

IFWA MEETING
Thursday, October 6, 2016, 7:00 PM
Sentry Box
MINUTES

Information Items:

New Members: Alice Zhang, Rick Borger

Time	Topic	Person
7:00 PM	<p>Crits for October, 2016</p> <ul style="list-style-type: none"> • Crit 1: Josh Pantalleresco – The Cloud Diver Crit by Sandy, Calvin 	<p>Shannon</p> <p>Sandy / Calvin</p>
	<p>Crits for November, 2016</p> <ul style="list-style-type: none"> • Crit 1: Peter - book manuscript - prologue and first chapter - YA Dystopian Military Sci-Fi Crit by Leslie - Selene • Crit 2: Dani Atkinson - Rumpelstiltskin retelling Crit by - Daniel, Shannon 	<p>Shannon</p>
8:00 PM	<p>Skills Session Bloggng – Clare Marshall</p> <ul style="list-style-type: none"> • Optimising web content is important • Blog is free glimpse into what you write and what you do. • How you write can depend on sales • Blog is bank account – she likes larger deposits and not frequent small deposits – some believe in this. • But not good for time and resources • General Rules Clare follows on content creation: • RULE NO. 1 – no one will care more about your work than you. You are your own advocate. If you don't care about your work, why would anyone else care? Passion shows. • RULE NO. 2 – People with no knowledge of me or my work will NOT care. You want to bring readers from apathy to curiosity. What do you blog about? Greatest power is power of persuasion. Take someone who knows nothing about your books go from apathy to curiosity. • Your blog is not only your bank account, it is a sales team. Every new post is a new sales associate who goes out and sells to others. • You attract people by posting informative content. We are information loving society. If you can find out what your expertise is, and you write about it, or you are writing about improving about something, then you provide good content. • Fiction writers – take a look about what you are writing. What did you research? Any post just about you or your books will not have as much impact. • How do I know what is valuable? How do I get them to rank on Google. Look at what you write. From there, take off 	<p>Clare Marshall</p>

Time	Topic	Person
	<p>writer hat and put on reader hat. If writing something similar to Outlander. What search terms do you make outlander come up without title of series.</p> <ul style="list-style-type: none"> • Short tail keywords are competitive – one to three words. Unlikely to rank in “historical romance” without lots of content. Use 4 word phrases – long tail keyword. • Once have list of potential keywords – use that to create valuable content for site. • ie Top Ten Scottish Time Travel Novels • Try to get keywords in there. • If want to be click-bait – • Google favours blog posts that are relevant and informative. • When write SEO (SEO – Search Engine Optimization) – sprinkle keywords. Don’t worry about that too much. If write informative content, people WILL find you. • Can mention book in article if relevant. Have CALL TO ACTION at bottom of article. • Put content of blog post front and centre and keep promise of headline, ads won’t matter. Have to give more than you take • RULE NO. 3 – Be Genuine. It is obvious when someone is speaking or writing from a selfish place. Be a giving partner. If have articles that have CALL TO ACTION, has to earn it. Giving valuable info in exchange for that click. Something that you develop – not overnight. Prove you are expert in your field – people will trust you. • Content Policies • Personal anecdotes are acceptable if framed in a way that is useful. Writing about fear is not valuable. Go for empathy, not sympathy. Don’t write as victim. • Short term milestones can be written about if long term gain. ie Book launch posts – there is a time limit on them – book is not always launching. Posts should have longest reach • Don’t write about family or home town – unless has value • Do write about issues as they relate to YOU. Takes a lot of practice. Can be controversial, write article or two – careful consideration and research. Take a hard look at issues you feel strongly about. Must write about community you know about. Otherwise, support and amplify community and that is it. Solicit feedback. • Don’t treat your readers like they are stupid. Don’t simplify the content to speak to dumb people. Write to smarten up, not simplify. Write when you are angry, but don’t publish if you’re angry. Give it a few days to give yourself perspective. • Ask yourself – does this content further my brand and build community. • Have as much multi-media as you can, but don’t go overboard. • What is too long? If it is long but succinct etc. okay. • Newsletter – contains – choose your own adventure story • Other website links – be selective – if you are a friend, will link – will not link to anything NOT relevant to business. • Commenting on other blogs can also help Google ranking 	

Time	Topic	Person
8:00 PM	<p><u>AGM</u></p> <ul style="list-style-type: none"> • 2015 Minutes Acceptance • Moved by Renee Bennett / Seconded by Ann Cooney / Vote - unanimous • President's Report – Michael Gillett • Financial Report – Sandy Fitzpatrick – see attached – • Move to accept Financial Report – Susan Forest / Seconded by Gary Renshaw / Vote – Passes unanimously • Audit Committee will be collected later • Society Business – nothing carried over to next year • Nominations Open – Slate read • If no nominations, then slate is acclimated unanimously • Move to accept slate – Ron Friedman / Seonded by Susan Forest • Election of New Board: President – Michael Gillett VP – Renee Bennett Treasurer – Sandy Fitzpatrick Secretary – Calvin Jim Members at Large: Crits – Shannon, Skills – Leslie Winfield, Memberships – Sandy Fitzpatrick, Other MaL: Chris Jessop, Dave Worsick, Val King • AGM Ajourned 	Michael
8:15 PM	<p><u>Call for Agenda Items</u></p> <ul style="list-style-type: none"> • Celeste – • Susan – Library • Retail Opportunity – Richard 	Michael
8:20 PM	<p><u>Brag</u></p> <ul style="list-style-type: none"> • Ron – got 9th honourable mention - writers of the future • Justin Acton – became a father • Chris Carolan - Had a request for partial manuscript from edge – got married • Ann Cooney – onspec published fairy tale story • Kevin – Story bought by Red Sun magazine • Clare Marshall – a guest at Hal-con in Halifax – Auroras will be there next year • Josh – Starklite press – published story with them • Chris – had a guest post – about CL Moore • Susan – Strangers Among Us Book Launches 	Michael
8:30 PM	<p><u>Discuss / Decide</u></p> <ul style="list-style-type: none"> • IPB Fundraiser - Shannon Date: October 22nd Time: 7:00 – 10:00pm Where: at the Boomtown Pub and Patio Tickets: \$25.00 [available at the door or through Eventbrite] • Holiday Bazaar – IFWA Shared Author Table – Craft Fairs – Eau Claire – two different weekends – IFWA would buy table and authors supply books – would people be interested – Market Spot at Eau Claire – Motion – Susan Forest – Richard seconds – no discussion – unanimous 	Michael

Time	Topic	Person
	<p>carried – one day in November and one day in December – Sandy will book one of those days</p> <ul style="list-style-type: none"> • IFWA Christmas Party Saturday, December 10, 2016 Location: Susan Forest's home Bring hors d'oeuvres and drinks and snacks • Celeste and Justin – Enigma Front – theme for next one is "The Monster Within" – sub process – got new editors – talk to Justin about editorial team – strong arm people into reviewing books on Goodreads and Amazon. • Susan – Library – Poor Man's Workshop – will have food at poor man's workshop • Retail – barbershop – can sell books at barbershop – retail works in store – what he is looking for – have a book that people can touch and feel – like to have one or two on shelf – will work out details – not actively selling. Bankers Hall – target audience – 25 yrs – 55 yrs – \$70K incomes men Richardthebarber@icloud.com - e-mail 	
8:55 PM	<p>Announcements</p> <ul style="list-style-type: none"> • Book Launch Party Why: We'll be celebrating the written word and the launch of the paperback editions of Craig DiLouie's CRASH DIVE series, already successful in eBook and audiobook formats. Co-hosts Ron Bender and Ella Beaumont will be launching his NEW WHITE SANDS CITY cyberpunk series. And Chris Marrs may offer us a sneak peek at the special limited collector's hardcover edition of her new novel, ENTANGLED SOULS, co-authored with Gene O'Neil. When: Saturday, November 12, 7:00 PM - Midnight+ Where: Craig's house at 5615 - 5th Street SW (@ corner of 55 Ave, decent parking in area, very close to Chinook Mall) Food/Drink: Light tapas and some drinks will be served while supplies last, otherwise BYOF+B RSVP: Craig DiLouie at Read@CraigDiLouie.com. 	Michael

Imaginative Fiction Writer's Association
 Balance Sheet
 As of August 31 2016

	2016	2015
Assets		
Petty Cash	301.60	291.37
RBC 1018217	6901.28	6006.33
RBC 1237932	517.45	353.18
Receivables (WWC Vouchers)		120
Inventory Contest books	920	1350
(92) 2011-2016 @\$10 each		(135) 2011-2015 @ \$10 each
Store credit Fair's Fair	51.25	
Total Assets	8691.58	8120.88
Liabilities		
Short story prizes	125	
Accounts payable	96.90 Renee	Adrienne, sherry
	414.21 Susan	325
Total Liabilities	636.11	325
Retained Earnings	7803.82	7988.35
Net income	258.94	-184.53
Total Equity	8062.76	7803.82
Total Liabilities and Equity	8698.87	8128.82
	<7.29>	8.82 off

Treasurer: Sandra Fitzpatrick

Audit committee:

Date:

Imaginative Fiction Writer's Association

Profit/Loss

September 2015 through August 2016

	2015-2016	2014-2015
Income		
Donations IPB Contest	125	20
Memberships (76)	1520	1340 (67)
IPB sales	524.75	431.73
Workshop		
Total Income	2169.75	1791.73
Expenses		
Bank charges	117.00	117.00
Convention	414.21	437.50
Contest Prizes	475	450
Books IPB	644.23	734.26
Judges and pre reader costs	129.87	Part of above
Stationary and office	11.50	11.5
Writers in the House x2	119.00	226
Website		
Workshop		
Total Expenses	1910.81	1976.26
Net income	258.94	-184.53

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Audit committee:

Date: