



SPRING Weekly

Volume 193, Issue 258, April 6th, 2017

Reader

The Plano Rotary Club
www.PlanoRotary.com

TOM CLANCY CLONE

UPCOMING MEETINGS

Apr 6

Norman Beck

The Man Who Will Bet on Anything

Apr 13 (OFFSITE MEETING)

Plano Candidate Forum 11:00-1:00

(must RSVP)

Capital One Conference Center

8036 Dominion Parkway

Plano TX 75024

Apr 20

Jim Whiddon

The Old-School Advantage



APRIL BIRTHDAYS

Daniel Askari	Apr 04
Rutledge Haggard	Apr 05
Robert Reed	Apr 07
Lawrence Flannery	Apr 09
Andy Sayers	Apr 11
Kirk Bell	Apr 12
Jeffrey Beckley	Apr 21
Alex Johnson	Apr 22
Ricardo Kasmiskie	Apr 27
Jerry Kezhaya	Apr 28



Sainted Editor accused today's speaker, **Marc Liebman**, of being a **Tom Clancy** for his range of spy and military novels. He corrected me, citing **W. E. B. Griffin**. Thick as a brick, **Sainted Editor** had never heard of Griffin, so Marc suggested **Google**. For the benefit of the one or two of you whom may not be into the genre, William Edward Butterworth III said of himself, "My own military career is wholly undistinguished. I was a sergeant. What happened was that I was incredibly lucky in getting to be around some truly distinguished senior officers, sergeants, and spooks." Thus began his career of "writing what you know." He is well-known (by anyone who counts) for his series, *The Brotherhood of War*.



King David quieted the rabble at 12:12, anointing **Earnest Mr. Wonderful Burke** to pray and **Nathan Barbera** to Pledge. **Maria Mott** was our Greeter. Prior to **SERGEANT KRAMER'S** tour of duty, **Bruce Mr. Clean Glasscock** announced the death of the wife of former Texas State Representative **Jerry Madden** and asked us to remember him in our thoughts.



SERGEANT KRAMER thanked all four members who had checked-in at **facebook** and announced, redundantly, **zero** Visiting Rotarians. (Has our stock fallen so low?) **Rick Horne** welcomed **BALLOON FESTIVAL**

Run organizer, **Mike Kohl**. **John Caldwell** welcomed back **PSHS** and **UTD** grad, **Ross Shamshiri**. **Kenny Wilson** introduced us to an **alphagraphics** hire, **Katie Anderson**. **Maria Mott** bade us welcome



Cheryl Jackson, and **JASON KRAMER** had the nerve to bring fiancée, **Shea Newsome**, to an irreverent Club. (And she seems like such a nice girl.)

Kelly Palmer was warned to be here next week for his **3 MINUTES OF FAME**.

King David encouraged us all to be present for the meeting of **20 April** when the District Governor, **Bill Dendy**, will help us honor the 53 years of **Herb Hoxie's** Rotary Career, the last 26 of which were spent with us. **David** asks for a full turnout and for us to bring **potential recruits** to hear of Herb's exploits and dedication to Rotary.



However, **David** reminded us that the meeting between those momentous events (April 13th) will not be held here at noon but

rather at **Capital One** at **11 am** to help sponsor a Mayoral Forum. We are to RSVP to **Karen** (theplanorotaryclub@gmail.com) beforehand.

CAPTAIN KIRK Bell directed our attentions to the bifold brochures on our tables calling for sponsorships (up to \$2500) for our 2017 **STUDENT CITIZEN OF THE YEAR BANQUETS** to be held May 24th and 25th at the *Collin College* Conference Center from 5:30 to 7:30. We are to contact **Lynette Pieper** (lpieper2@aol.com) to buy our tickets or tables (of 4 for \$250).

Sarah Watkins received her 8-year Rotary Service pin.

As if to prove the irreverence assertion, Nathan called Jason forward to receive his **TOILET TROPHY** for coming in dead last in the **PLANO ROTARY FANTASY FOOTBALL LEAGUE** competition. He did this after first establishing Jason credentials as a *bonafide* about-to-be-domesticated man. Shea is not only his fiancée but also partner in his



chiropractic practice. (They've been engaged 2 years, having known one another for a decade; they're nothing if not cautious.) Nathan asked Shea if she wanted to reconsider marrying a demonstrated **LOSER OF THE YEAR**, and she admitted to "having second thoughts." (Must be the wine talking.)

Rick Horne again stumped for our June 17th **Brews, Blues & 'Que's** event. He says the BBQ vendors (including **PIT COMMANDER**) and local hops brewers (including **#9**) are lined up as are the acts starting with headliner, **Eric Gales**, daughter of **Freddy King**, **Wanda**, **Rev. K.M. Williams**, and local talent, **Beth Gardner**, courtesy of KNON 89.3 FM. We have a colorful poster, and all of the above can be viewed on our planoblues.org website. He wants us to spread the word-of-mouth and to volunteer, a point emphasized by **King David** saying that the event needs "100% participation." He expects us to sell, buy, or give-away tickets.

Alan SPIRITWARE Feigenbaum introduced Marc Liebman.

Marc Liebman is an experienced pilot and writer who thinks of his working career as preparation for fulfilling a lifelong dream of becoming a full-time novelist. He believes the years he spent as a Naval Officer and Naval Aviator, in business as a consultant and executive and as a writer gives him the perspective needed to be a great novelist.

Now with two books –
BIG MOTHER 40 and
RENDER HARMLESS – out and a third –
CHERUBS 2 – on the way,

the dream is becoming a reality.

Marc was here to tell us How to Get Published. He began by saying he was no stranger to Collin County, living, as he does "almost in Oklahoma," according to his daughter.

A successful novel comes in three steps:

1. A manuscript
2. Finding a publisher, and
3. Publicity.

For his work, a necessary step 1.5 is the securing of approval from his Navy overlords, as insurance against doing hard time for revealing military secrets. His genres are historical fiction, spy, and military novels, and, upon retirement, he has taken them on full-time.

He says you can proceed by answering these questions that you will be asked! (It will be on the test.)

1. Why and for whom are you writing this book?
 - a. "You gotta know your customer."
2. Do you want an agent?
 - a. **PRO:** they have far greater contacts and can help with both review and publicity.
 - b. **CON:** they consume **half** the royalties!
3. What kind of publisher do you seek?
 - a. **Big publishers** require you use an agent.
 - b. **Independent publishers** won't require that but will expect you to fund your book's developmental (review & editing) costs.
 - c. **Pay-to-publish** or vanity press requires similar out-of-pocket expenses including all services to make the book press-ready. This publisher delivers product to the warehouse.
 - d. **Self-publish** gets the author the largest margin, but saddles him/her with the largest costs, including warehousing and marketing the final product. Authors can use Amazon or Google to help publish for ~\$3K.

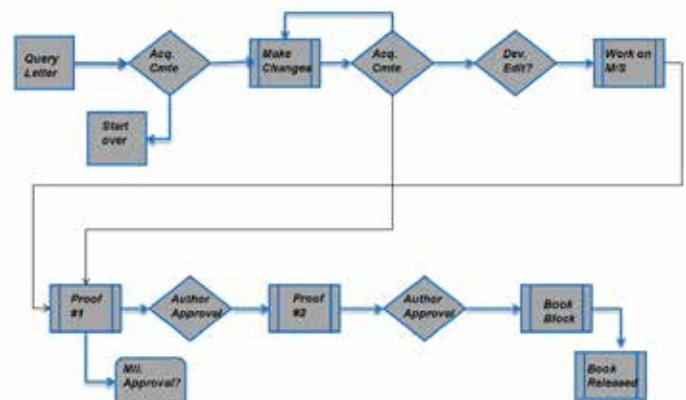
For finding your publisher, Marc recommends the *2017 Guide to Finding Publishers and Literary Agents* by **Jeff Herman**. And one can join professional association of authors in your genre, networking there. But be warned of scam artists trolling the internet; they'll take upfront monies and disappear.



One cannot submit a form query letter since every publishing house has its own requirements. But most include:

- Story outline
- Plot summary
- Sample chapter
- Statement of uniqueness
- Experience of the writer

To drive home the time and effort required to get one's work into print, he presented a flowchart:



which may have been designed to establish his engineering creds but still suggests why the process takes 3-6 months.

He leans toward the cheaper e-book, softcover, or even print-on-demand because hard cover costs much more.

Marc finished up with a list of DOs and DONTs for the novice author.

DO

- Use a standard 12-point font like
 - Times New Roman
 - Bookman Old Style or
 - Palatino Linotype,
 - And KISS (keep it simple, stupid)
- Summarize a marketing plan
- "Proof the hell out of the manuscript."

DON'T

- Write it as if it were a "mathematical chemistry" treatise. (He must have read the *Weekly Reader*.)
- Submit it before it's ready or worry about the length.
- Have it professionally edited or fail to follow submission instructions!

Collecting his \$20 shill fee, John Caldwell asked if Marc is working on another book. Funny he should mention that...*The Simuchar Island Incident*, *Flight of the Pawnee*, *Moscow Airlift*, *Manpads*, *Retribution*, and *Hannenkam* are all in various stages of production.

Charles Milby asked about distribution and was told "Amazon is the 600 lb. gorilla," but he shows up to sell at the *McKinney Book Fair*.

SPIRITWARE asked how long one is usually tied up contractually. Marc expressed disbelief that anyone would be "dumb enough" to sign a contract, but the usual length is 5 years.

Kelly Palmer asked where he sets up his table, and Marc said he puts up a booth at the **BALLOON FESTIVAL** where he has but seconds to make a sale, so he practices an "elevator speech."

In response to a question by Cheryl Jackson, Marc said that publishers should give authors a production schedule if you "do what they ask;" if they don't, ask for it.

Jeff Frauenheim wanted to know how **F. Scott Fitzgerald** would survive in the current publishing climate. He was told those writing "literary fiction" would have a tough time. "Agents are always looking out for the next *Hemingway*, but the advances wouldn't cover their drinking."

When presented with the Desk Organizer, Marc quipped, "If you ever saw my desk, it needs it."

→Social chair, **Jerry Kezhaya**, wasn't present, but his message was conveyed. From 5-7 pm on Tuesday, **April 11th**, there will be the next **ROTARY SOCIAL HOUR** (or two) at *Angela's at the Crosswalk*. (1010 E. 15th, Plano) ←

Rick Horne drew our attention to a back page of *The Dallas Morning News* where an article on **Sara Akers** describes how **WILLOW BEND'S** marketing director, **Amy Medford**, heard a presentation by Amy resulting in the donation of space for her *Children's Theatre*. And our *Plano Rotary Club* was mentioned.



Charles Milby complained that his table didn't get any wine. It was explained that Shea and Jason are getting married on Saturday.

King David led us in the Four-Way Test and loosed the rabble at 1:00.



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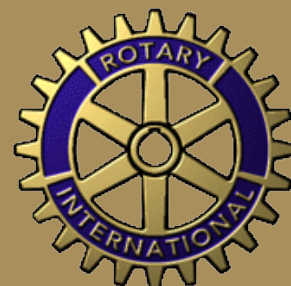
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Thank you Kenny Wilson

The Plano Rotary Club

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Guests & Visiting Rotarians

Guest

Mike Kohl

Ross Shamshiri

Shea Newsome

Katie Anderson

Cheryl Jackson

Visting Rotarian

None

Guest of

Rick Horne

John Caldwell

Jason Kramer

Kenny Wilson

Maria Mott

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Ross Shamshiri

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Plano Rotary Club Social

Tuesday, April 11th • 5:00-7:00 pm

Angela's at the Crosswalk,
1010 E. 15TH Street, Downtown Plano.
Cash Bar, Appetizers provided.

Please RSVP to Jerry Kezhaya, Social Chair
@ jerry@theautoshop.com