

September 2018

**Dear Friend of the Women's National Book Association,**

I am thrilled to be writing my first letter as national president. The WNBA has played such a huge role in my professional and personal life. The organization, the volunteers, and the work involved have shaped almost every aspect of my life for the past seven years. This year, especially, has been a year of changes for me, but it's also been a year of learning and growing. I'm looking forward to embracing this new position and all of the wonderful experiences that come with it!



I'm honored to be working with such talented, educated, and passionate women. Women that I have seen as mentors and friends. I am dedicated not only to continuing the WNBA's history as champions for those excluded from the literary establishment, but also to leaning even further into our role as advocates and leaders in the literary community. I have seen the WNBA change and grow over the past few years, and I hope to continue to foster that growth and change for the better.

Sincerely,

**Rachelle Yousuf (Los Angeles)**  
**President, Women's National Book Association**  
[president@wnba-books.org](mailto:president@wnba-books.org)

## What's New at *The Bookwoman*

**By Nicole Ayers (Charlotte)**

Change is afoot at *The Bookwoman*! We hope you like the new look. And it's not just our looks that are changing. Moving forward, our newsletter will be published monthly and will focus on WNBA news at the national level. It will also include featured content from our new national blog!



The blog will begin next month and will be a great addition to our communication practices. Not only will it increase our reach and help spread the word about our organization and its wonderful members, but it will also create exciting opportunities for members to contribute, be spotlighted, and learn about and from one another.

### What to Expect

Member news and chapter news will now each be published once a month on the blog instead of in special newsletters. Be sure to tell your correspondents about all of your exciting chapter events

and about the great work you're producing—we want to hear about it! Please do not submit member news directly to *The Bookwoman*. Your chapter correspondent or president will have a system for collecting your information. (Chapter correspondents: check out our new submission [guidelines](#)!)

Members may also be highlighted in another blog feature titled “Meeting the Power behind the WNBA.” Be sure to update your member profile in the [WNBA's national database](#). You may also nominate yourself or another member for consideration by emailing [newsletter@wnba-books.org](mailto:newsletter@wnba-books.org). Please include “WNBA Member Nomination” in the subject line.

Individual members may also submit content for consideration as a guest blogger. Here's how:

- Pitch your idea to [newsletter@wnba-books.org](mailto:newsletter@wnba-books.org). Include “WNBA Blog Pitch” in the subject line.
- If your idea is chosen, we'll add you to the editorial calendar and send you specific instructions.
  - Blog Post Guidelines:
    - Aim for 1,000 words.
    - If you're familiar with SEO, go ahead and optimize the post.
    - Please provide links when appropriate.
    - Photos are important to share! Please identify people from left to right, front to back.

We are excited by the new changes to *The Bookwoman* and the addition of a national blog to our website and hope you are too!

## 2018 WNBA Pannell Award

### The Women's National Book Association Presents the 2018 WNBA Pannell Awards at BookExpo in New York City

At the Children's Book & Author Breakfast, WNBA Pannell Award co-chairs Susan Knopf and Sally M. Kim presented the awards to two winners: the Northshire Bookstore in Saratoga Springs, New York, and the Red Balloon Bookshop in St. Paul, Minnesota.

In addition to receiving a cash prize of \$1,000, the winners each received a signed piece of original art. This year, children's book illustrators Bob Shea and Sophie Blackall were kind enough to donate their artwork.

Along with the WNBA, Penguin Young Readers Group co-sponsors the award, which was established in honor of Lucille Micheels Pannell, founding member of one of the WNBA chapters.



Left to right: **Sally M. Kim** (Callisto Media, WNBA Pannell Award co-chair), **Jessica Wood** (Northshire Bookstore in Saratoga Springs), **Joan Trygg and Holly Weinkauf** (Red Balloon Bookshop with illustration of *Action Clam* by Bob Shea), **Bob Shea** (author/illustrator of *Splash, Crash, or Moo!*), **Nancy Scheemaker** (Northshire Bookstore in Saratoga Springs with illustration by Sophie Blackall), **Sophie Blackall** (author/illustrator of *Hello Lighthouse*), and **Susan Knopf** (Scout Books & Media, WNBA Pannell Award co-chair).

## Easy Ways to Engage With Your Local Chapter

By **Tina Ollenburg**

As a WNBA member, have you ever wondered how to get more involved in

your local chapter? Maybe you can't commit to a board or committee position, but you want to be more engaged in the WNBA network. It isn't always easy to identify ways you can help or contribute on a deeper level, so here are some ideas for how to increase your engagement with your chapter and make the most out of your WNBA membership this season!



**1. Shoot an email to your chapter president or events chair and offer to help with the planning or execution of one event this year.** Every event takes work and coordination, so your local board would be happy for the extra support. Don't feel like you have to sign on to help with the whole calendar of events. Just pick one event that you know you can attend or ask the board if they have one in mind.

**2. Plan an informal lunch or happy hour meet-up.** The official calendar of chapter programming doesn't have to be the only way for you to interact and network with other members. Offer to "host" a casual meet-up at a local restaurant or bar for members to socialize. This is a great, low-key way to network with your chapter and encourage other members to engage in a less formal setting with the group.

**3. Attend or start a Great Group Reads Book Club.** Does your chapter have a Great Group Reads book club? If so, you should go! The Great Group Reads books always make for compelling discussion and, as WNBA members, we all love talking about books! If your chapter hasn't started a book club yet, consider being the one who does. You can meet at a local café, so no one has the pressure of hosting the event in their home.

**4. Post news or thoughts on your chapter's social media page.** Is there an interesting author event at a local bookstore? Maybe you read a good article about publishing online. Share with your chapter through the social media page! This is a super easy way to help boost engagement for your chapter overall and for you to connect with other members. The social media page isn't just for the board to post: it's for everybody!

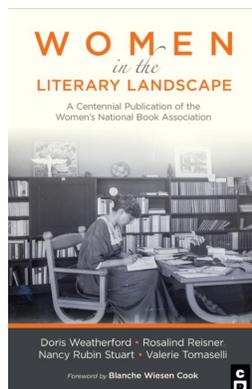


We hope this list inspires you and gives you some ideas for how to get more involved on a level that suits you best.

There are so many amazing, friendly members in the WNBA—none of us should miss out on each other!

*Image by Jess Watters via StockSnap*

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page is filled with surprises, enchantments, and exciting new information of significance.”  
–From the foreword by Blanche Wiesen Cook, biographer of Eleanor Roosevelt

Use code **SEPTEMBERZAZ** for 15 percent off your purchase.

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## *The Bookwoman Staff*

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[Submission Guidelines 2018-19](#)

Newsletter background: Books highlighted from the WNBA's [Celebrating Women's Voices](#) centennial program

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