

# Claudia Newcorn: Author, Entrepreneur, Pilot...

By Vickie Rogers

Photos Provided by Claudia Newcorn

**F**or nearly 20 years, Claudia has freelanced for my Living Series magazines, writing over 250 Travel articles and Business Profiles. For this, my final issue, I decided to profile my longest-serving writer – and discovered a lot of interesting things I didn’t know.

## Renaissance Woman

Claudia likes to keep busy. She has authored four award-winning books; is an entrepreneur – she founded Acorn Enterprises in 1993 serving as a marketing consultant for hundreds of businesses; is a popular public speaker; and has freelanced for over 20 other publications ([www.AcornMarketing.com](http://www.AcornMarketing.com)).

She chuckles when asked to describe herself: “A Renaissance woman. Eternally curious, love to learn, willing to try new things and explore. It’s a family joke that my first word wasn’t ‘Mama’ – it was ‘Why?’”

Claudia is not kidding when she says she like to try new things. She’s a former private helicopter pilot, which gave her a chance to go to Hollywood and meet actor Ernest Borgnine and spend time on the set of *Airwolf* –



“He actually let me hold his Oscar for Marty! It was surprisingly heavy.” As a former Star Trek memorabilia dealer, she met many cast members – as well as her husband of over 20 years –

“It was intense. You really had to know the shows.” She hiked the tallest peak on the east coast, Mt. Washington, in one day – “My legs were like rubber bands when I reached base camp.”

A Wellesley College graduate with an MBA from Northeastern University, she worked her way through both colleges – “I washed dishes, drove taxis, whatever it took to pay for tuition. When you want something badly enough, you’ll make it happen.”

## International Building Blocks

Although born in the U.S., she lived much of her childhood in several European countries as well as Japan and Mexico, moving 36 times by age 15 according to her mother. Weekends were for going on family adventures.

“Castles, historic monuments, medieval abbeys, Aztec temples... we were constantly on the prowl. It’s intriguing how your past lays the groundwork for your future, although you can’t see it at the time. These all served as stepping stones for my becoming a travel writer and for my books.”



Claudia shares she was a global citizen before the phrase existed, because the travel and cultural immersions provided a perspective that would later serve her well in business.

“I was what was called a ‘transfer kid’, in school with other transfer kids from around the world, which meant I encountered all sorts of viewpoints and ideas. I didn’t know it, but this was helping me become very open-minded and adaptable to new concepts and to understanding human dynamics, which has been essential to my professional career.”

#### On Writing

As far back as she can remember, Claudia has been a writer: school magazines, college newspapers, poetry contests (she won several awards), even a Modesto Bee Community Columnist for 13 years.

She authored the multi- award-winning epic Chronicles of Feyree fantasy fiction trilogy (Crossover, Dark Fire, and Firestar). In 2018, she wrote the business book Zipline to Success: Fast-Track Marketing Strategies to Accelerate Sales & Profits, another award-winner.

Her advice for aspiring writers? “No. 1 – Research your genre. Find out what’s already been written and figure out what you can do to be different and capture readers’ interest.

No. 2 – Don’t edit your first draft until it’s finished. It can instantly kill your creative spark. Yes, you’re going to absolutely write stuff you will throw away. But by letting the story go where it wants to, it often results in something unique.

No.3 – Always keep a notepad handy for every idea that jumps into your head otherwise you’ll forget them. I jot them down, then gather them in a ‘thought journal’ for future use.”

I asked her what it has been like writing for my magazines. “It’s been awesome! Yours were the first lifestyle magazines in Stanislaus County. Your goal to ‘connect communities’ was inspiring.

Seeking out unusual travel destinations for our readers; getting a chance to showcase area companies and organizations and help them get recognition in our communities... it’s been both a pleasure and an honor to be a part of your journey.”