



**SISTERS IN CRIME  
MISSION STATEMENT**

To promote the professional development and advancement of women crime writers to achieve equality in the industry.

**MEETING PLACE**

Irvine Ranch Water District  
15600 Sand Canyon Avenue  
Irvine, CA 92618

For more information: [www.ocsistersincrime.org](http://www.ocsistersincrime.org)

**UPCOMING MEETINGS**

March 25 (Brunch at 11:00 a.m. with Rhys Bowen and Cara Black at the Mystery Ink Bookstore, (NOT at Irvine Ranch Water District.)



**It's a New Year, and 2012 Dues are Past Due!**

Dear Sisters and Mistrs:

Our treasury is seriously depleted. We need your dues! Our measly dues of \$25.00 are surely worth the great speakers your board members have arranged. And do not forget that Diane provides you with a snack at every meeting.

The deadline for paying national dues was January 31. We are required to check if you have paid against the list they'll be sending us. You can easily renew online by credit card or print out a form from the Sisters in Crime website and mail it to Beth Wasson.

Please fill out the form on Page 9 of this newsletter and bring a check for \$25 made out to Sisters in Crime Orange County to the March meeting or mail it to:

Sisters in Crime OC  
P O Box 53132  
Irvine, CA 92619-3132

Sincerely,  
Your Treasurer, Patricia Wynn

**Reminder from Gita: If you want to have a book raffle at each meeting, please bring your gently used mysteries to donate to the cause. We need to replenish our supply of books for the coming year. Thank you in advance and happy reading!**



**2012 MEETING CALENDAR**

Due to complications related to booking our regular meeting room at the Irvine Ranch Water District, some of our meetings in 2012 will not be held on the 3<sup>rd</sup> Sunday of the month. Please be sure, therefore, to note the dates on your calendar. Also note that some of the meetings will be held at locations other than Irvine, including a couple in North Orange County. So be on the lookout for changes of venue!

**April 15's** meeting will feature **Dennis Palumbo**. Dennis is a former Hollywood screenwriter who is now a licensed psychotherapist in private practice. **FEVER DREAM**, his newest mystery novel, follows main character Daniel Rinaldi, first



introduced in MIRROR IMAGE (2010). Previously, he wrote a mystery collection, FROM CRIME TO CRIME, and his short stories have appeared in Ellery Queen and The Strand. He also wrote the non-fiction book, WRITING FROM THE INSIDE OUT: TRANSFORMING YOUR PSYCHOLOGICAL BLOCKS TO RELEASE THE WRITER WITHIN.

Subsequent meetings will be held on May 20, June 24, July 15, Aug 26, Sept 23, Oct 28, Nov 11, and Dec 9 (Holiday party at Mystery Ink.)



***PRESIDENT'S MESSAGE***

This year's successful Forensic Fest is behind us. We had some wonderful speakers this year. Unfortunately, I was unable to make the last meeting. Terri Nolan valiantly volunteered to take over the job of moderator at the last minute, and from what I hear, she did a superb job. I owe you one, Terri.

We are planning a great series of programs for the year, starting with the March brunch with two of my favorite authors, Rhys Bowen and Cara Black, at Mystery Ink on March 25. See you there. If you have a dish that you are especially proud of, that you would like to contribute to a potluck for the brunch, let Debbie Mitsch know.

I don't like to brag, but more often than not, I am reminded of what a great group of people are in this SinC chapter. One of our special assets is the fellowship and sharing that takes place in the reader's and writer's forums we have before the start of the meetings. It's a venue in which everyone can comment, everyone can voice an opinion.

Please let me know if you have any suggestions for a forum topic that you would like to have covered.

Whether readers or writers or both, what we have in common is our love of books. In honor of that sentiment, SinC National has designated April 21 as Volunteer Day, a day for SinC members to volunteer to help at bookstores and libraries around the county. Not all of us can take part. Since it falls on Saturday, my local library will be closed. If you can't volunteer, buy a book from your local indie bookseller or friends of the library bookstore, and show the world that we know that books matter.

AILEEN BARON



***EDITORS' COLUMN***

Following up on the theme of last month's newsletter, in February I attended a fascinating one-day conference sponsored by the Greater Los Angeles Writers Society, that was focused on e-publishing. I learned a great deal about the pluses and minuses of this new format that offers enormous opportunity for writers, and especially for beginners, to get their material out there to the public, but that also brings significant costs to writers and readers alike, not so much in terms of money as of time.

Right now, there are only about 40,000 "e-book format only" works available on Amazon.com. That may seem like a large number, but the experts at the conference are predicting those numbers will skyrocket during the next decade. Writers and readers alike hear a great deal about the handful of authors who have managed to score lucrative successes, selling their e-books online without an agent or a publisher, or even an editor (your editor is your friend!) We hear much less about the



thousands of other works that sink out of sight once put online, never to be heard from again.

The problem is not so much quality – despite the lack of good editing in many cases, there is no reason to believe that there is any dearth of excellent writing among the self-published e-books on Amazon or elsewhere. The problem is marketing. It is true that the established publishing houses are doing nowhere near the amount of marketing they once did, and that more and more of that burden is falling on the shoulders of writers, who have to either devote the time and energy to doing it themselves, or sink part of their advance into hiring a publicist. But at least publishing houses do some of the marketing, and the publishers have contacts and outlets in the book-selling world where they can help to move the books.

Readers also are going to find themselves faced with a similar type of problem – how to find that needle, a good book to their taste, in a rapidly expanding haystack of e-books.

One answer is that bookstores will continue to have an important role. This is one reason that many experts at conferences and seminars I have attended on e-publishing strongly recommend to authors that if they self-publish primarily in e-book format, they make sure that have hard copies printed, even if it's via Lulu or similar vendors, so that they can have “display” copies for bookstores and to send to outlets where they would like their works reviewed.

Another part of the answer, however, is e-marketing, and it is here where the high cost of e-publishing, especially self-publishing, hits the author hardest. It is surprisingly easy and inexpensive to obtain the software to digitize and format your manuscript properly for uploading and e-publishing. It's not that hard to do it yourself, and pretty cheap to hire a company like Smash Words or Book Baby to do it for you if you prefer. The problem is, once it's up there, then what? There are

many new ways to market e-books, such as apps for tablets, websites, social media, and book trailers that can go up on your website and YouTube. But the time and energy needed to master how to do it. That labor, along with creating and maintaining your website, keeping up with your blog or online newsletter, or tweeting your followers on a regular basis, saps your resources for actually creating the product you want to sell. You might as well keep that day job!

Not surprisingly, a new “industry” is springing up, consisting of folks who have mastered online marketing skills and who, like publicists of old, will help get your book online and market it to your audience – for a fee, of course. Companies like Circle of Seven Productions are full-service marketers that will create the apps and book trailers for you and devise marketing and outreach strategies to help you connect with your readers.

So what is happening in the publishing industry, is that the business model is coming full-circle. It's true that the old-fashioned publishing houses were once sort of “one stop” enterprises. Authors produced the book and by themselves or via agents sold it to a publisher. Like the old Hollywood studios, once the “talent” signed on, the publishers did everything else, providing the upfront capital to complete the manuscript, if necessary, editing it, illustrating it, designing and producing the book, and marketing the final product. Now those functions are broken up into multiple companies. At present authors, or at least those who don't have a lot of money to invest, are obliged to do more of the job themselves. But gradually businesses are emerging to offer to authors the services that publishers once provided.

And I think that it's inevitable that eventually the stronger of these companies will begin to carry out what economists call horizontal and vertical integration. They will bring together into their business all the steps of e-publishing and marketing



until – surprise! – they begin to look a lot like old-fashioned publishing houses, only with most of their product in electronic format.

And readers will gravitate to those companies that seem to produce and/or market a quality product that appeals to readers’ tastes, which will eventually mean that those companies, like publishing houses, will become a type of “gatekeeper” for authors who want to actually to sell enough books to earn a decent income. They might even bring back editors!

I guess as a historian it should not surprise me that much that the “brave new world” of digital publishing to which we are transitioning promises to look rather like the “old-fashioned” world of paper publishing we are leaving behind.



GAYLE K. BRUNELLE



### MEETING ROUNDUP

February’s Forensic Panel was a huge success. We packed the room with mystery writers and readers eager to hear what our panelists had to say. Our speakers were fun, entertaining and informative, giving us a behind-the-scenes look at the intriguing worlds of forensic science, criminology and true crime.

First up was Steve Scarborough, a forensic scientist with over 30 years experience in law enforcement with the Las Vegas Metropolitan Police Department and the FBI. Steve, an expert in fingerprint science,

is also the author of SCRAFFITTO, a mystery novel set in picturesque Costa Rica. Steve debunked several myths about forensic science; he focused primarily on the CSI Effect, “tricknology” and the importance of research.

The CSI Effect refers to the ideas about forensic science and police procedure we pick up from watching TV shows like CSI, Law & Order and Bones. We’ve come to believe that fingerprints can be gathered from any surface, that you can always obtain useful evidence from a crime scene, and that DNA results can be obtained within a day or two.

“Tricknology” refers to technology that is either technically possible but not yet proven, or technology that doesn’t exist at all (e.g., the 3-D imaging system used in Bones.)

Research is key to any good piece of writing, but it is important to question the right person. If you want to know about police procedure, ask a police officer. If you have a question about forensics, ask a forensic scientist, etc.

Next we heard from Caroline Kim, a criminologist with the California Department of Justice Bureau of Forensic Services. She is the current laboratory director with the BFS laboratory located in Riverside, and she has over 15 years of experience in Forensic Biology and DNA analysis.

Caroline talked about the importance of using a team approach when working on large cases; often it takes the coordinated efforts of multiple agencies to solve a case. She cited a case of domestic terrorism a few years ago where the combined efforts of multiple experts were needed to apprehend the suspect. For some high priority crimes, DNA results can be gotten in as little as three days; however, it is more likely to take several weeks or months, and it often takes two years to gather and process all the evidence. She noted that the number one limited resource in crime labs today



is people.

Last, but certainly not least, was Don Lasseter, author of twenty published books and more than fifty magazine articles, primarily true-crime stories. His best sellers are DIE FOR ME, a chronicle of the crimes committed by California serial killer Charles Ng, and COLD STORAGE, the story of the death of Denise Huber, whose body was kept in a freezer for three years. He has also served as a guest lecturer in criminology classes at Cal State Fullerton.

Don set us straight regarding crime scene investigation. For one thing, the police do not direct the investigation, telling the CSIs what to collect and what to leave. Instead, detectives tend to stay in the background and observe the proceedings. Also, CSIs collect anything that could possibly be potential evidence in a crime, even though 90% of the items collected will prove worthless to the investigation.

Don discussed a case where a man was convicted of murder without any physical evidence linking him to the crime. It seems he had approached several women over a period of years using the same modus operandi, or M.O. and that was enough to convict him. Don also mentioned that over 200 convicted killers had been exonerated by DNA, 77% of whom had been convicted on the basis of eye witness testimony, which is often the least reliable evidence in a case. Something to think about.



Theresa Schultz

### **THE WRITER'S BOOKSHELF**

LAURIE THOMAS is taking the month off.



### **MEMBER NEWS**

J.S. Martin is proud to announce that his 4th Alphonso Clay Civil War mystery, "Battle Hymn of the Republic," has been published by Fireship Press. It is available from Amazon at [http://www.amazon.com/BATTLE-HYMN-REPUBLIC-Alphonso-Mystery/dp/1611792037/ref=sr\\_1\\_1?s=books&ie=UTF8&qid=1330534472&sr=1-1](http://www.amazon.com/BATTLE-HYMN-REPUBLIC-Alphonso-Mystery/dp/1611792037/ref=sr_1_1?s=books&ie=UTF8&qid=1330534472&sr=1-1), both as a paperback and as a kindle edition.

### **MEMBER EVENTS**

D.P. Lyle has two upcoming events:

Suspense Radio/Blog Talk Radio Interview  
Saturday, March 24, 2012, 10 a.m. PDT  
<http://www.suspensemagazine.com/suspenseradio.html>  
Join the discussion. Call in Number: 877-666-9320

Yorba Linda Library Crime Panel  
Saturday, March 24, 2012, 6:30 p.m.  
18181 Imperial Highway  
Yorba Linda, CA  
<http://www.yorbalindalibrary.com>  
Info: 714-777-2873 Ext: 6

Also, Doug's new book MORE FORENSICS FOR FICTION debuts April 1st. Launch party at Mystery Ink, date and time TBA.



## MYSTERY INK NEWS

### Upcoming In Store Events

Wednesday, March 7, 4:00 p.m. – **Lisa Lutz** – TRAIL OF THE SPELLMANS

The fifth installment in the *New York Times* bestselling series by Lisa Lutz features the fearless private investigator Izzy Spellman and her quirky, yet endearing, family of sleuths.

Sunday, March 11, noon – **Carola Dunn** – GONE WEST

Carola Dunn will be talking about and signing the 20th book in her 1920s Daisy Dalymple series.

Sunday, March 25, 11:00 a.m. – **O.C. Sisters in Crime meeting and brunch at the Mystery Ink Bookstore** with Rhys Bowen (HUSH NOW, DON'T YOU CRY) & Cara Black (MURDER AT THE LANTERNE ROUGE).

**Rhys Bowen** is the Bestselling Author of the Royal Spyness Series, Molly Murphy Mysteries, and Constable Evans. Awarded the Agatha Best Novel Award and nominated for the Edgar Best Novel, Rhys' titles have received rave reviews around the globe.

**Cara Black's** MURDER AT THE LANTERN ROUGE.

"Outstanding.... Readers will relish realistic villains and an evocative atmosphere that begs for a trip to the City of Lights. "Publishers Weekly (STARRED review ...

**Mystery Ink Bookstore: 7176 Edinger Avenue,**

**Huntington Beach, CA 92647, 714-960-4000,**  
[www.mysteryink.com](http://www.mysteryink.com).

**\*\*\* New Store Hours: \*\*\*** Wednesday - Saturday, 10:00 a.m. to 5:00 p.m., Sunday, Noon to 4:00 p.m. Closed Monday and Tuesday.



### Poisoned Pen Press Contest!

Poisoned Pen Press would like to announce the first annual Discover Mystery Award, a first book contest for unpublished writers trying to break into the mystery genre. This spring, join us by entering your mystery manuscript of 60,000-90,000 words in an effort to win a \$1000 prize, the Discover Mystery title, and a publishing contract from Poisoned Pen Press.

At Poisoned Pen Press, we take our mission to "Discover Mystery" very seriously. We've always prided ourselves on the discovery of new writers, and now we're on the hunt for fresh voices and new stories. We're not afraid of something different, either, so if you've got a mystery, we want to see it! Poisoned Pen Press is waiting to discover you!

Here's how to play:

Read the guidelines carefully and click on the link below to fill out the form, pay the \$20 entry fee, and attach your manuscript. All entries are due by 11:59 pm (Pacific), April 30, 2012. A winner will be announced by May 31, 2012. Entries will be judged based on their synopses and manuscript



text, with the assistance of celebrity judge, Dana Stabenow!

Go to <http://www.poisonedpenpress.com/contest/>  
For details and entry form.



## ***PUBLICATION POSSIBILITIES***

### **Sisters in Crime/Los Angeles Announces Call for Submissions**

Following the successful *Murder on Sunset Boulevard*, *Landmarked for Murder* and *Murder in LA LA Land*, Sisters in Crime/LA announces a call for submissions for the next anthology:

#### **LAST EXIT TO MURDER**

Freeway shootings, Carmageddon, road rage, Sig alerts, drive-by shootings, driving one's car for only one block, car chases (high and low speed), death by vehicle, etc... Angelenos are known to love their cars which makes car culture the perfect thematic proposal: "Short stories that capture with crime the essence of the car-centered culture in Los Angeles."

What we're looking for:

- 1) An original, unpublished story of 7,000 words maximum (stories cannot have been published anywhere, including personal websites).
- 2) Each story should contain a murder or crime.
- 3) The story should center on or call attention to the car-centered culture of L.A.
- 4) Stories may be contemporary or historical.
- 5) Stories may be in any subgenre (cozy, hardboiled, etc...).
- 6) To submit you must be a member in good

standing of Sisters in Crime/Los Angeles (Orange County and Hawaii chapters also accepted) at the time of submission and for the 2012 calendar year.  
7) Up to TWO story submissions per member allowed.

The Deadline for submission is **July 31, 2012**. We anticipate the publication of the anthology to be mid-year 2013, with proceeds from sales going to Sisters in Crime/Los Angeles.

**Submission Guidelines:** Please follow these submission guidelines when submitting your story. Failure to do so may result in your story not being considered for publication.

- 1) Submissions accepted by e-mail only.
- 2) Manuscripts should be WORD or Rich Text documents only, double-spaced and margins set to 1" on all sides. Indent the first line of each new paragraph by five spaces (one standard tab). Use a standard font like Courier or Times New Roman-12 pt. Underline words to be italicized.
- 3) Submissions are blind. Your name should appear only on the separate cover page. In the upper right corner of the cover page, single space your real name, address, phone number, e-mail, and word count. In the middle of the cover page type the title of your story in CAPS. Two lines down type "by" [your name here. Pen names okay]. DO NOT include your name on any page other than the cover page.
- 4) Begin your story on the next page one-third of the way down. Include the title in CAPS, but no author name. On each page, except title page, in the header's upper right corner, type [keyword from title] – [page #]. At the end of your story type END or ###.
- 5) Submitter understands that publication of submitted work is at the sole discretion of Sisters in Crime/Los Angeles.
- 6) E-mail your submission to:  
[sinclasubmissions@gmail.com](mailto:sinclasubmissions@gmail.com)



## ***UPCOMING CONFERENCES CONVENTIONS, and EVENTS***

### **Left Coast Crime: March 29-April 1, 2012**

Sheraton Grand Hotel, Sacramento, CA.

[leftcoastcrime.org/2012/](http://leftcoastcrime.org/2012/)

### **Literary Orange: Saturday, April 14, 2012**

U C Irvine Student Center

Author Panels, Book Sales and Signings

Continental Breakfast, Lunch, and Afternoon

Refreshments - [literaryorange@ocpl.org](mailto:literaryorange@ocpl.org)

### **Los Angeles Times Festival of Books**

USC Campus - April 21 - 22, 2012

Authors may contact Mystery Ink for signing times.

OC SinC will be passing out our brochures and

other info at the Mystery Ink booth and we need

volunteers to help us promote our chapter. Please e-

mail [secretary@ocsistersincrime](mailto:secretary@ocsistersincrime).

### **Malice Domestic 24**

Bethesda MD • April 27-29

The “fun fan” convention saluting the traditional  
mystery will convene at the Hyatt Regency.

Honorees include Jan Burke as guest

of honor, Dana Cameron as toastmaster,

Simon Brett for lifetime achievement, and

Ruth Sickafus as fan guest of honor. Lee

Goldberg will receive the Poirot Award.

### **Crimefest – 5<sup>th</sup> Anniversary**

Bristol, England – May 24-27

Guest authors include Lee Child, Jeffery Deaver and  
Sue Grafton

### **American Library Association**

Annual Conference (ALA)

Anaheim CA • June 22-25, 2012



**Support your local SinC chapter. Buy a lovely  
mug at the next meeting, and bring your novels  
for our Sister Share!**

## ***TELL US WHAT YOU THINK!***

If you have events coming up or announcements  
you want to make, let us know. Please send your  
contributions and suggestions to:

[Ocsinc.newsletter@gmail.com](mailto:Ocsinc.newsletter@gmail.com).

**The deadline is the 1<sup>st</sup> of each month!**



# ORANGE HERRING

Sisters in Crime  Orange County



## SISTERS IN CRIME ORANGE COUNTY CHAPTER

Print and complete this form. **NOTE: YOU MUST ALSO JOIN SISTERS IN CRIME NATIONAL TO BE A MEMBER OF THE ORANGE COUNTY CHAPTER.**

Send the completed form with both checks, \$40 payable to Sisters in Crime (National) and \$25 payable to Sisters in Crime, OC to:

Membership  
Sisters in Crime, Orange County  
P.O. Box 53132  
Irvine, CA 92619-3132

## MEMBERSHIP FORM

Please print all information and list your name as you want it listed in the Membership Directory.

New       Renewal Name: Address:

Day Phone:

Evening Phone:

Email: I am a (check all that apply):

Mystery Writer     Published     Unpublished

Writer in other fields     Published     Unpublished

Screenwriter  
--Produced:     Features     TV/Cable     Other

Reviewer     Agent     Bookseller     Librarian     Reader

I would like to help with (check all that apply):

Publicity     Refreshments     Speakers     Raffle     Other: