

LIAG Author Seminar

Demystifying Agents: The Inside Story

by John Cardone

I'm not sure we cleared up every mystery surrounding agents, but we sure had our questions answered. On Saturday, October 19, 2013 the LIAG occupied the community room of the East Islip Public Library as LIAG members gathered to be a part of the seminar, Demystifying Agents. Lily Bedell commented, "I totally enjoyed the seminar, as I'm sure everyone in attendance did. It was an exciting experience!" While Ron Scott added,

Louise Caiola kicked things off with an interesting PowerPoint presentation on agents and how they work. Her insights were particularly useful because she knows the topic from inside and outside. Not only is Louise an author, she knows the inside story because she has worked in two Literary Agencies. Louise compared the pros and cons of a good agent and a bad agent. Phil Keith was next and discussed the do's and don'ts of

dealing with agents. Especially useful were his tips on how to go about finding the right agent. Tom Clavin, one of the most successful authors on Long Island, completed the afternoon with his first-hand experiences. Tom entertained us with his comical agent experiences while providing us with thought-provoking and helpful suggestions.



"I came away from the seminar with a renewed motivation to seek an agent. The presenters went beyond providing first hand information, they ignited an interactive atmosphere by entertaining pertinent questions with an honest response. Bottom line—I was proud to be a member of the LIAG."

Pictured above: Phil Keith, Louise Caiola, Tom Clavin.

Linda Matthies explained, "Not only was the seminar packed with useful tips and information, but we had the added treat of getting up close and personal with three exceptional speakers. They set a wonderful tone during the event with their humorous and intelligible approaches while also leaving ample time for all questions. What a great learning experience."

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LIAG Mission Statement

Please share your articles and photo submissions by sending news about your current books, new releases, upcoming events, and accomplishments to newsletter editor, Karen Bonnet at kbonnet7@gmail.com. New members are spotlighted in each edition. Please send a bio and photo so you can be featured in the next issue!

*Have a Happy Thanksgiving,
Happy Hanukkah, and a Merry Christmas!*



Opportunities for Authors...

The Author's Show Discounts To LIAG Members

Danielle Hampson is offering discounts to our LIAG members who want to appear on *The Authors Show* and she is willing to work with us. Below is a listing of two of her most popular plans and the discounts she would apply:

SILVER PLAN - \$295

- **ARCHIVING:** Your interview is archived in the show page player for 12 months after the original free broadcast, and is available for on demand listening 24/7.
- **RERUNS:** Your interview will periodically rebroadcast during the 12 months archiving, either randomly during the week or for full weekends (three days, (Fri., Sat. Sun.).
- **WEEKLY PUBLICITY:** When your interview is re-broadcast, your name is included in our weekly publicity outreach to search engines, journalists, social media and bloggers;
- **BOOK SLIDER** (a \$295 value): Your book cover hyperlinked to your website runs continuously for 12 months on seven websites, plus several additional web pages: TheAuthorsShow.com (fiction), TheAuthorsShow.com (nonfiction), TheBusinessAuthorsShow.com, TheChildrensAuthorsShow.com, TheChristianAuthorsShow.com, AuthorsWebTV.com and HelpAPublisherPublishYou.com.
- **INTERNET MARKETING STRATEGY ANALYSIS:** This analysis from the Free Publicity Focus Group and show host and marketing consultant, Don McCauley, covers 22 specific book marketing topics relevant to your situation. It offers suggestions for improvement, and powerful strategies for taking your book marketing efforts to the next level.

- **MP3 COPY:** You receive an exact copy of your professionally edited interview as it was broadcast on the show page in a mp3 file format, with the licensing right to post it on your website, use it in your blog or RSS feed, in any way you might imagine.

GOLD PLAN - \$495

Includes some video and YouTube Archiving as well as the above features, plus one multimedia press release, your book cover hyperlinked to your website. Danielle is additionally offering a 10 % discount to LIAG members when any member appears on the show a second time and buys the silver, gold or platinum plan for your second book, and then applies a 5% discount off the first purchase when she/he comes on the show again with a new book. Here is an example: Author "Janet" has her first interview. She buys the silver plan at \$295. Janet has a new book and returns for a new interview three months later. She buys the silver plan for book two. Janet will pay for the second purchase (\$295-10%) - 5% off \$295 (book one) = \$250.75. The second scenario: Janet has a new book and returns for a new interview 3 months later. She buys the gold plan for book two. Janet will pay for the 2nd purchase (\$495-10%) - 5% off \$295 (book one) = \$430.75. If you have further questions, please contact Danielle at: danielle@theauthorsshow.com.

Lois W. Stern



Pictured, left: At the September 16th LIAG General Meeting, members recognized the outstanding efforts of past President, and Board member, Kerriann Flanagan Brosky. Kerriann was presented with a plaque by LIAG Founder, John Cardone. Thank you for a job well-done!



*"Mystery creates wonder, and wonder is the basis of man's desire to understand."
- Neil Armstrong*

News and Updates...

- continued from page 1



DeMystifying Agents: The Inside Story

As if well planned, each speaker built on the information presented. Louise explained how to use web-based resources to find the right agent and even, how to pitch an agent using Twitter. Phil presented his six-step formula for creating and being prepared for "your book proposal." Tom gave us helpful tips including a proven method of finding agents that represent authors in your genre.

Of course, there is no easy way or path to obtaining an agent. A common message from the presenters was how difficult the process actually is. Phil Keith hit the nail on the head when he asked the audience, "When it comes to finding an agent, ask yourself.. What is your tolerance for pain?" Jennifer Cusumano summed it up with, "The road to representation is not short nor easy, but attainable, and therein lies the key to literary success for those willing to do the work."



Final advice and comfort from the great American actor Geraldine Page.

Ms. Page received precious few bad reviews in the course of her long and distinguished stage and film career, but when asked how she would react to a bad one, she answered simply, "I would just think the critic has poor taste."

That should sustain all authors in their darkest hours.

"The future belongs to those who believe in the beauty of their dreams."

- Eleanor Roosevelt

A few members of a LinkedIn writer's group recently entered into a discussion. The subject was about handling less than stellar reviews. Let's face it, If we get enough of them, eventually we are likely to get one that rankles. But ultimately, although we impulsively feel like striking back, I found this one answer the most helpful.

"How should authors react to reviews?" With stoic restraint. There's nothing wrong with thanking a reviewer for the time taken in reading your book, and an author can certainly express the pleasure of receiving a good review. But challenging or arguing with the author of a less-than-glowing review is downright foolish and should never be done.

If an author's frustration or anger level is at the breaking point, it might be acceptable to say something like what's been said to me sometimes by the author of a book I have reviewed more or less unfavorably, viz., "It's always interesting to see my work seen through other eyes." Of course, the subtext is, "And your eyes are not functioning," but no harm done. As a critic, I have more respect for an author who takes the lumps in silence.

Book Fairs, Workshops, and Other Tidbits...

'Event-Fulls' from Linda Maria Frank

Bayard Cutting Arboretum

Seventeen of our authors participated in the annual Fall Harvest Festival at Bayard Cutting Arboretum on Oct. 5 and 6. We tried something new for this event. LIAG has purchased two tents to enable us to do outdoor events regardless of weather.

The tents were set up with a "book store" theme. Karen Bonnet designed a banner for one tent, and our original banner was used on a third tent provided by Natasha Goruleva. Children's authors were located in her tent next to the Kid's Activity tent.

The weather on Saturday was beautiful, but Sunday turned cold with a fine mist, carried by a breeze from the river. The number of books sold by the participating authors varied. We are still looking for ideas and venues to both present and sell our books successfully. Any ideas are welcomed by the Events Committee.

The participating authors were **Sandy Lanton, Karen Bonnet, Linda Frank, Natasha Guruleva, Dorothy McPartland, John Cardone, Michael Kannengeiser, Roland Allnach, Marianna Newman, Russell Moran, Gloria Golden, Jennifer Cusumano, Linda Matthies, Cindy Salemi, Anne Coltman, Jeff Rimland, and Richard Scheinberg.**

Islip Arts Council

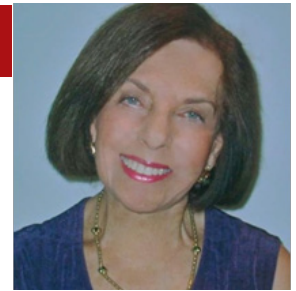
Beginning in October, The Islip Arts Museum began hosting a series of lectures entitled "The Art of Writing". The lecturers are all LIAG authors. This is a great opportunity for us, and we would enjoy the support of members at these lectures. The lectures will culminate with a book fair for LIAG authors on Dec. 8 at the Islip Arts Museum. Below are the details.

The Art of Writing : Are you a writer or do you want to become one? Explore the art of writing in the intimate museum setting of the Islip Art Museum in this lecture/ workshop series that provides a wonderful opportunity for all writers or wannabe writers.

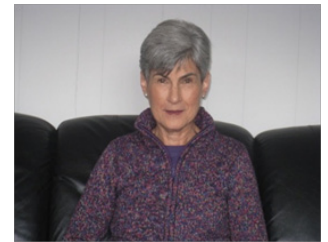
This series of five workshops is presented by the Long Island Authors Group at the Islip Art Museum. Select one workshop or the entire series. These workshops are designed to spark your creativity, encourage self-reflection, and inspire you to write more or in a better fashion.

All sessions are held on Mondays from 10 a.m. to Noon in the Islip Art Museum, Brookwood Hall 50 Irish Lane, East Islip, NY 11730. For information, call 631-224-5420. The 2013 series highlights the following authors:

**Lois W. Stern • Lois Kipnis • Russell Moran • Phil Keith
Karen Bonnet • Linda Frank**



Introduction to the Art of Writing – Inspiration
Lois W. Stern (Oct. 21, 2013)



Together We Can
Improvise
Lois Kipnis (Oct. 28, 2013)



The Technical Aspects of Writing
Russell Moran (Nov. 4, 2013)

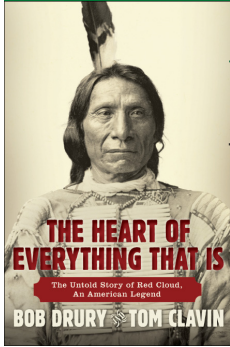


The Path to Publishing – Getting
Published in the Digital Age
Phil Keith (Nov. 18, 2013)



Adventures in Self-Publishing & Marketing
Linda Frank and Karen Bonnet (Dec. 2, 2013)

Members In the News...



Below is a letter from Jofie Ferrari-Adler, senior editor at Simon & Schuster, which regales **Tom Clavin's** new release, *The Heart of Everything That Is*. **Congratulations Tom!**

Dear Reader,

I'm always astonished to learn about a historical figure—who is largely forgotten but deserves to be recognized as a towering hero of our past. The subject of this book, the great Oglala Sioux warrior-statesman Red Cloud, is perhaps the perfect example.

*I will confess that although I consider myself a student of American history I had no idea of Red Cloud's significance until I read *The Heart of Everything That Is*. (The title comes from the Sioux name for the Black Hills.) Now that I have, I find it almost unbelievable that his story has remained untold, for a popular audience, until now, and I feel compelled to evangelize on his behalf.*

To give you a sense of the esteem in which Red Cloud was once held, here is a snippet of his New York Times obituary from 1909: "By sheer force of will, bravery, and intelligence, Red Cloud rose step by step to be the chief of the greatest, most warlike, and most savage tribe of American Indians . . . at one time lord of all Kansas, Nebraska, the Dakotas, and parts of Iowa, Minnesota, Wyoming, and

Montana. . . . In his war against the whites Red Cloud became known to the government's Indian fighters as the boldest and fiercest of Sioux leaders, and it was during those years that he gradually worked his way up until he was recognized as the leader of all the Sioux bands and tribes."



The authors of this book, Bob Drury and Tom Clavin, have been working on it for several years, and I think it shows in its rich sweep, its vibrant detail, and its propulsive readability. To create the narrative they relied on contemporary diaries and journals, newspaper reports, eyewitness accounts, and other first- and second-hand sourcing, including the 134-page autobiography that Red Cloud dictated to a white acquaintance late in life.

The fact that this document went missing for a hundred years, as the authors explain in a source note at the back of the book, is part of the reason why Red Cloud's story is not better known today. No longer. I believe this book is a major work of narrative history that deserves a vast readership. It is a powerful untold story of a man fighting for his life and the life of his people.

In addition to finally giving Red Cloud the modern-day recognition he deserves, it provides a dramatic account of the conflict between an expanding white civilization and the Plains Indians who stood in its way. If you have a chance to read the book, I would love to hear from you.

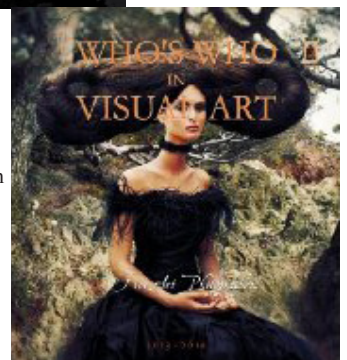
Several months ago, **Gloria Golden** was contacted by Ulrich Goette Himmelblau, editor of *Who's Who in Visual Art*. The publishing company was preparing the next edition of its title 100 Fine Art Photographers to be published in the series of books entitled *Who's Who in Visual Art*, 2013-2014 edition. The book is limited to 100 entries. He found Gloria's work on her website, ggoldenimages.com. The editor chose to publish *Mint Tea* from the Teatime exhibit in memory of Linda McCartney, sponsored by (WIPI) Women in Photography International. The other photograph was *Marrakesh*, taken at night in the heart of the city. "Included in the book is a biography about my work and my web address. The first publication of the book was in 2006, and it will continue to be published in the years to come," said Gloria. *Who's Who in Visual Art* is sold through Amazon and Abe's Books.

It was sponsored by Women In Photography International (WIPI). This photograph was taken in a Chinese market with mist in the background, over the rooftops of the stalls.



Rooftops
by Gloria Golden

Gloria's photo, *Mint Tea*, was featured in the 2013/14 edition of *Who's Who in Visual Art*



In addition, Gloria's photo, *Rooftops* was selected for the 2013 Annual Juried Competition and was and was recognized in the "Juror Choice Recognition" category.

Members In the News...

REMNANT an anthology

ROLAND ALLNACH

Long Island author **Roland Allnach** has recently learned that his first book, *Remnant*, has been slated for audiobook production. According to his publisher, All Things That Matter Press, the audiobook is scheduled for release this September and will be available on Audible, iTunes, and Amazon.

Remnant is a stirring, thought provoking anthology of three novellas within the speculative/science fiction genres. The stories are linked in theme by characters seeking self-truth, redemption, and their moral center. The novellas are: "All the Fallen Angels", in which a convicted war criminal attempts to make peace with his past; "Enemy, I Know You Not", in which a military officer that was captured and tortured tries to find his loyalty in an abyss of suspected betrayals; and "Remnant", in which the survivor of a global pandemic is confronted with the prospect of making peace with his memories when other survivors attempt to bring him back from self-imposed isolation.

Published in paperback, Kindle, and Nook in 2010, *Remnant* has received critical praise from ForeWord Reviews, Reader Views, Readers Favorite, Feathered Quill, San Francisco Book Review, and a host of blogs. It has also been graced with awards in the National Indie Excellence Awards, Readers Favorite Book of the Year Awards, and USA Book News Best Book Awards.

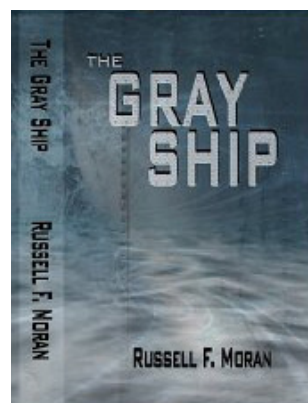
Roland has been writing since his teens, but did not actively seek publication until 2007. He has numerous published short stories to his credit, one of which was a 2010 Pushcart Prize nominee.

His books, *Remnant* (2010) and *Oddities & Entities* (2012), will be followed by his third book in early 2014, tentatively titled *Prism*. His literary inspirations arise from classic literature, history, and mythology, and his aim is to invest his stories and characters with a complexity and depth that continue to reward upon repeated readings. Writing aside, the joy in life is the time he spends with his family. For more information, including reviews, interviews, free excerpts, and signed books, please visit Roland at www.rolandallnach.com.



Russell Moran's book, *The Gray Ship*, launched in the last week in August and has reached NUMBER ONE on Amazon Science Fiction & Fantasy/Time Travel.

*Kudos to Russ
on this
exciting news!*



A NEW JAKE WANDERMAN MYSTERY BY BORIS RISKIN TO BE PUBLISHED BY BLACK OPAL BOOKS

Jake Wanderman is at it again. In his latest mystery, *Deadly Secrets*, he takes on the Hampton's art scene, the local police, and a fiercely determined international drug ring. From Sag Harbor to London to Paris, Jake's a magnet for trouble, all to save his best friend's daughter from a bogus murder charge.

Jake managed to survive his previous adventures with both his wit and physical skills. In *Scrambled Eggs*, he went to Moscow and dealt with the NKVD. *Deadly Bones* took him to Jerusalem where he encountered the vicious Russian Mafia. He's always accompanied by the

Complete Works of Shakespeare. A former English teacher, he regards the Bard as the greatest psychologist and humanist of all time. He is constantly quoting him, many times at inopportune moments,

Mr. Riskin's work has appeared over the years in a variety of literary magazines, including *The New Yorker*. A Brooklyn native, he's traveled the world. Boris, aka Bob, now lives and writes in Sag Harbor, "where the bay and ocean are close enough to touch," he says, "and the air is alive with stories."

Jake Wanderman lives there too.

Robert Boris Riskin
Rriskin@aol.com
www.robertborisriskin.com





LIAG's Newest Member

Roland Allnach has been writing since his early teens, first as a hobby, but as the years passed, more as a serious creative pursuit. He's an avid reader, with his main interests residing in history, mythology, and literary classics, along with some fantasy and science fiction in his earlier years.



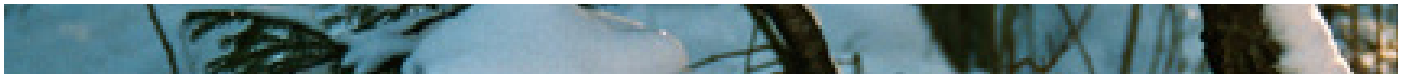
By nature he has a do-it-yourself type of personality, and his creative inclinations started with art and evolved to the written word.

Since making the decision to pursue a career as an author, he's secured publication for a number of short stories, received a nomination for inclusion in the Pushcart Anthology, and in November 2010 realized publication for his first

novel, an anthology entitled *Remnant*, from All Things That Matter Press, followed in 2012 by his second anthology, *Oddities & Entities*, also from All Things That Matter Press. Both books have gone on to receive a number of national awards, including National Indie Excellence Awards, Readers Favorite Book of the Year Awards, USA Book News Best Book Awards, and ForeWord Reviews Book of the Year Awards.

His third book, *Prism*, is pending publication early 2014. His writing can best be described as depicting strange people involved in perhaps stranger situations. He prefers to let his stories follow their own path. His writing is sometimes speculative, other times supernatural, at times horror, with journeys into mainstream fiction, and even some humor- or perhaps the bizarre. Despite the category, he aims to depict characters as real on the page as they are in his head, with prose of literary quality.

His literary inspirations are as eclectic as his written works - from Poe to Kate Chopin, from Homer to Tolkien, from Flaubert to William Gibson, from Shakespeare to Tolstoy. As long as a piece is true to itself, he's willing to go along for the ride. He hopes to bring the same to his own fiction.



Authors Helping Authors: A Project

Penny Sansevieri, The Marketing Expert, recently wrote an article for the *Huffington Post* speaking about the many buzzwords of the publishing industry. She explained that up until recently, the buzzword was "platform building", but that now it seems to be shifting to "discovery." The meaning of the word discovery is easy to understand, but how to get discovered is far less transparent. And that's what the LIAG is all about. - helping one another in that effort.

Many of you know about Tales2Inspire, an 'Authors Helping Authors' project/contest I initiated two years ago. It is free to enter, and although it offers no cash prizes, the real 'discovery' to this project is the awesome platform building opportunities it offers the winners.

I have two little secrets to share with you now:

- Several of my winners have taken a small segment from one of their fully published books and reworked it to fit into the Tales2Inspire guidelines. For starters, it must be a non-fiction, inspiring short story. Why bother? Check out the video: "What's In It For You" posted at: www.tales2inspire.com to learn how

getting your short story published in one of the Tales2Inspire anthologies helps readers far and wide discover or rediscover your full length, already published book.

And here's my second secret.

- Even if your book is a work of fiction, it's likely it contains some segments drawn from real life experiences. Is one of them really inspiring? If so, it's possible you can retool it to fit the guidelines.

But before you begin, be sure to check out www.tales2inspire.com to see if you have a story that would fit one of the currently open categories. This website also explains all the "how-to" details you need to know before you get started. So far I've received winning stories from Australia, Colorado, Canada, California, Florida, Virginia, North Carolina, Michigan . . . now published in either the Tales2Inspire Emerald or Topaz Collection.

To date, the only winner from NY lives in Staten Island. I'd love to put Long Island on the Tales2Inspire map!

Lois W. Stern

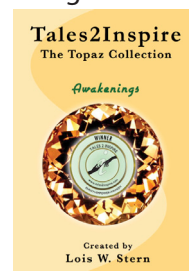
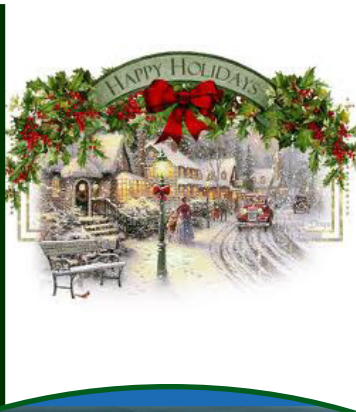
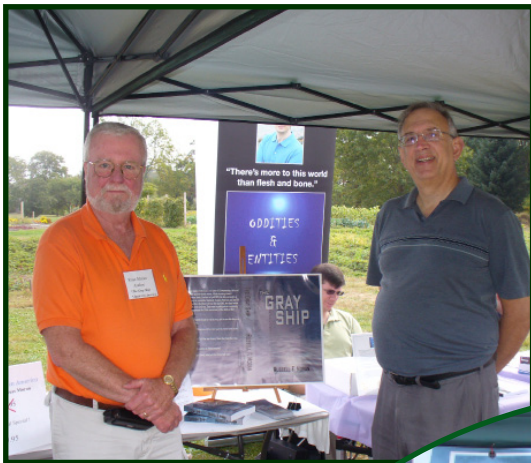


Photo Gallery - Bayard Cutting Arboretum Fall Book Fair



"Christmas is not a time or a season, but a state of mind. To cherish peace and goodwill, to be plenteous in mercy, is to have the real spirit of Christmas."

- Calvin Coolidge

An Invitation to Attend Workshops and Presentations...

Getting the word out about a new book title or even for that matter, promoting yourself as an author is always a daunting task. Unless you are a celebrity or a special person of interest, there seems to be way too much competition for attention. With my latest book project, *Waterviews: A Collection of Photographs, Thoughts, and Experiences*, I have created two PowerPoint presentations that I offer to libraries and community centers, as well as other groups that may be interested. While I know that some authors seek an honorarium, I had decided to just work at arranging presentations and not push for a fee (never an easy choice). Plus, having an event booked means that I can send out a press release to the media in the community. These are proven, effective ways to create a buzz. In addition, having an event means you can list them on your website and also, use the "invite" feature of Facebook to send out an invitation to your friends and fans which further creates a buzz for your name and book title. While all of this is a ton of work, once you start arranging dates and getting your book out there, hopefully you'll find it easier as the word spreads—all ending up with increased book sales.

Both of my presentations are based on my book *Waterviews* – one is a two-hour photography workshop being held at the Wertheim Wildlife Refuge on Saturday, December 7th, 2013, and the second is a lecture being held at the Sachem Public Library on Saturday, November 16, 2013. Of course, you are all invited to attend (or if you know someone who loves the outdoors) – before cabin fever sets in. And please visit: www.WaterviewsBook.com

Waterviews Photography Workshop

If you have a passion for photography, or just enjoy taking pictures and like the outdoors, the scenic nature of LI, and wildlife, – then, you'll like this photography workshop. Local author and photographer, John P. Cardone conducts this two-hour workshop based on his book *Waterviews: A Collection of Photographs, Thoughts, and Experiences*. The workshop

is interactive, as John brings up topics to get you involved. So, bring your camera equipment, a favorite outdoor photo or two and come prepared to discuss your photo work while learning from others.

John reviews his experiences from over 10 years of picture taking – almost all of his shots are taken from the unusual perspective of a kayak floating on the water. While the Carman's River is his favorite picture-taking location, he'll share photos from the Connetquot River, the Setauket Harbor, and Orient Harbor featuring the wetlands of Long Beach Bay.

When: Saturday, December 7th, 2013
(1 pm to 3 pm)

Where: Visitor's Center at the Wertheim National Wildlife Refuge
340 Smith Rd Shirley, NY 11967
(Registration Required – limited seating – 631-286-0485)

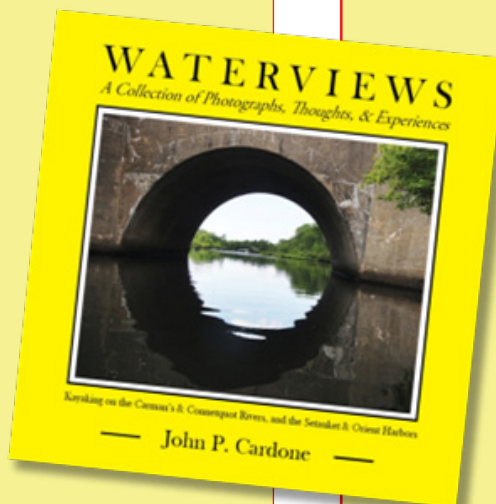
Waterviews Lecture & Photo Exhibit

If you like the outdoors, the scenic nature of LI, wildlife, LI history, photography, and on occasion ponder some deep thoughts—then, you'll like this talk. Local author and photographer, John P. Cardone presents a PowerPoint lecture from his book *Waterviews: A Collection of Photographs, Thoughts, and Experiences*. Topics include descriptions of the Carman's and Connetquot Rivers, and the Setauket and Orient Harbors, how LI waterways were formed, wildlife mentions, interesting bits of Long Island history, North Fork sights, waterscape photography, and general information about kayaks. John also explores subjects that surface when out on a paddle such as, happiness, relaxation, sickness, loss, and friendship. Throw in some funny stories and you'll find kayaking is not always serious business.

When: Saturday, November 16, 2013
(2 pm to 3:30 pm)

Where: Sachem Public Library
150 Holbrook Road, Holbrook, NY 11741
(631) 588-5024

John Cardone



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

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Membership, John Cardone

Publicity, Karen Bonnet

Events, Linda Maria Frank

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

Communications, John Cardone

Website, Joe Giaquinto



Long Island Authors
Group

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/