)

That care is evident in Hyams' writing. The book includes a baker's dozen recipes as diverse as their prize-winning creators. None of these had been published before; Hyams profiles each and includes their pie-perfecting tips.

Why pie? Says Hyams: "Pie endures...transcends time and place, connecting us to our ancestors and our shared humanity."

Read more about "pie love" at pietakesthecake.com.

- Amy Rogers

[Amy Rogers](#) is the author of *Hungry For Home: Stories of Food from Across the Carolinas*. Read her current food writing at WFAEats.org.

Upcoming Events

There aren't any planned events during the summer, but keep an eye out for future emails about our fall event schedule!

Chapter Footnotes

Have questions or comments? Feel free to send us an email--

Your Charlotte Chapter Board

President: Susan Walker susan.walker.books@gmail.com

Vice-President: Stephanie Ripperton s.ripperton@gmail.com

Secretary: Kristen Knox whitreidsmama@yahoo.com

Treasurer: Jenni Franz jennifer.franz@baker-taylor.com

Your Charlotte Chapter Committee Chairs

We are always looking for more committee members – for more information on a committee or to join, contact the people below!

Bookwoman Correspondent: Jenni Franz jennifer.franz@baker-taylor.com

Event Chair: Quinlan Lee quinlan@adamsliterary.com

Membership Chair: Carolyn Abiad csabiad@gmail.com

National Reading Group Month/Biblio Feast Chair: Susan Walker susan.walker.books@gmail.com

Newsletter Editor-in-Chief: Amanda Phillips amanda.phillips@baker-taylor.com

Publicity Chair: Jessica Daitch jessica_daitch@yahoo.com

Social Networking Chair: Jenni Franz jennifer.franz@baker-taylor.com

Website Chair: Susan Vitale vitalia@earthlink.net