

A New Book and a New Publisher

By John Cardone, LIAG Founder

I am very excited to announce that after a 2½ year labor of love, my new book is in the hands of the publisher. I'm anticipating a spring book release and I can't wait. I don't know what I want more, my new book or a return of the warm weather.

Unlike my first two published works, *Without Consent* and *Tales Under A Full Moon: A Collection of Short Stories*, this new picture book is my first foray into the world of non-fiction.

The title is, *WATERVIEWS: A Collection of Photographs, Thoughts, & Experiences*. All of which, by the way, were acquired while kayaking the Carman's and Connetquot Rivers, and the Setauket and Orient Harbors of Long Island, NY. John Hanc, Newsday writer and author of *Jones Beach: An Illustrated History* explains, "In Waterviews, Cardone takes us along, on an informative and enjoyable excursion into a Long Island that most never see."

Right now, the website is new and under construction, but within a month or two, to share this information, because the site will begin to post information about the book and the writer's journey. Please make a note: www.Waterviews-Book.com.

Another exciting part of this project was obtaining a new publisher. And I wanted to share this information, because if you are considering publishing a new book, or having a current one made into an ebook, you should check out this self-publishing company, Dog Ear Publishing. Plus, on behalf of all LIAG members, I was able to obtain various discounts for our group.

Now, I can't take all of the credit for uncovering this super author-friendly company. When I started to search for a different company, I asked various authors in the LIAG who they published with—and I listened carefully. It was Kerriann Flanagan Brosky, who told me about her positive experiences with Dog Ear, and the author rep she dealt with as she published her novel, *The Medal*. If there is one thing I know about Kerriann, it is that she doesn't do anything without a great deal of thought, and careful research. So, I contacted them.

While I know about the ins and outs of dealing with self-publishing companies, right off the bat, I liked the way Matt Murry (Manager, Author Services) explained things. This was made

- continued on page 3 -

In This Issue

- Page 1 - Article: "A New Book and a New Publisher"
- Page 2 - President's Message
Editor's Note
- Page 3 - Jeff's Corner
- Page 4 - Article, "Blog Your Way To Success"
Self-Publishing Book Expo
- Page 5 - Members in the News
- Page 6 - Members in the News
- Page 7 - LIAG Holiday Party
New Board Member,
Anne Colman
- Page 8 - Events Coordinator,
Upcoming Events
- Page 9 - Upcoming Events
- Page 10 - Board of Directors
Committee Chairs
LIAG Mission Statement

Your articles and photo submissions are always welcome! News about your current books, new releases, upcoming events, accomplishments, and any information you would like to share with our members will make our newsletters interesting, fun to read, and informative!

Winter is still here. The good news...spring is on the way!

A Message From Your President...

Snow, sleet, rain, & fog... Long Island's winter mixed with a groundhog's promise of an early spring. Let's hope! 2013 brought several changes, along with exciting opportunities for the LIAG. Our membership is growing and members continue to share their expertise in a variety of ways. The combination of charter members committed to maintaining the professional integrity of the LIAG, and enthusiastic new members with fresh ideas is perfect. Together we can fulfill our mission to encourage, support, and promote authors on Long Island.

The value of membership in LIAG is clear! Thanks to our new Treasurer, Jeff Rimland, member renewals and dues for new members have been recorded properly using updated software. Thanks to Vice President, Lois Stern, who attended the board meeting from Florida, via skype. We appreciate the addition of Sandy Lanton, who joined the Board as Secretary. She also works with John Cardone on the Membership Committee.

Thanks to Board member Linda Maria Frank, the new Events Coordinator. She'll report on upcoming events for author participation. Please respond quickly when she requests your attendance at these events. Gloria Golden and Anne Coltman are also new Board members and Co-Chairs of the Outreach Committee. Thank you all for your great ideas and generosity of spirit on behalf of the LIAG!

Thank you, Laurie King, for organizing our 1st Wednesday of the year on February 7th. Cindi Sansone-Braff presented

ideas on how to blog our way to the bestseller list. We enjoyed a delightful evening and learned new ways to promote book sales. Laurie also works with John Cardone on the Membership Committee. While Cindi has had to step down from her position on the Board, her work on the Scholarship Essay Contest continues.

The LIAG status as a non-profit organization is now secured, and our efforts to provide services to the community will expand. Thanks to former Board member, Patrick Astre, for handling all the details involved in completing this properly.

Many thanks to Karen Bonnet for taking charge of our newsletter! Karen has joined the Board and become our Publicity Chairperson. These important responsibilities go hand in hand, and Karen is most capable. She's also been very patient with deadlines!

We had a smooth transition as Kerriann Flanagan Brosky, President Emeritus, fulfilled her promise to deliver all pertinent information in a professional manner. Thank you Kerriann!

Yes, 2013 brought several changes. Let's remember, "Change in all things is sweet." ~Aristotle

Stay sweet and wish our new officers congratulations and good luck when you see them!

Peace & prosperity to all in the New Year!

Dorothy McPartland



A Note From Your Editor

While in the midst of writing a sequel to my children's fiction novel, *Whale Island and the Mysterious Bones*, I read a fiction book for adults that was a page turner! It had all the elements of a great book—time travel, history, great characters and plot, a little romance, and settings from different time periods; the 1400s and the early 20th century. When I finally finished it, I was very sad it had ended, as I wanted it to go on and on!

Many books are inspiring but this book truly influenced me to think about including time travel in my next children's novel. Time travel and futuristic worlds have always fascinated me. Maybe it's why I loved unforgettable movies like *Star Trek*, *Star Wars*, *E.T.*, *The Wizard of Oz*, and *Avatar*, to name a few.

As a youngster, I liked reading Greek mythology books, as well as the well-known classics of the day. I enjoyed and still enjoy reading books and watching movies that take me away from the world as we know it - just for a little while.

Besides being involved in book writing, I also have a day job as a public relations/marketing/virtual assistant with my

own company, KLB Services/Public Relations & Marketing. Now that's reality!

As your newsletter editor, and Public Relations Chair, I am happy to take on the challenges of creating a newsletter that highlights all of you, as well as the responsibilities of generating publicity and growth for our organization.

I plan to put together three to four newsletters for distribution to our members this year. Thank you for entrusting this job to me, however, I can't do it without you! I welcome your submissions any time of the year...you can send photos, book covers, events, news about anything that has to do with your accomplishments and books - and the world of books. I would be happy to hear from you and share your news with members. You can reach me via my email address: kbonnet7@gmail.com.

I hope to get to know you via meetings and events too.

Happy writing....and reading! - *Karen Bonnet*

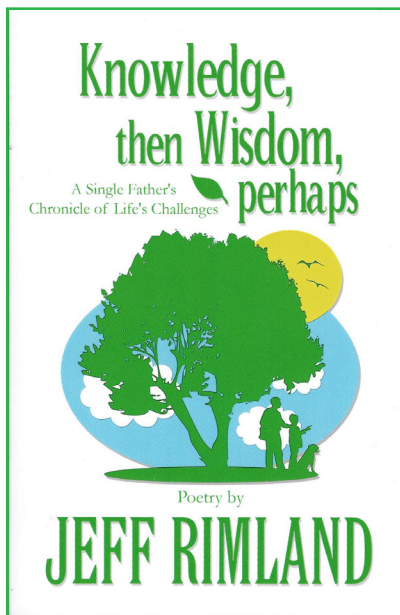


Jeff's Corner....



Poetry by Jeff Rimland

Jeff Rimland has written over 300 poems. *Knowledge, then Wisdom, perhaps: A Single Father's chronicle of life's challenges*, is his fourth book of poetry. This work of poetry is a sequel to his other PublishAmerica poetry books; *Our Gift to Each Other: Heart felt Poems of our Love*, and *A Widower's Journey: A Life of Loss and Love. Reflections on Half a Century*, is another work of poetry that was published in 2010.



Knowledge, then Wisdom, perhaps: A Single's Father's chronicle of life's challenges, details in poetic fashion the various challenges that continually need to be overcome in all of our lives, but has special meaning to single fathers. The population of single parents in the United States is growing every year. As of 2010, the United States Census Bureau estimates that 15% of single parents are men, which translates into 1.8 million single fathers. Single fathers often exist through painful events in their lives such as death of a spouse or divorce.

Knowledge, then Wisdom, perhaps: A Single Father's chronicle of life's challenges is dedicated to all of those Single Fathers that share pain and hope with the Author, but cannot share their feelings.

Jeff Rimland possesses an MBA in International Business, taught college courses, is a board member and Treasurer of the Long Island Author's group (www.longislandauthorsgroup.org), a member of the prestigious Poets House (www.poetshouse.org), has over 32 years of business experience, and what feels like centuries of life experience. Jeff, a single father, has helped raise his 3 wonderful children, and lives on Long Island. Jeff would also be interested in your comments at jeffrimland@msn.com.

- continued from page 1- "A New Book..."

easier by Dog Ear's business approach and excellent publishing services. I also liked their book pricing, which for me, was a vital ingredient—since I was doing a full-color picture book.

Actually, that was what put me over the top during the decision-making process. I needed book pricing that would be attractive to the public, while providing me with a profit.

Another important factor was the simple notion that I was able to ask questions (some again, and again) and Matt patiently answered in friendly ways I could understand. Another huge factor was the quality of the finished book, and from what I can see, they do quality printing, inside and out. Plus, they do it all right here in the USA.

Okay – I know, I know... you want the details so you can make notes or make a call. So, you'll find the Dog Ear details and the price point discounts on page four.

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WATERVIEWS

A Collection of Photographs, Thoughts, & Experiences



Kayaking on the Carman's & Cornetquot Rivers, and the Setauket & Orient Harbors

— John P. Cardone —

"Great is the art of beginning, but greater is the art of ending."

- Henry Wadsworth Longfellow

Publishers, Blogs, and Other Tidbits...

- continued from page 3 - "A New Book..."

Long Island Author Group Discounts - Dog Ear Publishing

Option I - Free books, depending publishing package purchase.

\$100 worth with the Basic or Professional Package

\$200 worth with the Professional Plus, or Editor's Choice Package

\$300 worth with the Masterpiece Package

Option II - 50 % off their Book Conversion Service with a publishing package purchase. Includes development and distribution of Kindle, Nook and iBook formats. Some restrictions apply for books of great length or complexity.

If already published, Dog Ear offers an attractive eBook conversion service. Price, of course, depends on complexity and where you are in the conversion process. They don't just convert to one format, instead they help you across multiple eBook formats and device platforms. They offer a great deal for any LIAG member who wants to convert their published book(s) into eBook formats. Contact Matt below:

Matthew Murry, Manager, Author Services
Dog Ear Publishing • mattm@dogearpublishing.net
P: 866-823-9613 • F: 317-489-3506
www.dogearpublishing.net

Self-Publishing Book Expo 2013 (in New York)

The annual Self-Publishing Book Expo is a learning center for published as well as aspiring authors. Attendees will have the opportunity to gain valuable information about how to successfully self-publish and market their books. Key members of the self-publishing community offering a variety of services to authors will be on hand, as will representatives from all facets of publishing and the media. Top-notch pros will lead a wide variety of seminars and panels on diverse subjects ranging from how to create an e book, finding an audience, working effectively with an editor, marketing and publicizing your work, and much, much, more.

The Exhibit Hall is FREE to all attendees! Exhibitors will include authors selling and displaying their books, and companies showcasing their goods and services.

PANELS, SEMINARS & ONE-ON-ONE SESSIONS: You must purchase a ticket for all panels, seminars & one-on-one sessions. One ticket allows entry for a full day of sessions. There will be 16 seminars & panels, and eight sessions held in the morning and in the afternoon. (Sessions will be held concurrently). Also includes:

- Special One-On-One Sessions (requiring advance registration)
- Publicity Brainstorming
- Speed Pitching Agents

Blog Your Way To Success



At the January "First Wednesday" meeting, members had the opportunity to learn about blogging for success by speaker, **Cindi Braff**, author of *Blogging Your Way To a Best Seller*. Cindi's techniques have brought her to the top of the Google charts, and she has gained national recognition.

As Cindi points out, blogs should have a unique voice. Your opinions and feelings about an issue should come from your heart, as it is your own editorial.

"The bolder you are about your opinion, the more it will go viral. More controversy will get more hits, as will comments posted in your blog from a celebrity," says Cindi.

Your headline is a great tool and attention-getter. It should be powerful, as it is your "sales pitch" so readers will keep reading. Keep your blogs to about 450 words, as anything longer will not necessarily be read. Pictures are a great visible element and should be included on your page to catch the eyes of the readers.

Topics that make the best blogs are those with national attention; hurricanes, tragedies, murders, and politics, as well as local concerns, health and career issues, relationships, religion, and travel. Blogs can be linked to other known Websites, once you have gained publicity. For instance, Patch.com allows you to link your Patch blog anywhere. You can also link it to social media sites such as Facebook, and Twitter.

Members In the News...



There was snow and ice outside the LTV studio on Industrial Road but inside studio 1 where I was interviewed by Linda Frank for her show, *The Writers Dream*, it was as cozy as could be. There were three cameras trained on us in the studio and two technicians just outside the set, but Linda made me so comfortable, as far as I was concerned, it was just her and me having a chat about writing.

It was fun, and I loved what most authors love: the chance to talk about my books. In this case, *Lily Steps Out*, Penumbra Publishing 2012, and *Alterations*, my short story collection due out spring-summer 2013, also published by Penumbra. Our talk covered everything from how *Lily Steps Out* started—a short story twelve years ago to my writers' group (every writer should have one), to how I got published. Seven years in the making, it was harder than writing the book itself. Thanks to Linda, the interview was a pleasure.

Rita Plush



"If there is a book you really want to read, but it hasn't been written yet, then you must write it."

- Toni Morrison



**A Visit to the *The Writer's Dream*
At LTV Studios**

I recently went to the LTV studio situated several miles west of East Hampton, for a full day of interviews with Linda Maria Frank. Her show, *The Writer's Dream*, currently airs on three Long Island, NY cable TV networks, soon to expand to other cable stations as well. Each of her shows is also posted on her *Writer's Dream* YouTube Channel, Facebook and more.) I thought I would share my experiences from that day, to encourage other LIAG members to give it a try.

Linda is a wonderful host who made me feel instantly at ease. It helped enormously that the camera people worked from computers in an adjoining room, so there was no need to "Look into the camera". Actually, I felt like I was sitting in her living room having a private conversations. Modern technology is just wonderful!

Lois Stern



The Writer's Dream, a public access television show that features authors and their unique experiences with writing, publishing, and marketing their books, welcomed LIAG Founder, **John Cardone** and LIAG President Emeritus, **Kerriann Flanagan Brosky**, recently. The show is broadcast on Channel 20 and airs in most of Suffolk County and parts of Nassau County.

Pictured above, (left to right) is John Cardone, Co-host, Karen Bonnet, Phoenix Redhawk, Producer and Co-Host, Linda Maria Frank, and Kerriann Flanagan Brosky.

**Members interested in being a guest
on *The Writer's Dream* can contact
Linda Maria Frank at 516-798-0341.
Visit the show on Facebook,
<http://www.facebook.com/pages/The-Writers-Dream>.**

Members In the News...



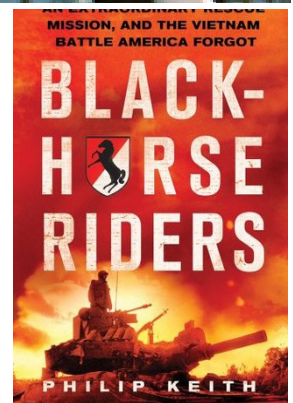
I have a friend named John who has relatives in Ireland. My friend John has been a big fan and promoter of both my talks and books. He bought 20 copies of *Simple Happiness* and had them shipped to his family's Parish in Clonmany, County Donegal. The reception there was very positive. In fact, the Manager of the town's soccer club liked the book so much that he ordered 50 copies to give to each member of the club.

The books were shipped last week. This could be the start of something big. I can now say that I am an internationally recognized author.

Jim Ryan

Editor's note: Jim will be our 1st Wednesday guest speaker, April 3rd @ Bonwit Inn.

BLACKHORSE RIDERS By Philip Keith
9780312681920 (hardcover, 2012)
9781250021229 (paperback, 2013)

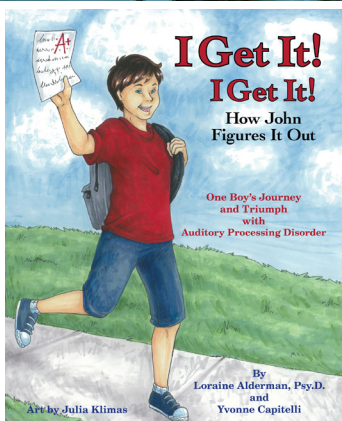


Phil Keith and *Blackhorse Riders* is one of four finalists for the very prestigious Colby Award. The winner will be announced March 4th. Congrats to Phil Keith on being a finalist and to Editor, Marc Resnick!

Named for the late Ambassador and former CIA Director William E. Colby, the Colby Award recognizes a first work of fiction or non-fiction that has made a significant contribution to the public's understanding of intelligence operations, military history

LIAG President Emeritus Kerriann Flanagan Brosky had a very successful book launch for her sixth book, her debut novel THE MEDAL. The official release date was Sept. 23, 2012 where she appeared at the Padre Pio Shrine in New York City for the Feast of Padre Pio. Her official launch took place at the Book Revue in Huntington where over 200 people attended. Days later, at a subscriber only event at the John Engeman Theater in Northport, Kerriann gave a full lecture and book signing to a crowd of 150 people. She is currently marketing her book full time, and continues to schedule book signings, lectures and book club discussion meetings. Kerriann has also received some wonderful press on her new book. For a list of upcoming events, and to read her testimonials, view her book trailers, videos and press kit, visit Kerriann's website at www.padrepiomedal.com.

For the second year in a row, Kerriann has finished in the final three with Nelson DeMille for "Best Author on Long Island" for Long Island Press Magazine. Kerriann was able to beat New York Times Best Selling Author Susan Isaacs. Congratulations!



Children's Literary Classics is pleased to announce that the children's picture book, *I Get It!, I Get It!, How John Figures It Out*, written by Loraine Alderman, Psy.D. and Yvonne Capitelli and illustrated by Julia Klimas has been selected to receive the Children's Literary Classics Seal of Approval. The CLC Seal of Approval is a designation reserved for those books which uphold the rigorous criteria set forth by the Children's Literary Classics review committee, a team comprised of individuals with backgrounds in publishing, editing, writing, illustration and graphic design.

I Get It!, I Get It!, How John Figures It Out is a book of empowerment and one that can offer hope and encouragement to kids struggling with learning disorders. This book is a must read for kids with APD and earns our Seal of Approval.

Photo Gallery - LIAG Holiday Party



Smile! You're on LIAG camera! Members reminisced, shared ideas, enjoyed a delicious meal, and had great fun at the Holiday party in December (above).

LIAG Welcomes New Board Member: Spotlight on Anne Coltman

Anne Coltman has recently been appointed to the Board of LIAG. Anne became a member of the group in the spring of 2012.



Although a newcomer to the group she has been residing on Long Island for decades. Anne is the author of *For the Love of Grandma* a book of poetry which was published in 2009 and *Scarred with Fortune* a novel published in 2011.

She is now working on her second novel and has future plans for another book of poetry. She has had successful book signings in UK, Canada and Fordham University, Lincoln Center, as well as at her home. Anne is retired and eagerly looking forward to working with fellow Board members in helping LIAG to reach out to the general public, especially the Long Island community.

Imagination is more important than knowledge. Knowledge is limited. Imagination encircles the world.

- Albert Einstein



An Update From your Events Coordinator...

As the new "events coordinator," I would like to encourage members to do the following:

- Log on to our LIAG Forum on a regular basis to get up-dates regarding our events.
- Join our facebook page to get the news. If you have a facebook page, you can make comment on the LIAG page.
- Enter you own news and events on the Forum.
- Read emails from me and other members regarding events.
- Check out the newsletter when it comes.

These are our upcoming events:

- March 20th, 6:30 pm - 8:30 pm - LIAG Website Workshop, Half Hollow Hills Library, with Webmaster, Joe Giaquinto
- April 6th, 10:00 am -12:00 pm - "Meet and Pitch to the Media," workshop at Fair Media Council, Bethpage (for LIAG members only, at a reduced rate)
- Sunday, 4/14 - 12:00 pm - 4:00 pm, LIAG Spring Book Fair at Martha Clara Vineyards
- April 9th - May 14th, LIAG Authors present Writer's Workshop Series at Mill Neck Manor
- Sunday, 5/19 - 12:00 pm - 4:00 pm - LIAG presents "Book Fair" with Dreamlike Puppet Company Performance at Mill Neck Manor (all authors are welcome to display and sell books)
- May 13th - June 24th - LIAG authors present Writer's Workshop Series at Heckscher Museum
- July 13th - 10:00 am - 5:00 pm, LIAG tent for book sales at Northport Art in the Park
- Oceanside Gazebo, (Work in progress), <http://www.meetup.com/Oceanside-Summer-Gazebo-Reading/>.

We are in search of other events, and would like suggestions from all our members. Here are some possibilities:

- Libraries have book clubs, writing groups, and authors' days. I encourage you to go to your public library and inquire about these groups. Find out who the contact person is with their information. You can forward that info to me, and I will do the rest.
- If you know of a venue, such as a museum, book store, or club where we can be included in an event or fair at that location, let me know. Please pass on any ideas for locations where a LIAG booth for authors to sell books can be set up. Currently we are looking into the Hallock Restoration, the Bethpage Restoration, the Whaling Museums, and the Riverhead Aquarium. Both restorations have fairs.

Please feel free to contact me and make suggestions: lmf217@hotmail.com, 516-798-0341.

LET'S SUPPORT EACH OTHER BY ATTENDING OUR FELLOW AUTHOR'S INDIVIDUAL EVENTS!

THE WRITER'S DREAM - LOCAL ACCESS TV FEATURES LIAG AUTHORS

Linda Maria Frank and Karen Bonnet work together to produce a local access TV show called *The Writer's Dream*. It airs on all three Cablevision 20 channels on Long Island. It is a half hour show where you, the author, are featured. You are able to purchase the DVD of your show for \$10.00. This DVD can be used on your website. We put the DVD on Youtube, and you can transfer it to your facebook page. There is a Writer's Dream facebook page as well. We send out a Constant Contact newsletter featuring one author each month.

Several members have taken advantage of this opportunity, and have expressed satisfaction. When it appears on the Cable network, I will email the membership.

If you are interested in appearing on the show, email me, lmf217@hotmail.com, with your book information. There is a \$15.00 fee which covers studio rental, my techie assistant, and gas money to deliver the DVD's to Riverhead, Islandia and Woodbury. Hope to hear from you regarding this great opportunity to promote your book!

Linda Frank

Editor's Note: Linda will be our 1st Wednesday guest speaker, March 6th at the Bonwit Inn.

Upcoming Events...

LIAG Heckscher Park Museum Collaborative

It sometimes takes several heads and many hours of groundwork to put together a new LIAG project. About two years ago LIAG member Florence Gatto let us know about an annual event called Readings in the Park that takes place in Nassau County each summer. Why can't LIAG create a similar project in Suffolk County? I asked Kerriann, and she gave me the green light to move forward.

After several false starts, I contacted Joy Weiner, director of the Heckscher Museum. During that initial contact I sensed Joy's interest, and asked that another board member attend a more formalized meeting with us. Dorothy McPartland, events coordinator at the time, agreed to join us. It was a most productive meeting, setting the groundwork for one more exciting LIAG project. We didn't have to convince Joy that writing is art. She said it first, so we knew we were on the same page. Joy suggested that we begin slowly with four workshops for starters. We were able to renegotiate, increasing that number of sessions to six.

The LIAG board endorsed this program, suggesting that we initiate it as a pilot project. Four board members and

two non-board members presented last year, with topic diversity in mind: (Kerriann: non-fiction editing, Dorothy: sparking creativity, Lois: art as a stimulus to writing through 'show, don't tell', Phil Keith: the query letter—approaching agents and publishers, Jeff Rimland: diversity in poetry, and Jim Roth: memoir writing.)

We asked for volunteer facilitators and they were given first priority as presenter for this forthcoming series of workshops.

I served as coordinator in 2012 and now LIAG member Matt Pasca has graciously accepted the challenge for 2013, with six other LIAG members leading workshops this spring/summer.

We have been given an opportunity to create a publicity free LIAG event (all publicity handled by Heckscher), each presenter paid a \$125 stipend, plus good exposure for our books (displayed and for sale at the end of our session). If you are a teacher at heart and have a workshop concept in mind, offer your services to Matt as a facilitator for one of our forthcoming sessions and come on board for 2013-14.

Lois W. Stern

LIAG Vice President

Join us for our annual **Spring Book Fair at the Martha Clara Vineyard** on Sunday, April 14, 12 p.m. to 4 p.m. in the Northville Barn. This is the sixth year members have had the opportunity to share in this lovely event!

Event highlights include:

- Book Fair (with LIAG's own authors!)
- Raffles (and a 50/50)
- Free raffle for a Kindle will be offered, with an extra ticket given upon purchase of any author's book.
- Entertainment (TBD)



The Dreamlike Puppet Company Will Perform at the Upcoming Book Fair at Mill Neck Manor — May 19th
All are welcome!



Pictured above: The Dreamlike Puppets

Board of Directors and LIAG Mission Statement

LIAG LOVES ACTIVE MEMBERS! YOUR THOUGHTS AND GOOD IDEAS ARE ALWAYS WELCOME!

2013 Long Island Authors Group Board of Directors and Officers

Dorothy McPartland, President

Lois Stern, Vice President

Jeff Rimland, Treasurer

Sandy Lanton, Secretary

Linda Maria Frank

Gloria Golden

Anne Coltman

Karen Bonnet

David Axelrod, Advisory Board

Kerriann Flanagan Brosky, President Emeritus

John Cardone, Founder & President Emeritus

Committee Chairpersons

First Wednesdays, Laurie King

Membership, John Cardone

Publicity, Karen Bonnet

Events, Linda Maria Frank

Outreach, Gloria Golden and Anne Coltman (Co-Chairpersons)

Communications, John Cardone

Website, Joe Giaquinto

The LIAG Mission Statement



The mission of the Long Island Authors Group is to encourage, support and promote authorship, primarily in the Long Island, New York area.

We are a group of local book authors who have joined together to conduct activities and events that add to the availability of our published works while promoting the Long Island writing community. Our group works with retail bookstores arranging book talks and signings, and conducts events at various locations that are open to the public.

Our group fosters knowledge and experience by conducting educational seminars on assorted topics such as writing workshops, marketing techniques, promotion strategies, and the use of emerging Internet outlets & new technologies.

Join Us For LIAG's next First Wednesday Meetings

7:00 PM

The Bonwit Inn

1 Vanderbilt Parkway

Commack, NY

See the LIAG website for the full schedule: www.longislandauthorsgroup.org/