

# WRITERS BLOCK

**THE WRITE TOUCH WRITERS NEWSLETTER**

*February 2009*

## **EDITOR'S CORNER:**

I place a high value on titles - the eye-attracting titles of novels, stories, poems, etc. When I scan shelves at book stores, I hope to see a striking title that will stop me in my tracks, and get my heart pumping. Then, I read the synopsis - and hope again - that it will hook me to buy the book. Some titles are like magnets, while others are less intriguing. The title is the first message from the author - the luring factor. Thinking of a great title has stumped many writers.

Whenever I read a "blah" title, I wonder why the author chose that particular title, in the fact that it didn't do justice to the, perhaps, enlightening, or emotional, or entertaining mood of the written text. Of course, not all titles need to be riveting - e.g. - a poem about LOVE, can simply be titled LOVE.

On rare occasion, I have read literary works that were "Untitled". I felt cheated; I wanted more.

Whether you are writing for publication, for yourself or family, try to shoot for a profound, or provocative, or charming, or something shocking, etc., title.

Karen Fink

## **FACILITATOR'S CORNER:**

Several weeks ago, I emailed a few out-of-town friends suggesting they go to a web site featuring one of my short stories. Although aware that I write, they have never read my work. And, further, none are writers.

While most enjoyed the humorous tale, one response caught my attention. Rea, wrote, "Such a nice hobby, writing."

Hobby? My brain clicked away and I wrote the following response.

"Dear Rea,

Writing is more than a hobby. It is a passionate journey of words filled with joy, frustration, discovery, an integral part of my life. Of course, I do not expect you to understand. Please do not diminish my writing efforts by classifying them as a mere Hobby."

Upon re-reading I had second thoughts and deleted the letter. She truly does not understand that I cannot choose not to write. However, the "understanding" I seek can be found with other writers like members of The Write Touch.

Helene R. Lee

## **KUDOS!!!**

Delphine Levesque - article in The Union Sun & Journal - "Camdyn Rose Was Weeping" - January 2009.

### SO WHAT IS LOVE?

As a young bride, I remember listening with an open heart and mind as the priest read from Holy Scripture about what St. Paul said about love. "Love is patient; love is kind...not rude...or demanding its own way...or is irritable...it never gives up, never loses faith, is always hopeful, and endures through every circumstance." Now as a seasoned wife full of wisdom, I can say without a doubt that if you can understand what *patience* is, you will be successful at loving.

If you are patient, you are kind when your spouse is late coming home from work or forgets to do that errand you asked him to do. If you are patient, you avoid saying those nasty words you are thinking when you are irritated by your spouse's idiosyncrasies. Patience keeps you from being rude when your mate makes a mistake and you are tempted to tease or ridicule. When economic times force you to endure tight financial conditions, patience with each other as well as with the current circumstances helps you to have hope that things will get better. And a whole lot of patience with yourself as you struggle to love, will lighten the demands we put on our selves.

Truly, St. Paul was inspired by God to put the meaning of love in that order. Patience, yes, patience is the best gift that you can give someone on Valentine's Day.

Delphine Levesque

### MEAN GREEN

One goal of a marketing professional, is to create an image in the consumer's mind about the company or product they represent. Making an effort to change a company's image may be difficult, at times. This, in essence, is like changing your reputation. At Ford Motor Company, Bill Ford is attempting to do just that. He wants to alter the way people view Ford, towards an environmentally conscious organization.

First, they must outlive their association with gas guzzling sport utility vehicles they've made, such as the Ford Expedition. Claiming to be socially responsible, and being socially responsible are two different things. To put it another way, actions speak louder than words. It looks like Ford Motor Co. is transforming their image to resemble a "green" company.

Many companies, now-a-days, are getting on the bandwagon of becoming "green". This is an effort to attract business by appealing to consumers' desire to leave a legacy of caring for our environment. Many people do not want their generation perceived as being wasteful or destructive. Ford Motor Co. is definitely attempting to tune into this thinking under the direction of Bill Ford. Present day social and ethical determinants are forcing many companies to adopt "green" corporate philosophies.

Even though the price of a "green" product is usually higher than one that is not, it does not dissuade consumers from buying "green" products. This, in turn, helps the company to make some mean green (money) in exchange for becoming environmentally friendly. The push for society's increasing concern for renewable energy resources is also affecting the direction of corporate America. Companies pull on our heart strings, saying they're genuinely concerned about the environment. They do this while dipping their hands in our pockets, selling us products that promise to make us feel better.

The immediate future of the big three car manufacturers bailout by the federal government says something about their management. They mismanaged a lot of money, and had to ask Uncle Sam for some help to stay afloat in our troubled economy. The new Presidential administration promises change, for the better. These

factors are closely monitored by marketing professionals. With the appointment of Tim Geither as the United States Treasury Secretary, it promises changes in policy likely to affect economic conditions. The present administration may not lend money to private companies any longer.

All of the ethical considerations that impact our society by way of the marketers' ads are barely inescapable. When a company goes "green", the marketer and the consumer, alike, should ask themselves a couple questions. Is the social impact of this organization good, and/or, is it worth it? According to William Clay Ford, these questions are easily answered with yes's. He serves Ford Motor Company as their CEO and is the grandson of Henry Ford, who founded and created the production line, as we know it.

Peter Boes

**THE WRITE TOUCH WRITERS 3<sup>rd</sup> ANNUAL WRITING COMPETITION WINNERS - 2008:**

FICTION:

1<sup>ST</sup> PLACE -- "Reflection" - Delphine Levesque  
2<sup>nd</sup> PLACE -- "Déjà Vu" - Mike Miller

NONFICTION:

1<sup>ST</sup> PLACE -- "The Red Hat" - Delphine Levesque  
2<sup>ND</sup> PLACE -- "Anything Can Fly" - William Rowe, Jr.

POETRY:

1<sup>ST</sup> PLACE -- "The Maze" - Mike Miller  
2<sup>ND</sup> PLACE -- "Forgotten" - Delphine Levesque

HONORABLE MENTIONS:

Adrienne Mecklenburg  
Annette Szymula  
Helene Lee  
Linda Adams  
Karen Fink  
Wayne Hilton  
Claudia Rowe  
Peter Boes  
Deborah Chamberlain

The Write Touch gives thanks to the competition moderators - Mike Miller, and William Rowe, Jr.  
A special thank you to Mike for conducting the awards ceremony.

**2009 BOARD MEMBERS:**

Helene Lee -- Workshop Facilitator  
William Rowe, Jr. -- Critiquing Sessions Facilitator  
Annette Szymula -- Treasurer  
Kim Lavery -- Secretary  
Editor -- Karen Fink  
Refreshments  
Coordinator -- Delphine Levesque  
  
Wayne Hilton -- Web Site Coordinator  
PR and Marketing Coordinator

**F.Y.I.:** - Recommended books to read --

Dictionary of Disagreeable English, Deluxe Edition  
Noble's Book of Writing Blunders  
A Picture Is Worth 1,000 Words  
The Glimmer Train Guide To Writing Fiction  
You Can Write A Mystery

These books can be ordered through Writers' Digest magazine.

**UPCOMING:** MARCH 4<sup>th</sup> - Library - "First Ladies" book – presented by Deborah Chamberlain - also, Time Management for writers – Bertamae Ives---Helene Lee, Facillitator; MARCH 18<sup>th</sup> - Dale - Critiquing - Bill Rowe, Facillitator: - APRIL 1<sup>st</sup> - Dale - Critiquing - Bill Rowe, Facillitator: APRIL 4<sup>th</sup> - ARTISTS STROLL RECEPTION - at the Market Street Art Center - 1:00 p.m. - readings, and appetizers: - APRIL 15 - Poetry Workshop presented by Vicki Taylor.

***"YOU MUST STAY DRUNK ON WRITING SO REALITY CANNOT DESTROY YOU."***

*~Ray Bradbury*

***"THE ROLE OF A WRITER IS NOT TO SAY WHAT WE ALL CAN SAY, BUT WHAT WE ARE UNABLE TO SAY."***

*Anais Nin*

***EDUCATION\*\*\*INFORMATION\*\*\*SUPPORT\*\*\*CAMARADERIE***

INFORMATION: - Helene – 439-4958 or Bill – 772-7627 or Karen – 433-7677