

## **Orange County Entrepreneur Garners Person of Letters Award at La Jolla Writers Conference**

*Lynnette Baum, Irvine resident and president of the Southern California Writers Association (SCWA), was honored to receive the prestigious 2009 Person of Letters Award, given yearly at the La Jolla Writers Conference. As a marketing consultant, copywriter and PR specialist for elite Orange County companies, like the Festival of Arts/Pageant of the Masters, 3 Day Blinds and RNM Design, Baum brings over 15 years of experience to her clientele.*

January 10, 2010 (FPRC) -- IRVINE, CALIF. - Orange County is proud to host many service-oriented organizations, from the Philharmonic Society to the Arthritis Foundation to the Irvine Art Museum. Although a quiet multitude supports these and other altruistic groups, one entrepreneur received public acclaim for her service to local writers. Lynnette Baum, Irvine resident and president of the Southern California Writers Association (SCWA), was honored to receive the prestigious 2009 Person of Letters Award, given yearly at the La Jolla Writers Conference.

"It came as a complete surprise," Baum says. "As a professional writer with almost two decades of copywriting and editing experience, my goal for the past six years has been to make a quiet contribution to the SCWA that would benefit members and non-members, alike. Regardless of my title, most of my efforts were quiet ones. So, it was totally unexpected when I was named as the recipient of the Person of Letters Award, at the La Jolla Writers Conference!"

Founders of this small but mighty conference stress service as their primary criteria for this award. In the nine years since the conference was founded, the Person of Letters Award has been gifted exclusively to conference presenters, published authors (usually with one or more books on the New York Times Best Sellers List) donating their time and talent, without pay, to educate conference attendees. But, for the first time in the history of the conference, a non-presenter, leader of a local writing group, received the Person of Letters Award.

"The founders of the La Jolla Writers Conference watched my service to the SCWA over a six year period and felt I deserved this accolade," Baum continues. "However, each and every one of our members makes a significant contribution, both to the Southern California Writers Association and to the creative community, as a whole. Without their enthusiasm and support, opportunities to give and grow in the field of writing would be diminished. I feel that this Person Of Letters Award was the result of many hours of work offered by unselfish, anonymous SCWA Members, people that think more about others than honors."

As a marketing consultant, copywriter and PR specialist for elite Orange County companies, like the Festival of Arts/Pageant of the Masters, 3 Day Blinds and RNM Design, Baum brings over 15 years of experience to her clientele. Past meritorious awards include two Golden Microphone Awards, three Silver Microphone Awards, an Odyssey House International Award, several in-house awards for creativity in marketing from the Practice Builders agency and an invitation to join Who's Who of Women in America.

"Everyone leaves a legacy," Baum concludes, "whether publicly acknowledged or through quiet

service. The point is not to boast but to nourish, not to brag but to support. My goal is to help writers in Orange County excel by supporting them with guidance and encouragement."

For more information, visit [www.the-right-writer.com](http://www.the-right-writer.com) or contact Lynnette Baum at 949.654.3891 or [therightwriter@cox.net](mailto:therightwriter@cox.net).

**Contact Information**

For more information contact Lynnette Baum of The Right Writer (<http://www.the-right-writer.com>) 949.654.3891

**Keywords**

[Lynnette Baum Writer](#)

[SouthernCalifornia Writers Association](#)

[Irvine Orange County](#)

You can read this press release online [here](#)