

The  
Wow

# e-newsletter

by Ken and Dahlynn McKowen

Principles

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www.PublishingSyndicate.com

## Hodge Podge

Once a year, we pen a “round-up” newsletter that features bits and pieces of the past year. We refer to it as our annual “Hodge Podge” edition, saving items throughout the year specifically for the newsletter. But what makes this year’s offerings different is that we asked you, our Wow Principles newsletter family, to submit your accomplishments and thoughts for 2010. Five were chosen to be featured and their submissions are fun, exciting and, most importantly, inspiring. Enjoy!



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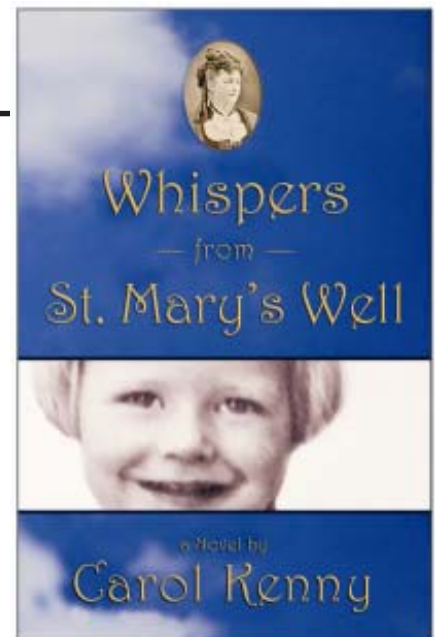
### Carol Kenny from North Carolina

Received the following e-mail from Carol, a great writer and avid WOW follower, in November:

“Wow! My novel, “Whispers from St. Mary’s Well,” was selected by the organization AAM Book Clubs as their February Book of the Month, and I just saw that they have entered it into a contest as their Book of the Year.”

When we returned a “CONGRATS” e-mail back, Carol shared that her book is available on Amazon.com or her website “Carol Kenny: Write from the Heart” at [www.carolkenny.com](http://www.carolkenny.com). We just bought Carol’s new book via Amazon and look forward to reading it after the holidays. Check it out for yourself!

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P . S .

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# The Wow Principles e-newsletter

## More Hodge Podge...

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### **Elsilee Patterson from California**



“OMG! Do you have any idea what has been keeping me up nights and sleep deprived during the day? A few months ago, I read in the WOW Principles Newsletter that Chicken Soup was accepting submissions for the “Grandmother’s Soul.” Though I enjoy composing poetry, I hadn’t as yet ever attempted writing prose. So I wrote a story called ‘Grandma’s Comfort.’ I really liked it, so I submitted it to Chicken Soup!

WOW is the persistent virus I’ve caught with the help of Dahlynn and the Publishing Syndicate Newsletters. In the past three months, I have been writing up a storm! I have over 20 non-fiction stories and poem ideas started, an idea for an inspirational book I’m working on, and I’ve submitted four original non-fiction pieces for publication in anthologies. The

dates for publication are still undetermined, but whether or not they are accepted is not what is really important to me. I’m learning to love this virus and I hope they don’t find a cure for it anytime soon.”

Editor’s Note: Pictured are Elsilee and her pup “Pulot.” Elsilee shared: “I am training my dog to be a therapy dog. The lady who rescued him is Filipino, so she named him Pulot, which means ‘found’ or ‘picked up’ in Tagalog.”



### **Hodge Podge from Ken and Dahlynn!**

What’s “Wine Wherever?” *Wine Wherever* is a new brand we launched in 2010. The brand includes winery-destination travel guides, cookbooks, ancillary material (calendars, wine glasses, etc.), iPhone apps, a blog radio show, on-line cooking show and a planned half-hour PBS television show. There’s more about Wine Wherever throughout the newsletter and all our mischeif...read on!



# The Wow Principles e-newsletter

## More Hodge Podge...

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### Elizabeth R. Way from Pennsylvania

Editor's Note: Elizabeth penned the following about reading November's e-newsletter...

*Is every writer's life*

*filled with such chaos and strife?*

*Here 'tis already December,*

*and I'm just reading November...*

*O Yes, lots got written in Two Thousand and Ten!*

*I'm not sure I could do it again —*

*A lovely book about Love from Heaven,*

*and I've gotten orders for lots more than seven!*

*I need to read faster in the year that's arriving.*

*Thank you, Ken and Dahlynn, for always striving*

*to share your best words and strengthen our spirit,*

*so that when the Muse calls, we'll be able to hear it!*

Elizabeth has published over 400 articles and has penned a column entitled *The Way it Is...Sometimes* since 1997. Her books include *Love Every Minute of Moms* and *And I Will Love You from Heaven*. According to Elizabeth, there's a heart in place of the "o" in the word "love;" we tried to put one in, but our software had second thoughts.

Visit Elizabeth's website:

[www.thewayitis-sometimes.com](http://www.thewayitis-sometimes.com)

## More from Us!



*Left:* Dahlynn in Venice with a well-traveled "Mr. P." The penguin belongs to her son; the stuffed animal has traveled around the world when her kiddo couldn't join them. Plus, it's the only way he'll look at all of the photos of those trips, searching for Mr. P! *Right:* Mr. P in Agrigento, Sicily, at the Temple of Concordia, a Greek temple built between 6th-5th BCE.

**TRAVELING:** While we have traveled much this year—mainly to doing research for two new winery-destination books to be released this coming spring—we didn't get in as many miles as usual. Typically, we average about 75,000 miles a year, but we were shy of this magic number this year with the exception of Dahlynn who spent a couple of weeks in Italy with a girlfriend. The duo explored Venice and Sicily. Dahlynn's still working through the 2,000+ photos she took, organizing them for publication. Ken stayed home and minded the business, the teenager, two dogs and the family parakeet!



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## More Hodge Podge...

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### Jacqueline Seewald from New Jersey

This in from Jacqueline: “2010 has been a busy year for me. Two of my novels were published: Five Star/Gale published an historical romance for adults, *Tea Leaves and Tarot Cards*. It had the endorsement of Jayne Ann Krentz, my favorite romance writer. My second published novel came out in November, entitled *Stacy’s Song*; it’s a young adult book, a coming-of-age novel, for teenage girls. My short stories and poems were also published this year in five separate anthologies.” Jacqueline’s books are available on-line at Amazon.com and Barnes and Noble.



## More from Us!



**SOCIAL MEDIA:** Publishing Syndicate is becoming social-media friendly, initially through our work with our *Wine Wherever* brand. If you love wine, we invite you to become a fan on our Facebook page ([www.Facebook.com/WineWherever](http://www.Facebook.com/WineWherever)) or follow us on Twitter (@WineWherever).



In January, we'll launch a Facebook fan page for our NEW publishing company (for that story, keep reading the newsletter!). Once the new page is up, we'll send out an alert so you can join!

## More Hodge Podge...

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### Glady Martin from British Columbia

Editor's Note: We met Glady when she submitted material for two Chicken Soup books we were creating: *Chicken Soup for the Soul: Celebrating Brothers and Sisters* and *Chicken Soup for the Soul in Menopause*. Two stories and one poem appeared in these two books.

Whenever an e-mail arrives from our "glorious Glady," we're excited to open it. Her enthusiasm for life—which hasn't been too nice to her, sometimes, when it comes to her health—has not dampened her spirit one bit. As Glady says, if she can learn the business behind writing and how to be successful at it, anyone can!



My love for writing began when I was very young. Then as I grew, people began to take my writing more seriously. They kept after me to write more.

I have always loved *Chicken Soup for the Soul* editions and have many copies. One day, I looked to the back of the book and found the write-ups of the writers. I was surprised because some of them were just like me! Something hit me and I began to write for *Chicken Soul for the Soul*. I felt such an inner release, peace and confidence (where I lack it in physical form). I was so deeply touched that my stories made it through the screening process out of thousands of stories. I thank you warmly and deeply for this opportunity to open myself to words that do not find their way to my tongue.

Sincerely and always with a pen in hand,

-- *Glady*

*More HODGE PODGE...keep reading!*



## Hodge Podge from Us!

*Continued from page five*



*Formal business photo*

**MAJOR ANNOUNCEMENT:** Our company Publishing Syndicate will become a full-fledged publishing company in 2011. Having worked under book contracts with major publishers since the mid-1990s—and experiencing the ups and downs of such relationships and the publishing industry as a whole from an author’s POV—one realization kept nagging at us: “We can do this better.” After much research, we realized that the social media angle and those related business opportunities in regards to the ever-changing world of publishing were just too good to ignore. Typically, most traditional publishers are so big that they can’t incorporate such swift changes in social media as a smaller publisher can, thus our reason to jump ship, cancel book deals and dive into the business ourselves. Are we crazy to be expand-

ing our company during such a low point in the nation’s economy? Probably. But having talked about such a transition for the last five years, the timing was right for us.

What does this mean for you writers and authors? First off, we’re not accepting any book proposals right now, mainly because we don’t have a treasure chest of gold or winning lottery ticket to finance outside authors. Don’t dismay: we’re working on our five-year budget and master plan and when we secure enough working capital, we will likely start accepting book proposals in 2012.

As of right now, we will concentrate on our *Wine Wherever* book series, releasing three books in 2011, along with the first *Wine Wherever* cookbook. And we’ll more than likely re-introduce our planned anthology series, slated for release in 2012, which means we’ll start accepting stories in mid-2011. Other plans include a full line of teen and preteen



*Goofing off in Hanoi, Vietnam*

## Hodge Podge from Us!

Continued from page six

fiction books, as well as a new entrepreneur business book series, following on the success of Dahlynn's *Chicken Soup for the Entrepreneur's Soul* book she created in 2007.



## But you can enjoy the world of Wine Wherever right now!

We have created more than a dozen iPhone apps under the Wine Wherever brand! There are 13 total apps: nine cover different wine regions in California and the remaining four apps cover New York, Oregon, Texas and Washington. As of this writing, more than 1,700 wineries are featured on the apps. It's a safe bet that if you're wine tasting just about anywhere in the United States, we have a WW app for that region. To learn more, go to [www.WineWherever.com](http://www.WineWherever.com).



© 2010 Jonny Hawkins

This "screen print" is the main page for all 13 apps. From there, you'll find winery listings, journal features and even DISCOUNT COUPONS! Hooray!

To order, go to Apple's iTunes store and search on "Wine Wherever." The 13 different app regions will appear, each with detailed information about the app's functionality and fun offerings!



Available on the  
**App Store**



So stay tuned! This coming year will be both a challenge and an adventure for all of us!



# The Wow Principles e-newsletter

**HOT STUFF! HOT STUFF! HOT STUFF! HOT STUFF! HOT STUFF!**

## *Chicken Soup for the Soul*

[www.ChickenSoup.com](http://www.ChickenSoup.com)

*Teens: Deadline: December 31, 2010*

*Young at Heart: Deadline: December 31, 2010*

*Mothers and Daughters: Deadline: December 31, 2010*

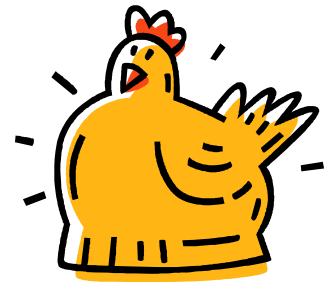
**HURRY!**

*Canada: Deadline: January 30, 2011*

*Devotional Stories for Times of Trouble: Deadline: Feb. 28, 2011*

*Brides and Weddings: Deadline: April 30, 2011*

*Marriage and Married Life: Deadline: May 30, 2011*



## *Dream of Things*

[www.DreamofThings.com](http://www.DreamofThings.com)



### *Holiday Stories*

*Stories that Exemplify Leadership*

*Awe-inspiring Travel Stories*

*Coffee Shop Stories*

*Great Customer Service Stories*

*Stories of Forgiveness*

*Internet Dating Stories*

*Stories that Exemplify Teamwork*

*Stories about Great Teachers*

*Humorous Travel Stories*

*Advice You'd Like to Pass On to Others*

*Cubicle Stories: Life in the Modern Workplace*

*It's Only a Game: Lessons Learned from Playing/Coaching Sports*

*Making Waves: Stories about Role Models and People Who Inspire and Motivate Us*



All *Dream of Things* anthology call-outs are open until there are enough stories to fill a book.

***Go for it! Get published!***

[www.PublishingSyndicate.com](http://www.PublishingSyndicate.com)

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