

## ***Manzanita Writers Press Presents***

### ***Writers Roundup Retreat At the Mark Twain Wild West Fest October 14-16, 2016 Angels Camp, California***

#### ***Friday, October 14 at Manzanita Arts Emporium Lasso Effective Media Marketing Techniques***

For writers, artists, and business owners — Creative Marketing Using Social Media and the Web  
Limited to 30 participants for the day. Book early. Go online to reserve a spot at [manzapress.com](http://manzapress.com).

**Location:** Manzanita Arts Emporium 1211 S. Main Street, Angels Camp, CA  
**Web:** [manzapress.com](http://manzapress.com) **Office:** 209-728-6171 **Email:** [manzanitawp@gmail.com](mailto:manzanitawp@gmail.com)  
**Hosted by** [Manzanita Writers Press](#)  
**Sponsored in part by** [The Get Smart Group](#) of Angels Camp

- 9 – 11:30 AM ***The Social Media Frontier: Marketing Your Creative Side on Facebook with The Get Smart Group*** – Facebook can be a daunting place and *advertising* on Facebook can seem downright impossible. They're great at getting your money but are you getting the results you need? In this workshop, The Get Smart Group Owner Scott Reynolds will walk you through the key things you need to be thinking about (and doing!) to make Facebook a successful, money-making pillar in your business. We'll cover the basics from what to expect of your page all the way to crafting your advertising and selling strategy. Come prepared to update your Facebook page (we'll have Wifi) and put a few dollars behind an ad idea that we build during the class. Even if you're only spending \$100, you should still have measurable results from your business. And if you're not measuring your ROI on advertising, then you should probably not be doing it. The Angels Camp based media marketing experts share experience on how to capitalize on social media marketing for writers, artists, and entrepreneurs. Glean techniques in marketing using Facebook and social media to get your message out and increase sales.
- 11:30 - 1 PM Lunch on your own – local restaurant guide available
- 1 - 3:30 PM ***Web Site Wrangling, Blogging, Alternative Media Marketing with Linda Lee***, Bay Area web designer and book marketing whiz who will guide writers and artists in driving their markets home. Linda Lee will share innovative blogging techniques and show writers, artists, and entrepreneurs how effective blogs drive people to your site again and again. Website design and SEO (search engine optimization) and branding are important and Linda will share ways of increasing traffic to your sites, using social media effectively in concert with your website, and much more.
- 4 - 4:30 PM ***Roundtable discussion*** Participants share their own experiences with marketing, what works and what doesn't.

## Saturday, October 15

### ***The Mark Twain Wild West Fest***

10 AM - 5 PM ***The Fun Begins on Main Street*** (street closed to through traffic). Booths, food, libations, Gold Rush village, gold nugget raffle, gold panning and craft demonstrations, music (four bands and musical artists including Sourdough Slim and the Black Irish), Steampunk-costumed wild west entertainment and a costume contest from 1800s to turn of the century Wild West outfits and Gold Rush garb, Mark Twain entertainment, gold nugget raffle, Liar's contest, Tom Sawyer fence-painting competition, and much more! With after party entertainment continuing at Utica Park from 6-9 PM. All Free entertainment!

10 - 5 PM ***Author Fair all day at Manzanita Arts Emporium and Booth*** – the public will meet local and regional authors, get books signed, talk to publishers and writers, share contacts and stories. Authors and Manzanita Writers Press editors will be available at the Book Booth and will meet and greet people inside and outside Manzanita Arts Emporium on Main Street. Visiting Writers compete at the Liars' Contest and showcase their books at the Author Fair at Manzanita Arts Emporium booth and gallery. Writers dress in 1800s Literary Figure costume, see below.

12 - 1 PM ***Writers and the Public Meet Filmmakers John C. Brown and Bert Simonis*** at Manzanita Arts Emporium. View film clips and hear the filmmakers talk about the making of the documentary *88 Days in the Mother Lode: Mark Twain Finds His Voice*.

***Liar's Corner*** Open mic on a stage. Writers are encouraged to write and tell a few historically based whoppers or try their hand at stand-up comedy.

***Costume Contest*** Come dressed as your favorite author or historical figure from the 1800s. Imagine famous writers from England coming out to the wild California West during the Gold Rush and later on into the turn of the century when it was still pretty wild in some towns, dressing up steam punk style. Western Costume competition! Come as your favorite literary or historic figure from the era!

## Sunday, October 16

### ***Herding Fact and Fiction: A Symposium***

Hosted by Manzanita Writers Press and the Angels Camp Museum

Location: Angels Camp Museum Carriage House

753 South Main Street, Angels Camp, CA 95222

Contact Manzanita Writers Press: 209-728-6171

9:00 - 11:30 AM ***Telling Tall Tales Out West*** with Pat Kaunert, popular humorist and Mark Twain reenactor. Experience Humor Writing in the Mark Twain Vein—using exaggeration and understatement as an effective writing tool. Literary historian and Mark Twain expert Pat Kaunert will speak on the California Gold Rush, Nevada Comstock, and how these two events shaped American literature, and changed it forever. Pat will discuss Gold Rush journalism, mining camp humor, nature's magnificent landscapes, the art of the "tall tale", inventing the hyperbolic

metaphor, birth of the American Western literary genre, influences in prose, poetry, and film, even politics. He will lead a discussion on the creative use of metaphor, humor, and hyperbole for effective writing and communication in the New American West.

11:30 - 1 PM

Lunch on your own – local restaurants nearby – list provided.

1:00 - 3:00 PM

***Driving the Truth*** Nationally published author-historians Julia Costello, Sal Manna, JoAnn Levy, and Antoinette May present a seminar on digging deep to help make history come alive. Whether your subject matter is a person, place or event, whether fiction or nonfiction, this presentation will offer valuable insight, practical tips, and more than a few entertaining anecdotes about experiences in writing history and biographies. As they reveal their research methods for corralling primary sources and other raw material in an organized and effective way, discover how to uncover the truth necessary for the factual foundation for your work.

**Break: 30 minutes – General public arrives 3:00-3:30**

**\$10.00 per person suggested donation**

**Writers Roundup fee includes the following:**

3:30 - 4:30 PM

***As Fleeting as Gold Dust: A Symposium on Truth in the West*** with Investigative Journalist, Scott Thomas Anderson, author of *The Cutting Four-Piece*, and *Shadow People*; Jim Fletcher, author of *Mark Twain's 88 Days in the Mother Lode & Stories from the Gold Rush*; and Stephen Finlay Archer, author of *Searchers: The Irish Clans Book One*. Regional historical authors discuss how writers grapple with facts and decisions made when facts become stranger than fiction. The free panel is part of the city's annual Mark Twain Wild West Fest. Hear an in-depth discussion on how American history is written, re-written and re-interpreted in the digital age. The discussion includes the state of modern archives, the pitfalls of online research and reflections on interviewing witnesses to history. From finding grit under the Gold Rush narrative to investigating the truth about the Irish Revolution in the early 20<sup>th</sup> century, the question of the symposium is, beyond lure, legend and mystique, how does writing get to truth in the meaning of the West?

4:30 - 6:00 PM

***Mark Twain Out West***

Spend some time with the Legendary humorist, Mark Twain, portrayed by Pat Kaunert, widely known Twain Reenactor. You can time-travel and . . . Meet up with Mark Twain! In Twain's voice and presence, Pat Kaunert is Mark Twain Today. Experience piloting a riverboat, flying out West by stagecoach, cheering the Pony Express, prospecting for a gold mine, starting a forest fire at Lake Tahoe, publishing tall tales in the Territorial Enterprise, getting arrested in San Francisco, skedaddling to Jackass Hill, sketching Gold Rush folklore, celebrating the failings of human nature, writing fiction and other lies, investing in contraptions, and then finally discovering the true Mother Lode—its real American history, all told to you by America's renowned storyteller, Mark Twain, and delivered up with a wagonload of fun and poignant humor.

Drawing from the famed author's works, *Roughing It*, *Life on the Mississippi*, *Huckleberry Finn* and many others, this show delivers a wealth of wisdom, wit, and true spirit of the American West. Twain's messages are timeless—and his delightful "stretchers" provide an hour or so of insightful relief from a world of crazy

turmoil. Appropriate for all ages, this unique show offers something for everyone—engaging history, audience interaction, and memorable Wild West fun.

**Cost: Friday-Sunday \$170 Early Bird Special until September 1 - \$160.** Saturday literary activities are free. **Friday only: \$90 Sunday only: \$90** – Go to the website and download the writable registration form available August 15 and sign up with a credit card. Or mail the printed registration and a check made out to Manzanita Writers Press, at PO Box 460, Angels Camp, CA 95222.

## **PRESENTERS**

### **THE GET SMART GROUP**

**Specializing in Marketing, Sales, Design, & Technology for B2C Businesses.**



Scott Reynolds is a co-founder of the Get Smart Group, a full service marketing agency right here in Angels Camp. Scott, along with his wife Ali, started their company seven years ago and now serve over 100 clients throughout the US and Canada.

The Get Smart Group started when Ali & Scott Reynolds teamed up in early 2008 to help small businesses with their growth strategies. Over time, they have added a number of talented people whose abilities round out our overall skill set and bring a depth to our consulting services. Prior to founding the company, Scott was CEO of a successful tech startup, produced and edited video at a national level and owned a jury consulting company serving clients nationwide. Ali has a background in advertising sales and small business marketing. Prior to co-founding The Get Smart Group, Ali owned a successful advertising company that primarily served the legal industry in California.

Over lunch in 2008, Ali and Scott decided to pool their skills and begin assisting companies throughout California on their marketing and business growth strategies. Since then, they have worked with dozens of companies on projects ranging from simple web site design through entire re-branding projects. Over the past few years, they have become a leader in advertising on Facebook spending over \$500,000 per year on behalf of their clients' (and their own) ad campaigns. These campaigns have led to a ton of insight into the inner workings of Facebook and how to be successful with just about any campaign.

Scott Reynolds and wife and partner, Ali Reynolds, say this about their vision and company model, “We work with businesses of all sizes to help them create growth and success in their company. Think of us as business engineers. If you’ve got a problem with a small area or need to completely rebuild (or even build from scratch) we can help you map out the path.”

Services Offered: Graphic Design, branding, collateral materials, mailings, ads, web design, Social Media Campaigns + ongoing management, Google, Youtube, Facebook ad design & management, Marketing

Calendar Planning, Radio & Video Project Management, Email Design & Broadcast, Content creation for websites, email & mailing follow-up campaigns, Custom CRM Implementation, Customized Sales & Marketing Training. Contact [The Get Smart Group](#) in Angels Camp, CA for your media marketing needs.



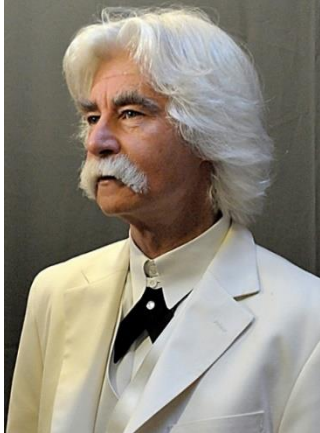
## **LINDA LEE, WEB DESIGNER, WORDPRESS EXPERT & EDUCATOR**

Linda Lee is online expert. She is a writer, speaker, educator, and website designer who demystifies the online experience. Whether you are a novice or veteran Internet user, Linda can help you optimize and monetize your website. She specializes in WordPress design, WordPress Websites, instruction, and problem shooting. Linda and her team, have built over 200 websites for clients on the WordPress platform. Linda is the founder of *Smart Women Stupid Computers* and *Askmepec-Webdesign* and *WordPress Total Training*, a full WordPress training course and support membership site for WordPress. [WordPressBootcamp](#), is the site where she runs half day trainings, and is available for hire for organizations who need group training from 4-12 people. She offers remote training domestically and internationally, helping hundreds of people in Hong Kong, Australia, England, Scotland, Sweden and Canada.

Linda's clientele includes small and large business, and many writers, authors and writing related clients. Linda began her own online business in 1998, and since then her entrepreneurial sensibilities have helped others find their own place on the web. She has uncanny ability to disarm anyone's computer anxieties, teaching technophobes of all generations, from Millennials to Boomers. She is not your typical techie. Linda also provides informative presentations on diverse topics ranging from "Fun and Unique Ways to Promote Yourself Online" to "Branding Yourself Online", "How to Create a Sticky Website and keep them coming back for more" and "WordPress 101" and 8 Elements Every Website Must Have.

Linda Lee is one of the top webinar presenters for the *Author Learning Center*, a division of Penguin Publishing. With a background in Sales and National Corporate Recruiting, she knows how to read and reach clients. She is people savvy and brings technology down to earth. Using simple, everyday language, she empowers people how to make the most of this ever-changing technology. Linda lives in the Bay Area and is active in her community. She is the Past President and past VP of the *Women's National Book Association*, San Francisco Chapter, and webmaster. She is the Volunteer Director of the *San Francisco Writer's Conference*, 2008-Present and the Volunteer Director for the *Midsummer Mozart Festival*, 2009-Present. Online and off, Linda constantly helps others achieve their personal best.

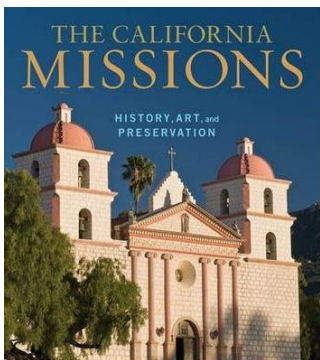
## PAT KAUNERT AND MARK TWAIN PRODUCTION



In Twain's voice and presence, Pat Kaunert tells you about traveling west in the year 1861. Pat brings to life the history, adventure, and romance of Mark Twain. This show delivers a wealth of wit, wisdom, and spirit of the American West. Pat tells you some of Twain's most beloved stories including the Celebrated Jumping Frog of Calaveras County, A Genuine Mexican Plug, Tom Quartz the Cat, Baker's Blue Jay Yarn, the Million Dollar Gold Pan, and much more.

Pat knows Mark Twain—he has lived the Mark Twain life out West. As a retired fire patrol ranger and information officer for the U.S. Forest Service, Pat is equipped to convincingly tell you Twain's stories. Like Mark Twain, Pat worked as a news correspondent in the Sierra Nevada, reporting on wildfires, thunderstorms, wildlife, ranchers, loggers and gold miners. Pat knows the West because he has lived it, and he is authentic. In a new, credible, and fresh way, Pat relates Twain's passion about humankind, social responsibility, and the natural environment. The message is timeless.

Pat is faithful to Twain's experiences and observations of the American West. He possesses a University of California Bachelor's Degree in English, with an emphasis in American Literature, and he is well studied in the life, times, and literature of Samuel Clemens. Pat is keenly familiar with the history, places, and people along the Mark Twain trail out West. Pat's portrayal vividly illustrates Mark Twain, and his influence in changing and shaping American culture, society, and literature. Indeed, Pat Kaunert is Mark Twain Today. Pat is the real deal—he is Mark Twain Today, Out West, first hand.



## JULIA COSTELLO

Julia Costello, Ph.D, is an archaeologist and co-owner of Foothill Resources, a historical consulting firm based in Calaveras County that works on projects throughout California. Specializing in the historic period, she has researched and published widely on the Spanish Missions, mining sites, nineteenth-century life, brothels, Calaveras County, and immigrant groups including Italians, Chinese, and Japanese. She served as Member and Chair of the California State Historical Resources Commission, and on the boards of several national, state, and local history organizations. She has also co-authored

historical collections, such as *Northern Calaveras County*, and *Angels Camp and Copperopolis*, published by Arcadia Publishing.



### **SAL MANNA**

Author, journalist and historian Sal Manna, West Calaveras resident, co-authored *DYN-O-MITE! Good Times, Bad Times, Our Times* (Da Capo Press/Perseus Books), the 2012 autobiography of comedian Jimmie Walker. Called “a fast, funny and informative stand-up routine/memoir from one of the major comic stars of the 1970s” (Kirkus Reviews), the memoir “paints a revealing self-portrait that also depicts the changing times of a socially charged era...It’s a dyn-o-mite read” (American Profile).

Previously, Manna co-authored *The King of Sting: The Amazing True Story of an All-American Outlaw* (Skyhorse, 2008) with its subject, Craig Glazer. Ranked #1 in Crime Biographies and Top 5 in True Crime on Amazon.com for many weeks, the book earned praise as “a high-flying, adrenaline-filled story” (American Library Association) and “boisterous but strangely captivating” (Publishers Weekly). *The King of Sting* has been optioned to become a major motion picture. He has also co-authored three regional history books in the Images of America series: *Olives in California’s Gold Country*, *Angels Camp and Copperopolis*, and *Northern Calaveras County*. In addition, his work has appeared in magazines such as *Time*, *Playboy*, *Los Angeles*, and *People*; newspapers such as the *Los Angeles Times*, *Boston Herald*, and *San Jose Mercury-News*; and the compilations *Conversations With Maya Angelou* (University Press of Mississippi, 1989) and *Titanic: 100 Years Later* (Los Angeles Times Books, 2012). Manna is a 1976 graduate of the prestigious Medill School of Journalism at Northwestern University.



### **JOANN LEVY**



JoAnn Levy is the author of *They Saw the Elephant: Women in the California Gold Rush*, a book praised by the *San Francisco Chronicle* as “one of the best and most comprehensive accounts of Gold Rush life to date.” Levy’s second book, *Daughter of Joy, A Novel of Gold Rush San Francisco*, was inspired by the real-life Chinese courtesan Ah Toy and the Chinese participation in California’s gold rush. It won the 1999 WILLA award for Best Historical Fiction. Her third book, *For California’s Gold, A Novel*, won the 2001 WILLA award for Best Historical Fiction. Levy’s fourth book, a dual biography, was released in 2004: *Unsettling the West: Eliza Farnham and Georgiana Bruce Kirby in Frontier California*.

Levy is a frequent public speaker. She spoke at California’s official sesquicentennial ceremonies at Coloma on the 150th anniversary of Marshall’s gold discovery. In honor of the sesquicentennial of California’s statehood, she spoke at the National Archives in Washington, D.C. Articles about Levy’s work have appeared in numerous Northern California newspapers, and she has been featured in several TV documentaries about the gold rush.

So, that doesn’t say much of anything you can’t read elsewhere. If you’re really interested in more personal stuff about me, take a look at this *Sacramento Bee* interview, [“As Good as Gold”](#) — even Mr. Wrong gets a mention.



## ANTOINETTE MAY

Antoinette May is a Mokelumne Hill resident and novelist. Her third novel, *The Determined Heart: the Tale of Mary Shelley and Her Frankenstein*, was published in October by the Lake Union Publishing Division of Amazon Press. Her first novel, *Pilate’s Wife*, published in 2007 by William Morrow, has been translated into 18 languages. *The Sacred Well*, her second William Morrow novel, was chosen best of 2009 by the San Francisco Book Festival.

Antoinette’s non-fiction includes *Adventures of a Psychic*, which spent 44 weeks on the New York Times bestseller list. She was the recipient of *La Pluma de Plata*, an award conferred by the Mexican Government for the best travel article on their country. She writes weekly columns for the *San Francisco Chronicle* and *SF Gate* and is a frequent contributor to the *Sierra Lodestar*. Antoinette’s articles have appeared in *Cosmopolitan*, *Self*, *Country Living*, *San Francisco* and *Sacramento* magazines.





## **SCOTT THOMAS ANDERSON**

Scott Thomas Anderson is currently a staff reporter at *The Sacramento News & Review*, assigned to the State Capitol, City Hall, and long-term investigations. He has written for publications such as *The Roseville Press Tribune*, *The Real Edition.com* and *Sierra Lodestar* magazine. He's worked as a foreign correspondent and been published in *The Irish Independent*, Dublin's largest daily newspaper. Scott is the winner of three California state journalism awards and a national journalism fellowship in Washington D.C. He is the author of two nonfiction books, *Shadow People: How Meth-driven Crime is Eating at the Heart of Rural America*, and *The Cutting Four-piece: Crime and Tragedy in an Era of Prison Overcrowding*.



## **JIM FLETCHER**

Jim Fletcher, Historian, educator, Angels Camp resident, and author of *Mark Twain's 88 Days in the Mother Lode & Stories of the Gold Rush*, published by Manzanita Writers Press, was born in the logging community of Vernonia, Oregon, in the heart of cool and rainy Douglas fir country. He was a docent at the Angels Camp Museum for many years. He helped put the pole barn and hard rock mining exhibits

together. He loved to talk to groups of kids and adults about geology, gold panning, and hard rock mining. He has led tours of the North Grove of Calaveras Big Trees State Park, just up the road on Highway 4. As “Miner Jim” he continues his weekly programs at Manzanita Arts Emporium sharing the life of Mark Twain and those very special 88 days the famous writer spent on Jackass Hill.



## **STEPHEN FINLAY ARCHER**

Stephen Finlay Archer author of *Searchers: The Irish Clans Book One*, a debut novel, published by Manzanita Writers Press was raised in Toronto, Canada. After receiving a Masters of Applied Science degree from the University of Toronto, Stephen spent 40 years as an aerospace engineering manager working initially in Canada and mostly in the United States. He directed satellite system design, implementation, launch, and mission programs with the US Navy and with NASA/NOAA, among others. Upon retirement, Stephen completed courses in short story and novel writing with the Long Ridge Writers Group. He is a member of the Writers Unlimited and Creative Nonfiction Writers groups in the California Gold Country. He is finishing the editing of the second novel in the series, expected out in early 2017, with books three and four not far behind, to complete the entire adventure saga that spans centuries but focuses primarily on the period of history between 1915 and 1926.