

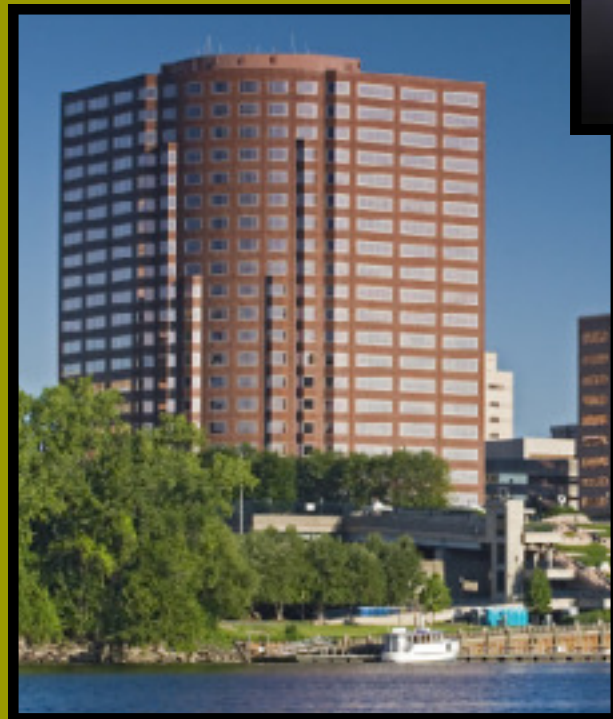
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*Connecticut Authors & Publishers Association  
8th Annual Writers Conference*



*Keynote Speaker  
Author*

*Toni Andrews*



*Hartford Steam  
Boiler Building*

*One State Street  
Hartford, CT*

*Saturday  
May 7, 2011*



# The 8th Annual CAPA University

May 7, 2011 at the Hartford Steam Boiler Convention Center, Hartford, CT

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

## Keynote Speaker: Author Toni Andrews

### *Everything I Know About the Writing Business, I Learned at the Office*

One day in January of 2004, Toni Andrews decided to become a novelist. There were a few problems: First, she had yet to write the first line of her first book. Second, she knew nothing about the publishing industry. But she did have one advantage: her day job. Toni will tell you how the tools and skills she used in her job as a corporate business analyst helped her to achieve her goal of signing a multiple book deal with a major publisher – a goal she achieved in under two years.

Toni Andrews likes to say it's easier to list the jobs she hasn't tried. From lifeguard to lounge singer, bartender to bill collector, door-to-door salesperson to corporate business analyst – Toni has been there and done that. Then, she decided that what she really wanted to be was a writer. After fifteen years in Southern California and seven in Miami, Toni returned to the lakeside cottage in Connecticut at which she spent her childhood summers, where she now writes full time. Toni also writes romance novels under the pen name Virginia Reede.



*Meet all the literary agents at a panel discussion following the keynote address.*



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

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

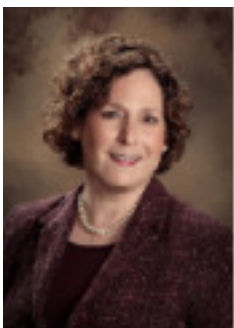
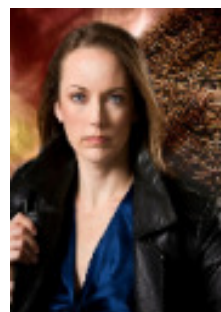
#### *D'vorah Lansky – Social Networking and Blogging for Authors: Seven Simple Things You Can Do to Grow Your Business and Your Brand*

In today's busy world, it is essential to have a vibrant, interactive online presence. In this session, D'vorah will share with us simple, effective and affordable social networking and blogging strategies. Marketing online, via your blog and the social networks, will grow your business and your brand exponentially. She will address these questions and more: With so many social-networking sites, which ones are best for authors and why? How much time does one need to devote to social networking? What is a blog and how does it differ from a website? Why is a blog considered to be the hub of our online empire? What is a book blog? What do I write about on my blog? How do I encourage interaction with my blog readers? Are there ways to automate the connection between our blog and our social networks? How do I create a following of raving fans? What can I do to create a bridge between my online and offline marketing?

#### *Jessica Andersen – World Building is NOT just for Paranormals!*

It doesn't matter whether you're writing a historical, a contemporary or an urban fantasy (or something else entirely!), your reader needs to be grounded in the sights, sounds and smells your characters experience. That means building a world around them. In this enjoyable interactive workshop, bestselling may can be tweaked to liven up almost any setting under the sun, moon, candelabra, lava lamp or light source of your choice.

Jessica Andersen is the bestselling RITA- and RT-nominated author of more than twenty Harlequin Intrigues and the *Nightkeeper* novels, a hot paranormal series that sexes up the 2012 doomsday. For more information about the books or Jessica, please visit [www.JessicaAndersen.com](http://www.JessicaAndersen.com).



## ***Eileen Albrizio – Using Poetic Techniques to Write Vivid and Exciting Prose***

Poetry is a concise and descriptive medium, employing rhetorical devices such as rhyme, meter, metaphor, repetition and alliteration to evoke genuine emotion and create dynamic images in a limited amount of space. Wouldn't it be wonderful to be able to elicit these same emotions and develop these vibrant scenes in prose? In this workshop, we will explore the many devices used in poetry and utilize them to create exciting and tangible prose. Whether writing a novel or memoir, these techniques will make the writing experience not only more enjoyable, but help you develop a more successful product. Eileen Albrizio is a writer of poetry and prose, as well as a freelance proofreader and editor. Her works have appeared in numerous literary publications. Her books are *Messy on the Inside*; *Rain – Dark as Water in Winter* and *Perennials: New & Selected Poems*, which was nominated for the 2008 Connecticut Book Award. *On the Edge*, a recitation of her poetry on CD, was produced in 2003. A two-time winner of the GHAC Individual Artist Fellowship for poetry, she has also penned several plays, short stories, novels and is currently working on two projects: a compilation of short fiction and a supernatural novel called *The Rope, the Tire, and the Tree*. Her one-act verse-play, *Rain*, was honored as one of the top twenty best-written plays of 1997 by *Writer's Digest*. Albrizio has taught poetry and creative writing in several colleges and cultural institutions as well as the York Correctional Institute, Connecticut's maximum-security prison for women, under the creative-writing program made famous by bestselling author Wally Lamb. In 2005, Albrizio left a twelve-year career as a radio news host and broadcast journalist. She spent nine of those twelve years working for National Public Radio and its Connecticut affiliate, WNPR in Hartford.



## ***Charles Monagan – Writing for Magazines***

Charles Monagan, the editor of *Connecticut Magazine*, has been a writer and editor for the past 35 years. During that time his work has appeared in a number of national publications, such as *Harper's*, *Yankee*, *Playboy*, *Glamour*, *The Washington Post*, *Newsday* and *The Boston Globe*. He is the author of eight books, including five humor books: *The Neurotic's Handbook*, *The Complete Neurotic*, *The Reluctant Naturalist*, *Poodles From Hell* and *How to Get a Monkey into Harvard*, plus *Connecticut Icons*.



Since he became the editor of *Connecticut Magazine* in 1989, the magazine has won several national awards for editorial excellence, including three gold medals for reporting awarded by the City and Regional Magazine Association. Monagan himself won the coveted Gold Medal for Reporting in 1999 for an article on Aetna Casualty Insurance Co. He has also been a multiple winner of annual awards from the Connecticut Society of Journalists, the first coming in 1974 and the most recent in 2010.

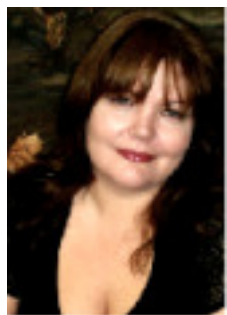
## ***The Editors Panel – Roberta Buland, Beth Bruno & Rita Reali***

These three well-known Connecticut editors will be working with session participants on how to polish their writing to make it more acceptable to publishers. Writers will submit samples of their writing in advance for the editors to critique.



***Lunch 12:30-1:45 p.m.***

## ***Session 2 – 1:45-2:45 p.m. (choose one of the five speakers)***

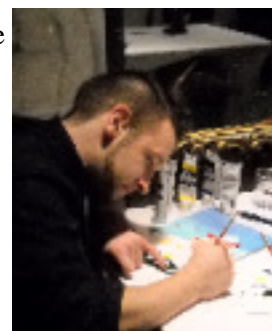


### ***Kathryn Smith – Writing Historical Romance***

Kathryn's passion for the Regency period and romance lead her to write more than 10 Regency Historical novels, several of which are included in three different book series. "I decided I wanted to be a romance writer when I was 10 years old and had just finished reading a copy of Kathleen Woodiwiss's *Ashes In the Wind*, which I had 'liberated' from my older sister. I tried writing my own romance, complete with love scene (my poor mother!) soon after. Though I toyed with other genres growing up (I especially loved horror and fantasy) and did the typical teen poetry purge, I always came back to romance. These days, being able to combine my love of romance with my fascination for the paranormal is one of the highlights of my life."

### ***Ben Quesnel – Working With an Illustrator***

Ben graduated with a degree in Art Education from Southern Connecticut State University. He illustrated the children's picture book *Sarah Walked to School* in 2008. He will discuss the process of creating a children's book and give a demonstration on how to draw favorite characters from the *Sarah* story. He will talk about the process of an author working with an illustrator, the various approaches that may be used and the way illustrations are created, photographed and integrated into the final book. Authors who are interested in creating a picture book would learn how an author and illustrator work together to create the finished book.





### ***Michael Linnard – Working With a Small Publisher***

Michael Linnard, originally from Cardiff, South Wales, left school at 16 and joined the Royal Air Force. After serving many years he began a life as a songwriter and musician. Following several years of making wonderful music with two great friends, Christopher Jones and David Hughes, and recording several albums plus earning a songwriting contract, Michael retired from music and trained as a furniture and later an interior and graphic designer. He left professional design to become a teacher of design, rising to Director of Design Technology in several London (UK) inner-city schools. Michael met Tamara and moved to the United States from the UK and decided to start a publishing company with a difference.

### ***Wayne English – Write Your Social Networking Campaign***



Promote your books and yourself online. Wayne will show you how to write your social networking campaign to promote your book, career or to establish yourself as an expert. He'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, A Quick and Handy Guide for Writers, Webmasters, eBayers, and Business People*, 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. Wayne is president of Web Content Rx LLC. He lives in Coventry, Connecticut with his wife and daughter.

### ***Jason Alster – Dealing With Writer's Block***

Are you having a slump? Do you find you can't start or complete a project? Are you flooded with distractions? Are you too hyper or anxious to maintain a fresh flow of ideas? Have circumstances decreased your motivation to write? Is procrastination a word you know all too well? This workshop will cover ideas, techniques and secrets for being creative when you need it most. Jason Alster MSc, author, artist, biofeedback specialist and creativity coach, will demonstrate techniques an author can use to relax, sit down, generate ideas and finish that book.

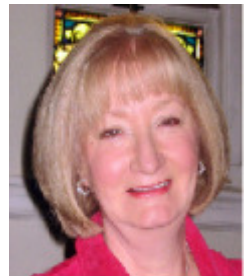


***2:45-3:00 p.m. Break***

### ***Session Three – 3:00-4:00 p.m. (choose one of the five speakers)***

#### ***Katherine Valentine – Writing for the Christian Market.***

It takes more than a good story to become a successful Christian author. In fact, some might say one must also have a 'calling' to share one's faith. For award-winning author Katherine Valentine, who has written for Penguin, Doubleday and Guideposts, that means writing novels that showcase how God responds to our needs through the people and events He strews across our paths in response to our prayers. Katherine, a highly sought-after Christian speaker, will share the story of her 30-year spiritual journey that began with a miraculous healing in 1981 and the faith lessons that ensued which would ultimately lead to a six-figure advance for her first novel, *A Miracle for St. Cecelia's*. Katherine will also share her insights into the Christian publishing world, including: the power of an ongoing series to attract publishers by garnering a growing audience; what publishers expect from new writers; and the importance of finding an agent well versed in the Christian market. The talk will conclude with a question-and-answer period.

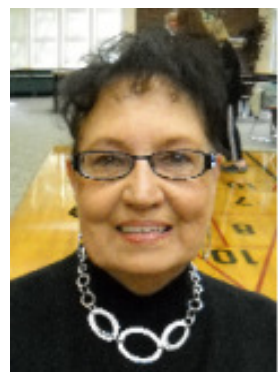


#### ***Patricia Sheehy – Do It Yourself: Your Book, Your Way.***

It's time to think beyond the traditional publishing model. There are all kinds of ways to get your book into the hands of readers. In this workshop, we'll explore various publishing options; discover how and why to create your own imprint; see how CreateSpace and Lightning Source can serve your printing and distribution needs and examine e-book opportunities, such as Kindle and Nook. Patricia Sheehy, the award-winning author of four books (and counting!) took what some might call a drastic and dramatic step: She reclaimed rights from her traditional publisher and reissued her books under her own imprint, Arcadia House. She learned a lot along the way – including how to make your book an Amazon Bestseller – and will openly share those learnings, provide insight, examine pros and cons and answer your questions.

#### ***Shirley Webb – Giving Life To Your Story World Characters***

Shirley Webb, a much-published author in the genre of children's books, young-adult and adult fiction, will show you how to create caring, compelling and believable characters (the good, the bad, and the ugly) for your story world. She will cover the following topics: how to make your viewpoint character unique and believable from the first page, how to give your characters a reason for behaving as they do, how to increase the tension and conflict between characters, how to establish and resolve the black moment and how to give your reader a satisfying ending.



### **Ann Collette – Query Writing**

Writing a successful query letter 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.



### **Brian Jud – Beyond the Bookstore**

Brian is active in special-sales marketing. He is the author of the *Publishers Weekly* title, *Beyond the Bookstore* and *How to Make Real Money Selling Books*. Brian is the editor of the *Book Marketing Matters* newsletter on special sales topics. Brian developed and introduced the Special-Sales Profit Center, the web-based, targeted-marketing system that helps deliver incremental sales and profits. This system is being used by publishers around the country and by R. R. Bowker to sell books to non-bookstore markets. Brian Jud is an author, book-marketing consultant, seminar leader, television host and president of Book Marketing Works, LLC.

## **Meet The Agents**

**Foladé Bell** began her career in publishing shortly after graduating from Howard University with a Bachelor of Arts degree in Communications. She brings a multifaceted background to **Serendipity Literary Agency**. Having worked within several fields, she brings a diverse background in various aspects of media, new media and publishing. A creative activist, Foladé cultivated her sales, negotiation and client-management skills within positions at Reed Elsevier, Business Wire and The Nielsen Company. Since joining Serendipity Literary Agency, she is focused on unearthing the raw potential of new authors ready to enter the collaborative process as well as helping existing authors advance their careers.



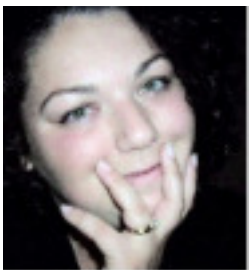
Foladé is actively seeking to represent a broad range of projects. She is particularly drawn to: literary and commercial women's fiction with a strong sense of story, voice and character; funny and relatable fiction; daring YA books that showcase a fresh, unique perspective; literary mysteries/thrillers that aren't formulaic or market saturated, contemporary historical fiction, African-American issues, gay/lesbian, Christian fiction, humor and books that deeply explore other cultures. No subject is out of bounds. She loves nonfiction that reads like fiction. Feel free to approach her with ideas adapted from blogs or websites with new views on pop culture.

**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. Her agency's clients range from professors from Harvard Medical School and deans of major universities to the president emeritus of Unity to the president of Frederick's of Hollywood. The agency's website is [www.talcottnotch.net](http://www.talcottnotch.net).

Gina is currently seeking both fiction and nonfiction for both adults and children (middle-grade and YA only). Her current nonfiction emphasis is on health, business, parenting, sports, history, politics and current events. In fiction, she's looking for mystery, suspense, thrillers, urban fantasy, horror and romance. For children, she's seeking fantasy, horror, adventure, humor, romance and history. But don't feel limited by the list here; feel free to pitch nearly anything – except poetry or picture books.



**Louise Fury** of the **L. Perkins Agency** believes in the power of marketing and is constantly on the lookout for authors who know how to promote themselves. She is seeking high-concept YA fiction and fun, imaginative and engaging middle-grade fiction – think humor, adventure and mystery. The characters must be authentic and original. Louise really loves romance (especially Regency and Victorian), contemporary, paranormal and steampunk romance. She is passionate about connecting with South African authors – anything about South Africa or by a South African author is on her wish list. In nonfiction, she is looking for pop culture and humor. NO science fiction, YA “issue” books or erotica. If your manuscript contains one or many of these desired elements, is COMPLETE, well written and ready to be seen by an editor, send your query and the first five pages to: [lfury@lperkinsagency.com](mailto:lfury@lperkinsagency.com). For more information on Louise or to take a peek at her client list, visit [www.louisefury.blogspot.com](http://www.louisefury.blogspot.com) or follow her on twitter @louisefury



**Dr. Uwe Stender**, founder of **TriadaUS Literary Agency**, is a Full Member of the AAR (Association of Authors' Representatives). His agency's 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. He is open to all submissions in nonfiction and fiction. In fiction, he is particularly looking for literary fiction, women's fiction, YA and mysteries.



**Weronika Janczuk** is an associate literary agent with **D4EO Literary Agency**, where she represents a wide array of fiction – including literary, commercial and crime fiction, fantasy/sci-fi, women's fiction, horror, and romance – as well as nonfiction that appeals to a general audience. She's worked in different capacities with both acquisitions editors and other literary agents. Additional details can be found on her website (<http://www.weronikajanczuk.com>).



**Jennifer DeChiara** is president and owner of the **Jennifer DeChiara Literary Agency**, which she founded in 2001. Before forming the agency, she was a literary agent with two established New York agencies, worked in the editorial departments of Simon & Schuster and Random House and was a writing consultant for several major corporations. She represents both children's and adult books, fiction and nonfiction, in a wide range of genres and represents many bestselling, award-winning authors, including Lambda Award-winning YA novelist Brent Hartinger, bestselling children's-book authors Chanda Bell and Carol Aebersold and #1 *New York Times* best-selling author Sylvia Browne. The agency represents children's literature for all ages – picture books and middle-grade and young-adult novels – but also represents high-quality adult fiction and non-fiction in a wide range of genres. The categories she is most enthusiastic about agenting are literary and commercial fiction; mysteries; thrillers; celebrity biographies; humor; psychology and self help; parenting; health and fitness; women's issues; men's issues; pop culture; film and television; social issues and contemporary affairs. In general, she is open to books and/or proposals on any subject, in every genre; if in doubt, just query her, only via email, at [jenndec@aol.com](mailto:jenndec@aol.com).



**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. 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 nonfiction 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** 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. The **Linda Roghaar Literary Agency** represents authors with substantial messages and specializes in nonfiction. Linda sells to major, independent and university presses. Linda is a generalist, but does not handle romance, horror or science fiction.

### ***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 p.m.***

*Meet all the authors and chat.*

*Drawing will be held at 4:00 pm.*

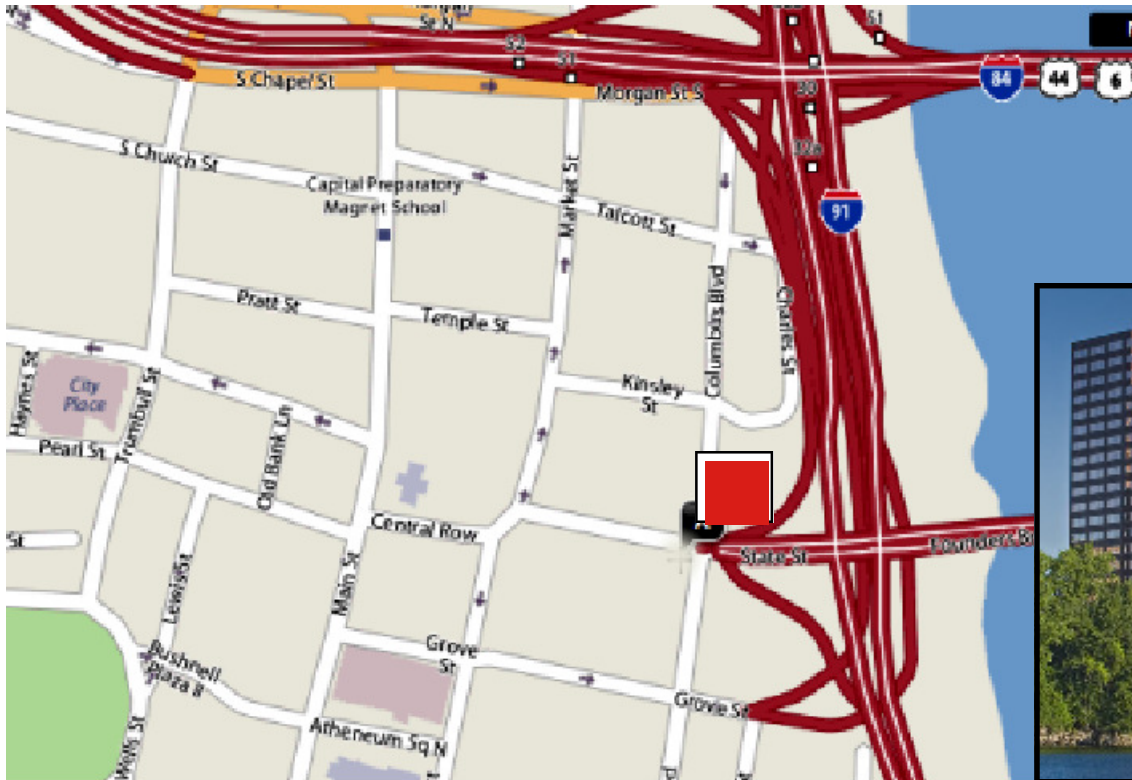
*1st Prize – Refund of your CAPA-U registration fee!*

*2nd Prize – Membership in CAPA for one year!*

*Have your favorite author autograph a book for you in the CAPA-U Bookstore.*

## SPECIAL OPPORTUNITY FOR CAPA MEMBERS ATTENDING CAPA-U 2011

Anyone who is a member of CAPA and who registers to attend CAPA-U 2011 is invited to sell his or her books as part of the **CAPA-U Bookstore**. Each such participant is allowed up to three titles – with a strict 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 1st. Authors will be responsible for dropoff 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 One State Street, Hartford**

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

From I-91 North (Traveling I-91 heading northbound 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 Columbus Blvd. entrance is on the left

From I-91 South (Traveling I-91 heading southbound 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 Columbus Blvd. entrance is on the left.

From I-84 E (Traveling I-84 heading eastbound 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's Columbus Blvd. entrance is on the left.

From I-84 W or Route 2 W (For Route 2 directions, disregard 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 Columbus Blvd. entrance is on the left



# CAPA-U Registration

Saturday, May 7, 2011 – Hartford Steam Boiler Conference Center – One State Street, Hartford, Connecticut

**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.

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**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 \_\_\_\_\_

**Consultation:** Please list the name of the agent or marketer you wish to consult. List your first choice. Then choose two others in case that first choice's schedule is full. If you do not list a second and third choice and if your first choice's schedule is full, the committee will match you with another agent or marketer 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 1, 2011

\$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 SRILES40@aol.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.