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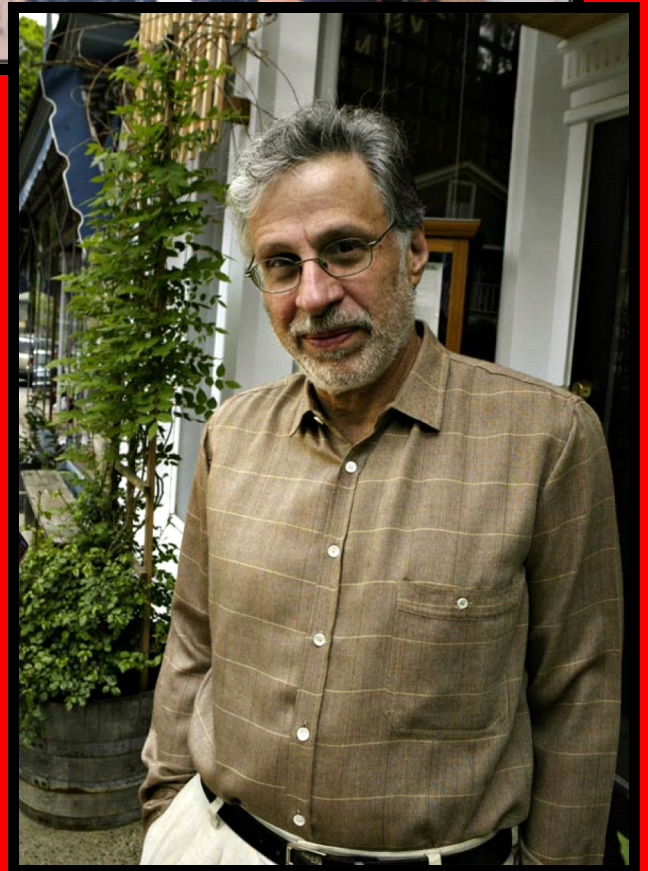
*Connecticut Authors & Publishers Association
9th Annual Writers Conference*



*Keynote Speaker
Author*

Lary Bloom

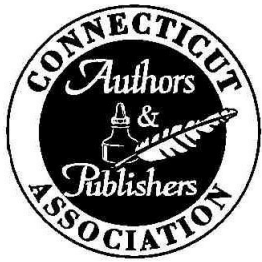
*Novelist, Playwright, Lyricist,
Teacher, Journalist Extraordinaire*



*Hartford Steam Boiler
Conference Center
1 State Street, Hartford, CT*

*Saturday
May 12, 2012*





The 9th Annual CAPA University

May 12, 2012 at the Hartford Steam Boiler Convention Center, Hartford, CT

8:30 a.m. to 5:00 p.m.

Keynote Speaker: Author Lary Bloom

Lary Bloom's work spans an array of writing genres – nonfiction and fiction, plays, lyrics, magazine pieces and columns. He worked as an editor for most of his professional career, editing Sunday newspapers such as the Hartford Courant, Miami Herald, and the Akron Beach Journal. He is now a writing instructor at Trinity College. As a longtime magazine editor, he nurtured several new talents, including Wally Lamb, Dave Barry, Madeleine Blais, Susan M. Dodd, Edna Buchanan, and Carl Hiaasen. As a memoir editor and consultant, Lary helped bring to fruition many popular narratives, among them the New York Times Best Seller, *My Old Man and the Sea*, by David Hays and Daniel Hays. He is the author, among many other books, of the classic text, *The Writer Within*. He is on the faculty of the MFA creative writing program at Fairfield University. He is a contributing writer for Connecticut magazine, where his work has won two consecutive national awards, and has written columns for the New York Times.



Panels: Meet the Agents or Meet the Marketing Expert following speaker.

CAPA-U Workshop Sessions Feature Experts in Writing, Publishing and Marketing

The fifteen one-hour workshops at CAPA-U cover a variety of topics of interest to everyone in the world of books. They are divided into three sessions from which attendees may choose one per workshop per session or a total of three for the day.

Session 1—11:30 a.m. - 12:30 p.m. (choose one of the five speakers)



Eileen Albrizio - What "Show Don't Tell" Really Means in Fiction!

One of the most frustrating phrases we've heard as writers will frustrate you no more! Yes, you've slammed into the phrase countless times and although it sounds like simple logic, when it comes right down to crafting your novel, you still end up telling the story instead of showing it. You try to be more descriptive, yet you are again told that the writing is telling. "How can that be!" you scream at your computer, head pounding in pain from beating it against your desk in defeat. Here's part of the problem. Writing a novel is a long process and much of that process is spent working to move the story forward. We spend a lot of time trying to get from here to there, moving step by step through the story to get to the conclusion. What we aren't doing is making each step of the journey vivid, real, tangible and engaging. This workshop will not only make sense out of "show don't tell," but will make the craft of showing your story enjoyable and exciting! Feel free to bring examples of your own writing for review, but be prepared to share with the class!

Shirley Webb - Writing and Marketing Young Adults Books Today

Shirley Webb was a former advertising writer for television when she chose to change direction and write for Young Adult children. Since 2002, Shirley, in Connecticut, and Janet Moreland, in Nevada, have written and published three historical Women's novels and one contemporary romance. The authors met online and found they have mutual interests in writing and in Cherokee culture. Both authors say their friendship came first and cemented the rapport necessary for the overwhelming task of collaborating on this series while living a continent apart. Many hours of emails, phone calls, brief meetings, research, and revisions culminated in "The Howell Women Saga" - *Cherokee Love*, *Dance in the Rain*, and *Song of Love*, all published by iUniverse, Inc. All of the stories have a Cherokee background and follow the lives of four generations of the independent Howell women from 1865 to 1953 as they manage the daunting task of mixing family and career.



Have Your Writing Critiqued by Professional Editors.

Three well known Connecticut editors, Roberta Buland, Beth Bruno and Rita Reali, will be working with writers on how to polish their writing to make it more acceptable to publishers. **Note: Writers attending this panel will submit samples of their writing in advance for the editors to critique.**



Uwe Stender - An Agent's Insight Into Changes In Publishing

With all the changes in publishing today, downsizing of publishing houses, the rise of the small press, e-book, audio books and all the other methods for writers to market their thoughts, it is more necessary for agents to know the best routes for their writers to take to travel the road to success. It is exciting. Change is exciting. I believe that opportunities grow out of change. But books, physical books will still be THE backbone of the industry in the foreseeable future...but the I-Pad, for instance, seems to be a very cool device which may open doors to a different kind of content. And there could be some cool book apps in the future that bring a new readership base to certain projects. Not everyone is as excited about digital publishing, though. Do you think this could pose some challenges to new writers? What should they do to meet these challenges? Work even harder than ever. There is always an opportunity in good or bad times.



Brian Jud - Beyond the Bookstore: Alternate Book Markets

CAPA founder Brian Jud will share his vast store of marketing ideas for authors to find non-traditional ways to sell their books. Brian is the author of *Beyond the Bookstore* and *How to Make Real Money Selling Books*. His unusual approach to finding sales in non-traditional markets has developed into a full time business with his Book Marketing Works. This company helps authors sell their books in volume to companies that need titles to help market their products or to major resale non-bookstore venues. Everyone is invited to hear what Brian has to say and learn how it might help you market your books. Brian will take questions so come prepared to learn something that will help you sell more books.



Lunch 12:30—1:45

Session 2—12:45 a.m. - 1:45 p.m. (choose one of the five speakers)

Eleanor Sullo - Writing the Romance Novel

Eleanor Sullo has written four romance/romantic suspense novels, four mysteries and a memoir. She says that crafting a romance particularly requires tapping into the little hidden nooks in our unconscious that hold memories, ideas, imaginings that suddenly sprout up during the writing process like a magic garden you didn't remember you had tilled and somehow, somewhere, got planted and now feeds you and your work. Her talk will suggest how to use this magic garden when writing your romance novel through focus on character, conflict and contact, both emotional and physical. Eleanor will discuss how writing the romance novel differs from other genres, and will reveal some of the countless opportunities for being published in this popular field.



Rosemary Harris - Crafting a Mystery with Style

After several careers in book retailing (Waldenbooks), publishing (Crown Publishers), direct marketing (American Express Travel Related Services), and video/television/public television (WNET, ABC, Kultur, Winstar) she traded in her pumps for a yellow legal pad and a stack of pencils and started writing. A small item in the New York Times about a mummified body piqued her interest and subsequent research led to her first book, the Agatha and Anthony-nominated, *Pushing Up Daisies*, the first title in the Dirty Business mystery series from Minotaur Books. *Daisies* was followed by *The Big Dirt Nap*, *Dead Head* and *Slugfest*. Let Rosemary share her skills with you.



David Garnes - Writing from Your Life: Poetry, Memoir and Fiction

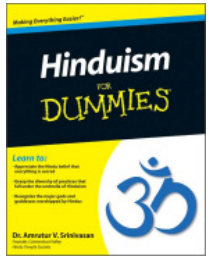
Everyone has a story worth telling. Whatever form our writing takes, most of us do draw on our own life experiences to one degree or another. Longtime CAPA member **David Garnes** will discuss how he has incorporated his own life into his writing, and how the particular genre—poetry, memoir, novel—influences what is remembered, re-created, and told.





Linda Roghaar and Dr. A.V. Srinivasan - Agent and Writer: Working Together as a Team

Agent Linda Roghaar and author Dr. A.V. Srinivasan explain how they worked together to bring the book *Hinduism for Dummies* from concept to publication. This is a step-by-step workshop on how to achieve the best results from a true collaboration between agent and writer. Come ready to take lots of notes.



Peggy Gaffney - Marketing Your Book to 800 Million People Using Facebook

Peggy Gaffney, a successful author and publisher of 10 non-fiction books, has spent several years sharing her book marketing experience with her fellow writers through lectures and workshops. She now shares her experience with authors through a method, called Writer to Reader Networking. This takes the massive audience of Facebook and focuses on how to build a marketing home there with easy to use web page creation tools, and a step-by-step guided instruction course. This gives the ability for writers to create unique fan pages that promote their books, build mailing lists and encourage readers around the world to read the books and interact with their author.

2:45—3:00 Break

Session Three - 3:00 - 4:00 pm (choose one of the five speakers)

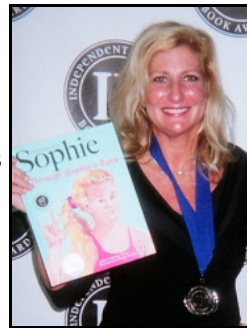


Elizabeth Bear - What If: The World of Speculative Fiction

Elizabeth is the author of a number of novels and short stories in the science fiction and fantasy genre, and has been fortunate to receive a good deal of recognition for that work including two Hugo Awards, the John W. Campbell Award for Best New Writer (2005), a Sturgeon Award, a Locus Award, an Asimov's Reader's Choice award, a Spectrum Award, and an honorable mention for the Philip K. Dick Award. I have also been nominated for the World Fantasy Award, the British Science Fiction Award, the Shirley Jackson Award, the Lambda Award, the Romantic Times Reader's Choice Award, and several others. Her work has been translated into Japanese, Italian, Spanish, Czech, Russian, Polish, and Portugese, among other languages. She loves sharing her approach to writing with other authors.

Catherine Gibson - Using Your Books to Raise Money for Charity

For Children With Love was founded by Catherine Gibson. She decided through her experiences and the experiences of many others that came into her life and touched her heart that she had to give back. She does this under the For Children With Love banner giving proceeds of every book to various charities. Catherine will take authors through the steps of not only setting up a method for charities to benefit from their work, but how to use this donation to help market the book and the message and to raise the profile of both you as an author and your cause.



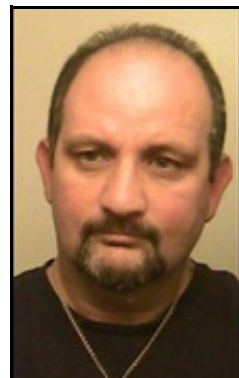
Ann Collette - Query Writing from the Agent's Point of View

Writing a successful query is vital to any writer who hopes to gain the attention of either agent or publisher. Ann Collette brings her experience as an agent to share with writers and guide their way to successful query writing.

Ann Collette was a freelance writer and editor for 15 years before becoming an agent. She reviewed fiction for PUBLISHERS WEEKLY for six years, and wrote reviews, author profiles and features for over 30 other magazines, including BOOK, ENTERTAINMENT WEEKLY, MS., and THE BOSTON GLOBE. Initially approached by Helen Rees to evaluate manuscripts for the agency, Ann was asked to join as an agent in 2000. Her clients include Edgar and RWA nominee Vicki Lane and Steven Sidor.

Jason Alster - Book Trailer: The Video Marketing Tool

Video is the best way to get your book noticed online. The combination of story and sound captures the imagination and attention of potential readers faster than any other method of advertising. The movies have used it for years to catch audience attention for what was coming and Jason will show you how an author can command that same attention with a well planned, well constructed, well marketed book trailer.





Wayne English - Embracing Publishing Changes By Using Social Marketing

Promote your books and your self online. We show you how to write your social networking campaign to promote your book, career, or to establish yourself as an expert. We'll talk about getting the most from Twitter, your blog, Facebook, and LinkedIn. You will see the difference a single letter can make in your work and how a prominent business club offered dead relatives for Easter dessert.

Wayne English is a Web content and social networking expert, accomplished speaker, instructor, author, writer, and Web master. His first book, "Web Content Rx," is one of The Washington Post's Top 5 Business Titles. Wayne is published nationally and internationally in magazines, newspapers, and newsletters in print and online. His short fiction, "Shift World," is published at NovelEndeavors.com and other places online as well. Wayne is president of Web Content Rx LLC. He lives in Coventry, CT with his wife and daughter. Title of my book: Web Content Rx, A Quick and Handy Guide for Writers, Webmasters, eBayers, and Business People.

Meet The Agents

Gina Panettieri is the President of Milford, Connecticut-based **Talcott Notch Literary**. She's represented authors for more than twenty years, and can't imagine doing anything else! She maintains a diversified and eclectic list of clients, from award-winning true crime writer Ron Franscell, to bestselling horror and urban fantasy writers Wayne Simmons and Nancy Holzner, to ground-breaking young adult author Beth Fehlbauer and world-renowned adoption expert Dr. Karyn Purvis. Our clients range from Professors from Harvard Medical School and the Deans of major universities to the President Emeritus of Unity to the President of Frederick's of Hollywood. Her agency's website is www.talcottnotch.net.



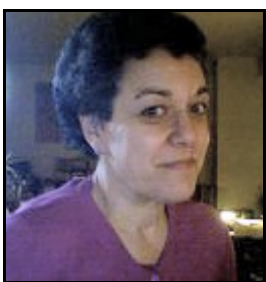
Gina is currently seeking both fiction and nonfiction, for both adults and children (middle-grade and YA only). Our current nonfiction emphasis is on health, business, parenting, sports, history, politics and current events. In fiction, we're looking for mystery, suspense, thrillers, urban fantasy, horror, and romance. For children, we're looking for fantasy, horror, adventure, humor, romance, and history. But don't feel limited by our list here and try us with nearly anything other than poetry or picture books.



Jessica Sinsheimer of the Sarah Jane Freymann Literary Agency

Jessica Sinsheimer has been reading and campaigning for her favorite queries since 2004. Originally from the San Francisco Bay Area, she went east for Sarah Lawrence College and stayed for the opportunity to read soon-to-be books for a living. Now an Associate Agent at the Sarah Jane Freymann Literary Agency, she's developed a reputation for fighting office members to see incoming manuscripts first—and for drinking far too much tea. Always on the lookout for new writers, she is most excited about finding literary, women's, and Young Adult fiction, and—on the nonfiction side—psychology, parenting, self-help, cookbooks, memoirs,

Susannah Taylor of the **Richard Henshaw Group**. Susannah loves nothing better than a good story, so it's a joy to work with talented writers every day. She's been part of Richard Henshaw Group, a boutique agency in New York City, for several years and is steadily building a select list of authors who she represents with passion and enthusiasm. Currently she is seeking Romance (Historical, Paranormal, Contemporary, RomSus, Soft Romance and Romantica), Urban Fantasy, Mysteries, Thrillers, Historical Fiction/Non-Fiction and Popular Non-Fiction.



Diana Finch of the **Diana Finch Literary Agency**. Seeking new and established writers. Prior to opening her agency, Ms. Finch worked at Ellen Levine Literary Agency for 18 years. Established: 2003. Member of AAR. Represents 45 clients. 20% of clients are new/unpublished writers. Currently Handles: 65% Nonfiction Books, 25% Novels, 5% Juvenile Books, 5% Multimedia. Represents: Nonfiction Books, Novels, Scholarly Books. Nonfiction areas of interest: Biography, Business, Child Guidance/Parenting, Computers, Current Affairs, Ethnic/Cultural, Government/Politics/Law, Health/Medicine, History, How-to, Humor, Juvenile nonfiction, Memoirs, Military, Money, Music/Dance, Nature, Photography, Popular Culture, Psychology, Science, Self-Help/Personal Improvement, Sports, Theater/film, Translation, True Crime, Women's Issues. Fiction areas of interest: Action/Adventure, Detective/Police/Crime, Ethnic, Historical, Literary, Mainstream/Contemporary, Thriller, Young Adult.

Thriller, Young Adult.

Dr. Uwe Stender, founder of TriadaUS Literary Agency, is a Full Member of the AAR (Association of Authors' Representatives). Our best known clients are former CNN anchor Daryn Kagan, bestselling author and 2001 NAACP Image Award Recipient for Outstanding Literature in Fiction Omar Tyree, bestselling author Michael Konik, BET's Jeff Johnson, bestselling author and relationship expert Dr. Joel Block, legendary NBA referee Bob Delaney, and author Dan Fante. We are open to all submissions in nonfiction and fiction. In fiction, we are particularly looking for literary fiction, women's fiction, YA and mysteries.



Ann Collette of the **Helen Rees Literary Agency** was a freelance writer and editor for 15 years before becoming an agent. She reviewed fiction for PUBLISHERS WEEKLY for six years, and wrote reviews, author profiles and features for over 30 other magazines, including BOOK, ENTERTAINMENT WEEKLY, MS., and THE BOSTON GLOBE. Initially approached by Helen Rees to evaluate manuscripts for the agency, Ann was asked to join as an agent in 2000. Her clients include Edgar and RWA nominee Vicki Lane and Steven Sidor.



Though Ann loves literary fiction and is always open to considering such work, she specializes in category fiction. She's always on the lookout for thrillers, mysteries, and the darkest of dark crime fiction. Last year saw the publication of the first vampire novel she's represented, Clay and Susan Griffith's VAMPIRE EMPIRE -- THE GREYFRIAR (the first in a trilogy), and in March 2011, the first cyber thriller she's represented, ZERO DAY, by Mark Russinovich, will be published. Ann also enjoys women's fiction, particularly works suited for book clubs. Novels and non fiction set in Southeast Asia, or books dealing with race and class, are always of interest to her. Ann does not represent romance, sci fi, high fantasy, children's or YA.

Linda Roghaar of the **Linda Roghaar Literary Agency, LLC**. Linda Roghaar has been in the book business since 1974. She worked in retail bookstores, and for many years was a publishers' rep who sold independent and university presses to bookstores, chains and wholesalers. This experience prepared her well for her career as an agent, which began in 1996. Linda's years spent on both sides of the market provide her with a keen sense of what the market is looking for and how to position it. The Linda Roghaar Literary Agency represents authors with substantial messages and specializes in nonfiction. We sell to major, independent, and university presses.



Marilyn Allen is a partner and founder of the **Allen O'Shea Literary Agency**, specializing in authors of practical nonfiction; health, cooking, business and narrative nonfiction titles. Prior to starting the agency 11 years ago, Marilyn held senior positions in publishing including Senior VP and Associate Publisher at Harper Collins, VP of Simon & Schuster, VP of Penguin Publishing Group and director positions at Avon and Warner Books. She is the author of The Complete Idiot's Guide to Book Proposals & Query Letters (Penguin 2011) with her partner Coleen O'Shea and together they also write a regular column for Writer Magazine. Marilyn is a frequent speaker and presenter at writers' conference throughout the country and has taught publishing courses for Gotham and at NYU. She is one of the founders and the lead judge of the Next Generation Independent Book Awards, the largest not-for-profit book award program in America. She is looking for nonfiction titles in the health, business,



cooking, crafts and pop culture from authors with strong media platforms and fresh ideas. She is passionate about helping writers achieve their dreams.

Marketing Expert

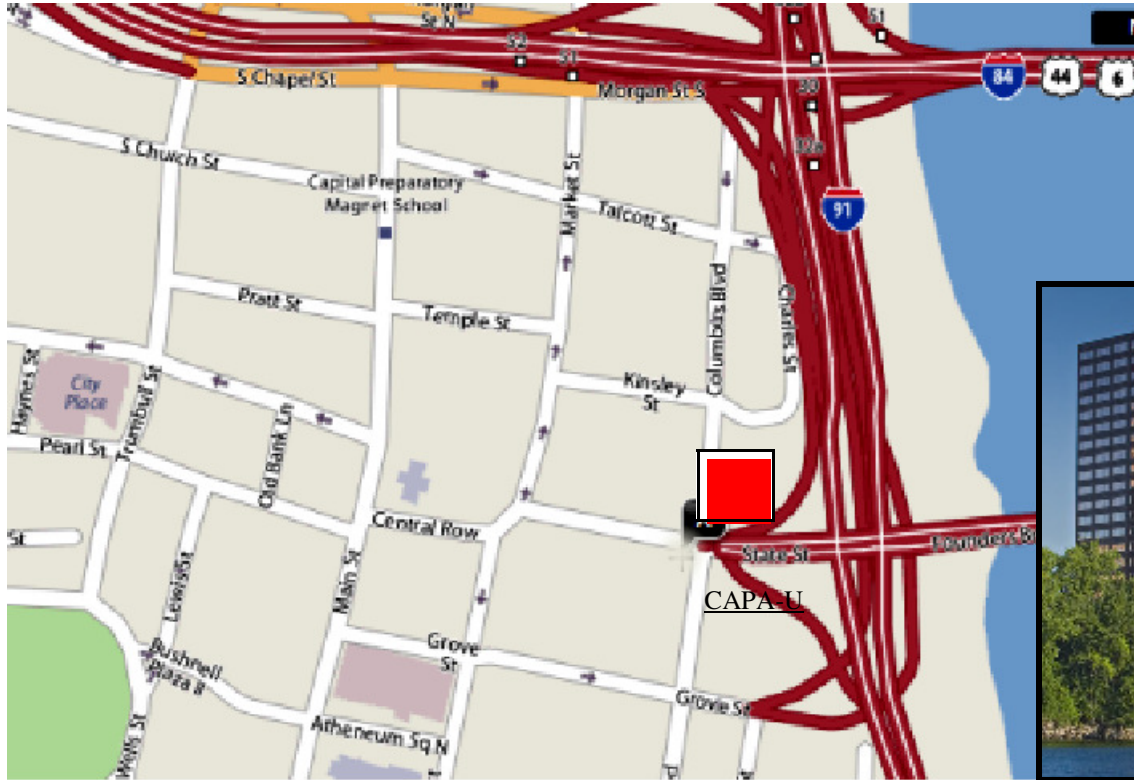
Note: Marketer Brian Jud will be available to speak one-on-one with authors during the day. If you wish to meet with him, indicate so in the "Consultations" section of your application.

Follow Up Session - 4:00—5:00 pm

- ***Meet all the authors and chat.***
- ***Drawing will be held at 4:00 pm.***
- ***1st. Prize—Refund of your CAPA-U registration fee!***
- ***2nd. Prize—Membership in CAPA for one year!***
- ***Have your favorite speaker or author to autograph books in the CAPA-U Bookstore.***

SPECIAL OPPORTUNITY FOR CAPA MEMBERS ATTENDING CAPA-U 2012

Anyone who is a member of CAPA and who registers to attend CAPA-U 2012 is invited to sell his or her books as part of the CAPA-U Bookstore. Each such participant is allowed up to 3 titles with a limit of 10 books per title. The participant must place a label on the back of each book submitted with the selling price which must include Connecticut state sales tax and must be set in a whole dollar amount (e.g., \$10.00, not \$9.95). Participating members wishing to take advantage of this opportunity must email their titles, along with the selling prices, to Debbie Kilday at washigon@aol.com no later than May 5th. Authors will be responsible for drop off and pickup of their books on the day of the conference. This is a wonderful opportunity for member authors to market their books, and a chance for the participating agents to see the professional work of CAPA members. Nonmembers are invited to join CAPA to participate in this selling opportunity.



Hartford Steam Boiler Conference Center



Directions to the Hartford Steam Boiler Conference Center 1 State Street, Hartford

Although the address is One State Street, the building's entrance faces Columbus Boulevard and you enter the parking lot from there.

From I-91 North (Traveling I-91 heading North bound only)

- * Take Exit 32B-Trumbull Street
- * At end of ramp, take a left onto Market Street
- * Proceed to the second traffic light (under I-84)
- * Take a left onto Morgan Street
- * Take a right onto Columbus Boulevard
- * Proceed through the second traffic light
- * One State Street's entrance is immediately on the left

From I-91 South (Traveling I-91 heading South bound only)

- * Take Exit 31 - State Street
- * At second light, turn right onto Market Street
- * At light, turn right onto Kinsley Street
- * At light, turn right onto Columbus Boulevard

* One State Street's entrance is on the immediate left

From I-84 E (Traveling I-84 heading East bound only)

- * Take Exit 50-Main Street
- * Proceed through three traffic lights
- * Take a right onto Columbus Boulevard
- * Proceed through the second traffic light
- * One State Street is immediately on the left

From I-84W or Route 2 W (For Route 2 directions, ignore the reference to Exit 54)

- * Take Exit 54-91 South/Downtown Hartford (left exit)
- * Go over the Founders Bridge to the second traffic light
- * Take a right onto Market Street to the next traffic light
- * Take a right onto Kinsley Street to the traffic light
- * Take a right on Columbus Boulevard
- * One State Street's entrance is immediately on the left



CAPA-U Registration

Saturday, May 12, 2012 - Hartford Steam Boiler Conference Center - One State Street, Hartford, CT

Contact Information. Please use all capital letters and print numbers clearly.

Name: _____ Home Phone: _____

Street Address: _____

City, State, ZIP _____ Cell Phone: _____

E-mail Address. Print one letter, number or character on each dash below. Use all capital letters. Please ensure there is no confusion between the numeral 1 and the letter l. The numeral zero should be represented with a slash through it (Ø), so as not to confuse it with the letter O. Please print your e-mail address **twice** on the lines below.

Choosing Workshops. List the name of the speaker you choose for each session:

Session One 11:30 _____

Session Two 1:45 _____

Session Three 3:00 _____

Agent Consultation: Please list the name of the agent you wish to consult. List your first choice of agent. Then choose two other agents in case that first choice agent's schedule is full. If you do not list a second and third choice and if your first choice agent's schedule is full, the committee will match you with another agent of our choice. We will make every attempt to place you with your first choice.

First choice _____ Second choice _____ Third choice _____

Payment. Seating is limited; registration is on a first-come first-served basis.

Choose one:

\$135.00 (Early-bird Registration) DUE BY March 30, 2012

\$150.00 Regular Registration.

Payment Method: Check (Payable to CAPA-U) Visa Master Card American Express

Credit Card #: _____ Expiration Date: _____

Name as shown on card: _____ Signature: _____

If you are paying for other registrants, print their names (last name first) here: _____

General Information: Your conference registration includes the keynote address, agents' panel, choice of three workshops (from among fifteen offered sessions), opportunity to meet with a literary agent, continental breakfast, delicious buffet luncheon, post-conference networking session and parking in a secured building.

Please **MAIL** completed registration form (if paying by check) to CAPA-U, 41 Oxford Rd., Oxford, CT 06478 or **FAX** to (203) 888-1221. **QUESTIONS?** E-mail capau.committee@gmail.com or call Steve at (203) 881-1549. A CAPA-U committee member will contact you to confirm receipt of your registration and address any concerns you may have.