



The Connecticut Authors & Publishers Association CAPA-University—the 6th Annual Writers' Workshop

Hartford Steam Boiler Building, 1 State St. Hartford, CT —Saturday, May 9, 2009



KEYNOTE SPEAKER GINA BARRECA

Speaker, Humorist, Best-selling Author, Professor

Hailed as “smart and funny” by *People* magazine, Gina Barreca has spoken to clients all over the world. She is the author of the best-selling *They Used to Call Me Snow White, But I Drifted, Perfect Husbands (and Other Fairy Tales)*; *Sweet Revenge: The Wicked Delights of Getting Even*; *Too Much of a Good Thing is Wonderful* and, most recently, *Babes in Boyland: A Personal History of Coeducation in the Ivy League*. Collaborating with Gene Weingarten of the Washington Post, Barreca also co-authored, *I'm With Stupid: One Man, One Woman, and 10,000 Years of Misunderstandings Between The Sexes Cleared Right Up*.

Workshops

Sandra Marton - Writing the Romance Novel (FICTION)



Sandra Marton is a top author for Harlequin Presents, the world's best-selling romance fiction imprint. She's just completed her 75th novel, signed a multi-book contract and has approximately 24,000,000 (and counting!) books in print in twenty-plus languages. Sandra's stories all feature the sexy, gorgeous, complex, tough on the outside but tender on the inside Alpha heroes she loves to create and her fans love to read. A four-time finalist for the RITA (the coveted award given by Romance Writers of America). Sandra has also won eight Romantic Times Magazine Reviewers' Choice awards and has been honored with Romantic Times' Career Achievement Award for Series Romance. Sandra lives in Connecticut with her husband.

M.J. Allaire - Writing Fantasy Novels (FICTION)

Author of the Denicalis Dragon Chronicles, which is a series of books that capture the imagination. The first three, *Dragon's Blood*, *The Prisoners* and *Dragon's Tear*, create a world that is loved by young adults and adults alike. Book four is due out soon. “This is a touching story of love and courage, successes and failures. It is one of magical stones, mysterious creatures and tales of dragons that lived long ago. More importantly, however, it is a story of dreams, both imagined and shattered. The journey through the cave is one that becomes the journey of a lifetime that leads to the children learning a lot about themselves and each other. The challenges that they deal with in the tunnels of darkness force them to make adult decisions and ultimately take them into a world only seen in their dreams.” She will share how she goes about creating these stories.



Nikoo and Jim McGoldrick (a.k.a. Jan Coffey) - Writing Mysteries (FICTION)



Nikoo and Jim McGoldrick are storytellers with a checkered past. From the submarine shipyards of Electric Boat in Groton, Connecticut, and the clubs of Rodeo Drive, to the forges of Pennsylvania and the electronics manufacturers of Massachusetts, these two have spent their lives gathering material for their novels. Nikoo, a manufacturing engineer, and Jim, who has a Ph.D. in sixteenth-century British literature, wrote their first full-length novel, a historical romance, in 1994. Since then, Jim and Nikoo have written twenty-six novels and a work of nonfiction, and they are presently focusing their imaginations on producing suspense thrillers with a decidedly technological slant. The “Jan Coffey” pseudonym, one of several they have used, is actually a play on their own names: Jan is an acronym of “Jim And

Nikoo,” and Coffey is Nikoo's maiden name. These prolific and popular authors have been the recipients of numerous awards for their work. They now reside in Litchfield County, Connecticut.

Howard Manton Layton - Memoir Writing (NONFICTION)

Howard has had a long and storied career. He's been an airplane pilot; owned a Piper high-performance airplane (Saratoga) for ten years and flew it for a total of 1,000 hours on sales missions for his business; was a former professional actor in England, earning a living at it for five years; (he was a member, British Actor's Equity and played before - and was presented to - Queen Mary); made a film for the military: ‘Technique of Instruction’; spent two months made-up as Robert Taylor, and spent a considerable portion of Taylor's role in *The Conspirator*. Howard used these experiences and more to create his memoirs. He'll be sharing his skills with those who want to try this type of writing.



Bonnie Kaye - Stopping Predatory Publishing (PUBLISHING)



After she was fraudulently taken in by a print-on-demand company in 2007, Bonnie Kaye organized a victims group via the Internet and successfully shut the company down leading to a civil judgment by the State of Indiana. She gathered more than 500 other victims and worked methodically through the appropriate government agencies to stop the fraud. She is presently exposing another fraudulent - book publishing company and taking the same steps with its victims. Kaye will tell people how one person can make the difference in stopping predatory publishing, and she will provide information on how to check out publishing companies before investing money for services that may not be delivered.

Peggy Gaffney - Do It Yourself Publishing (PUBLISHING)

Peggy Gaffney has been a teacher, librarian, writer, editor, dog breeder and handler and knitting designer. After taking early retirement from teaching, Peggy decided to create her own publishing company. She was an experienced writer, dog lover and knitting designer, so she put out a series of individual breed-based knitting books that filled a unique niche market. The tight focus of her market convinced her to publish the series herself. It wasn't easy learning how to do this because there weren't any simple step-by-step guides. She has created a basic guide for authors, who want to publish and to sell their work, as well as get it done quickly and inexpensively. This book is called *Do It Yourself: Publishing Nonfiction In Your Spare Time*. Peggy Gaffney has spoken on this topic numerous times, inspiring writers, business owners, academics and all who have a book to publish and want to learn how to 'Do It Yourself.'



Dennis J. Schleicher - Find Your Way Through WEB 2.0 (MARKETING)



Learn firsthand how to manage and make search suggestions to increase book sales on Amazon.com and Blogging. You'll learn how to use AmazonConnect to communicate directly with your readers and how to drive sales for your up-and-coming releases and hidden gems in your backlist and how customers discover your genre by enrolling in Amazon's "Search Inside" program. Utilize "Search Engine Optimization" (SEO) to get your blog noticed and make money using Google's AdSense to entice readers to purchase your work. Learn more about these free services. In this workshop, whether you're working with print on demand, independent publishers or through a large publishing house, you can generate more buzz for your book and blog's so they're more readily noticed and profitable!

Eugene Brissie, Associate Editor, Globe Pequot Press - Mainstream Publishing (PUBLISHING)

For the past three years, Gene Brissie has been associate publisher of The Lyons Press, a division of the Guilford, CT based, Globe Pequot Press. Previously, he was editor-in-chief of New York City-based Citadel Press; before that he was president of James Peter Associates, a literary agency founded in 1971 representing more than 75 authors specializing in nonfiction books. He has also held senior editorial and publishing positions at Prentice Hall Press, G. P. Putnam's Sons, Simon & Schuster and Farrar, Straus and Giroux. During his 30-year publishing career, Gene has acquired, edited and published literally hundreds of general-interest nonfiction titles for the adult market, including books by celebrities such as Martin Mull, Linda Evans, Bo Derek, Brooke Shields, Jaclyn Smith, and Heloise; as well as sports figures such as Jose Canseco, Bubba Smith, Wade Boggs and Dick Vitale. He has also published numerous successful books in such categories as sports, the outdoors, business and management, personal finance, health, fitness, exercise, cookery, history, pop culture, reference, travel, real estate, biography, autobiography, humor, TV, film, and more. He'll talk about what authors should expect when working with a mainstream publisher and give advice about making the collaboration go well.



Shel Horowitz - Frugal Book Marketing (MARKETING)



Shel was still a teenager when he started doing publicity and marketing for grass-roots community organizations with zero promotional budget. There wasn't even money available for stamps, so he used to hand deliver press releases on a three-speed bicycle. Trained as a journalist, he first became aware of the power of the news media when a local paper refused to print meeting notices he wrote for a controversial group – but gave extensive news coverage to its refusal of the group. Now, for over twenty years, he's helped businesses, nonprofits and community groups get their message out to the public with little or no expenditure. Shel now offers not only copywriting and strategic marketing planning, but also speaks on affordable, effective marketing to national audiences. His third marketing book, *Grassroots Marketing: Getting Noticed in a Noisy World*, was a finalist for ForeWord Magazine's Book of the Year Award. Shel has recently released his fourth marketing book,

Principled Profit: Marketing That Puts People First. This new book states that honesty and integrity are important, while market share often isn't...that long-term relationships are better than a one-time sale...and that competitors can be among your best allies.

Brian Jud - Beyond The Bookstore (MARKETING)

Brian Jud is author of *Beyond the Bookstore* (a Publishers Weekly book) and *The Marketing Planning* CD-ROM describing new ways to sell more books profitably to special-sales buyers. He is also the author of the new series of printed booklets published by R. R. Bowker with Proven Tips for Publishing Success. Brian is editor of the *Book Marketing Matters* special-sales newsletter and creator of the Special-Sales Profit Center used by R. R. Bowker to sell other publishers' books to special markets.





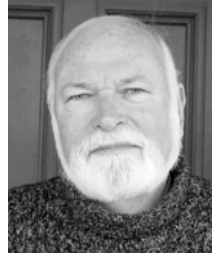
Glenn Shapiro & Ben Quesnel - Writing, Illustrating & Publishing Picture Books (SPECIALTY)



Glenn Shapiro has a passion for children's books and poetry, which he has been writing all his life. Glenn lives in Longmeadow, Massachusetts where he was born and raised. Some of his favorite children's authors are Shel Silverstein (*The Giving Tree*) and Bill Peet (*The Wump World*). For *Sarah Walked to School*, Glenn teamed with an accomplished artist, Ben Quesnel, as the illustrator. Recognized as one of the country's finest artists, Ben won a Congressional Art Award in 2006. He brings great imagination to the illustration process depicting characters in a unique and interesting way. As you read the book, small clues to what is in store for Sarah can be seen in some illustrations. Ben illustrated the book while still a student at Southern Connecticut State University.

Harvey K. Flad - Writing Nonfiction (NONFICTION)

Harvey K. Flad is Emeritus Professor of Geography at Vassar College in Poughkeepsie, New York. He received his Ph.D. from Syracuse University in 1973 and from 1972 to 2004 taught courses at Vassar in Geography and American, Environmental and Urban Studies. Dr. Flad's scholarship has focused on cultural and historic landscapes and environmental and urban planning in America. He has published numerous articles on 19th-century landscape design theory and practice, as well as the role of the Hudson River School of Art in environmental preservation. His film and video credits include being the interviewer for the film *Hyde Park* that won first prize at the National Trust for Historic Preservation film festival and shown on over 140 PBS television stations, and the writer and narrator of the 2006 DVD "A Digital Tour of Poughkeepsie." Research for the latter led to his current book project *Main Street to Mainframes: Landscape and Social Change in Poughkeepsie* (forthcoming in May 2009 published by the State University of New York Press). His nonfiction workshop will explore the research methods, structure and writing of *Main Street to Mainframes* as an urban social history co-authored by a social historian and a cultural geographer.



Suzette Martinez Standing - The Art of Column Writing (NONFICTION)



Newspaper column writing can open the door to regular publication, authorship or syndication. Improve blogs, websites and publications by applying writing tips from award-winning newspaper columnists. Learn the craft of doing condensed writing well: point of view, voice, structure and achieving universal resonance. Learn how to identify ideas with a fresh angle when working under deadline constraints, and the common wants and needs of editors and syndicates. Suzette Martinez Standing is a syndicated columnist for GateHouse News Service and writes for publications including *The Patriot Ledger* (MA), *The Huffington Post*, *The Boston Globe*, *Writer Magazine*, among others. She is the author of *The Art of Column Writing: Insider Secrets from Art Buchwald, Dave Barry, Arianna Huffington, Pete Hamill and Other Great Columnists*. It won First Place for Educational Book in the 2008 Royal Palm Literary Awards of the Florida Writers Association. Suzette served as President of the National Society of Newspaper Columnists, 2004-06, and teaches writing workshops nationally.

Elisa Hutcoe Krochmalnyckyj - News Writing (SPECIALTY)

Elisa Hutcoe Krochmalnyckyj is an award-winning journalist with 20 years of experience in newspapers, including as a reporter, managing editor and editorial page director at various newspapers in New York, Connecticut and Massachusetts. She has also taught journalism at Quinnipiac and St. Joseph colleges. In addition, she has worked in public relations, been a college-newspaper consultant and has written articles, web content and press releases for a New Haven based SEO firm. Elisa has a bachelor of arts from the State University of New York at Binghamton in literature and rhetoric. She currently does freelance writing for the Stonebridge Press newspaper chain in Massachusetts.



Editorial Advice Workshop - Our Panel of Editors (SPECIALTY)



Beth Bruno, Editor In the literary biz since 1995 as a columnist, features writer and author, Beth Bruno, Ed.M., M.A. now works almost exclusively as a book editor. More than 100 authors of fiction and nonfiction have collaborated with Beth to improve their manuscripts before seeking publication. "My goal is to enhance each writer's voice to fully engage the reader."



Rita M. Reali, Editor Rita M. Reali is a novelist, copywriter, proofreader and editor of general fiction and non-fiction. She has worked as a newspaper writer and editor for local publications, including *Imprint Newspapers* and *The Catholic Transcript*, and has provided copywriting, editing, search engine optimization and proofreading services for advertising agencies, web-development companies and private clients from Connecticut to California. In 2000, Rita started her own proofreading and editorial service, **The Persnickety Proofreader**.



Roberta J. Buland, Editor Roberta J. Buland is a general fiction and nonfiction editor of a variety of diverse subjects, including psychology, business, self-help, history, poetry, mystery, romance, horror and most other genres. Roberta has worked for Reader's Digest, W.W. Wilson and other large and smaller publishing firms for more than 20 years in New York, Connecticut, North Carolina, Florida and abroad. Ten years ago, she founded RIGHT WORDS UNLIMITED, a full-service editorial and publishing firm located in West Hartford, Connecticut.

Meet The Agents

One of these agents will meet with you, one on one for 10 minutes, so that you may pitch your book or your book proposal. Take advantage of this chance to choose an agent in your field and be able to tell him/her about your book.



(A) Kate Epstein - Epstein Literary Agency - Kate Epstein founded the Epstein Literary Agency in October 2005, after four years' acquisitions experience at Adams Media. She represents nonfiction for adults exclusively. She is a member of the Association of Authors' Representatives. Her particular areas of interest include pets, memoir, business, health and lifestyles.



(B) Uwe Stender - TriadaUS Literary Agency - Dr. Uwe Stender, is a Full Member of the AAR (Assoc. of Authors' Representatives). Some clients are former CNN anchor Daryn Kagan, bestseller and 2001 NAACP Image Award for Outstanding Literature in Fiction winner Omar Tyree, best-selling author Michael Konik, BET's Jeff Johnson, best-selling 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.



(C) Jeanne Fredericks - Jeanne Fredericks Literary Agency, Inc.— Jeanne Fredericks has run her own literary agency since 1997 specializing in quality adult nonfiction by experts in their fields. Jeanne has represented more than 75 authors to more than 50 publishing companies. Most of the books she represents are practical popular reference. Her favorite categories are health, lifestyle (especially "green"), psychology/relationships, science/nature/pets, gardening, business, cooking, elite sports, parenting and travel.



(D) Gina Panettieri - Talcott Notch Literary Agency — Gina Panettieri is president and executive editor of Talcott Notch Literary Agency. She has worked as a writer, freelance editor and literary agent for more than 20 years. She represents both fiction, with an emphasis on mystery, suspense and thrillers; and nonfiction, with a specialization in prescriptive nonfiction, history, science, current events, business and finance.



(E) Lorin Rees - The Helen Rees Literary Agency - The Helen Rees Literary Agency in Boston was founded more than twenty years ago and represents leading authors such as John Kerry, Jack Welch, Alan Dershowitz and many other best-selling writers. The Rees Agency acquires both fiction and nonfiction. Nonfiction interests include, business, current affairs, health, inspiration, psychology, history, biography, memoirs, and humor. We consider literary fiction, mystery, thrillers and other types of genre literature. We do not consider science fiction, romance, fantasy, children's books or poetry.



(F) Jon Sternfeld - Irene Goodman Agency - Jon Sternfeld joined the Irene Goodman Agency after a stint in both the creative and the development sides of the film world. He worked extensively in the trenches of a production company, culling through screenplays to find the rare nugget of gold, while honing his pitching and negotiation skills to get these projects 'green lit'. Discovering young, hungry writers still remains his passion. He is looking for literary fiction and narrative nonfiction. He is open to all writers with an original voice and he has a particular interest in nonfiction that focuses on cultural, historical and social issues.



(G) Rita Rosenkranz - Rita Rosenkranz Literary Agency - Founded in 1990, the Rita Rosenkranz Literary Agency boasts a wide-ranging adult non-fiction list. She represents health, history, parenting, music, how-to, popular science, business, biography, popular reference, cooking, spirituality, and general interest titles. Rita works with major publishing houses, as well as regional publishers that handle niche markets. She looks for projects that present familiar subjects freshly or lesser-known subjects presented commercially.



(H) Jennifer DeChiara - Jennifer DeChiara Literary Agency - A full-service literary agency, named one of the top 25 agencies by Writers Digest, the Jennifer DeChiara Literary Agency specializes in childrens literature of all ages, but also represents high-quality adult fiction and nonfiction in traditional and non-traditional arenas. Favorites are: literary and commercial fiction; mysteries; thrillers; celebrity biographies; humor; psychology and self-help; parenting; health and fitness; womens issues; mens issues; pop culture; film and television; social issues and contemporary affairs.



(I) Jessica Regel - Jean V. Naggar Literary Agency, Inc. - She agents her own list of childrens and adult books while also working in the subsidiary-rights department, selling film, audio and UK rights. Her list includes edgy adult fiction, commercial young-adult fiction and middle-grade novels. She's always looking for strong commercial fiction, literary fiction, edgy/hip fiction, young-adult and middle-grade novels, children's nonfiction, and narrative nonfiction. She doesn't handle practical nonfiction, inspirational/religion, genre science fiction/fantasy or political thrillers.

(J) Linda L. Roghaar - Linda Roghaar Literary Agency - She has been in the business since 1974. She worked in retail bookstores and was a publishers rep who sold independent and university presses. This experience prepared her well for a career as an agent, in 1996. She represents authors with substantial messages and specializes in nonfiction. They sell to major, independent, and university presses. They are generalists, but the Linda Roghaar Literary Agency does not handle romance, horror or science fiction. They charge 15% commission on domestic sales and does not charge a reading fee.

(K) Susannah Taylor - Richard Henshaw Group - Susannah Taylor graduated from James Madison College within Michigan State University, completing her degree with a semester at the University of Auckland in Auckland, New Zealand. She interned at Richard Henshaw Group from 1997-2000 and then joined the agency full time as an associate agent. She has been building her list, which includes romance, womens fiction, mysteries and nonfiction, ever since.

Visit the CAPA-U blog at, <http://capauniversity.wordpress.com>

8:30 Registration & Breakfast
 9:00 Welcome and Logistics
 9:15 Keynote
 10:00 Break
 10:15 Meet The Agents
 11:15 Break
 11:30 Session 1
 12:30 Lunch
 1:45 Session 2
 2:45 Break
 3:00 Session 3
 4:00 Networking and Raffle Prizes

6th Annual CAPA-U

May 9, 2009

These activities and events all take place in the Main Café

KEYNOTE SPEAKER Gina Barreca
 MEET THE AGENTS

Check out the blog at: <http://www.capauniversity.wordpress.com>

	FICTION	NONFICTION	SPECIALTY	PUBLISHING	MARKETING
Session 1	Nikoo & Jim McGoldrick a.k.a. Jan Coffey <i>Writing Mysteries</i>	Harvey Flad <i>Writing Nonfiction</i>	Our Panel of Editors <i>Editorial Advice Workshop</i>	Peggy Gaffney <i>Do It Yourself Publishing</i>	Brian Jud <i>Beyond the Bookstore</i>
Session 2	M. J. Allaire <i>Writing Fantasy Novels</i>	Suzette Martinez <i>Standring Column Writing</i>	Author Glenn Shapiro & Illustrator Ben Quesnel <i>Writing, Illustrating and Publishing Picture Books</i>	Eugene Brissie Assoc. Editor Globe Pequot Press <i>Mainstream Publishing</i>	Dennis Schleicher <i>Marketing Using Web 2.0</i>
Session 3	Sandra Marton <i>Writing the Romance Novel</i>	Howard Layton <i>Memoir</i>	Elisa Krochmalnyckyj <i>News Writing</i>	Bonnie Kaye <i>Stopping Predatory Publishing</i>	Shel Horowitz <i>Frugal Marketing</i>

NETWORKING FOLLOW-UP SESSION (OPEN TO ALL)



CAPA-U Registration

Saturday, May 9, 2009 Hartford Steam Boiler One State Street, Hartford, CT

Read Me First: Registrations with illegible or inaccurate information (such as a bad email address) cannot be processed. If you have not received confirmation of registration within 10 days, check your email spam folder, as it may be there. If not, please contact us.

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

Name: _____ Home Phone: _____
Street Address: _____
City, State, ZIP _____ Cell Phone: _____

2. – Email 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 I. 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 email address **twice** on the lines below.

3. – Choosing Workshops and a Literary Agent Workshops are arranged by genre. Code letters for agents may be found in the CAPA-U brochure which is either attached, or may be downloaded from the CAPA-U blog site (<http://capauniversity.wordpress.com>). Indicate the type of workshop you wish to attend for each time slot (before lunch, after lunch and mid-afternoon), as well as the code letter for each of your top three agent preferences. You will meet with **ONE** agent. We do our best to please everyone, but sometimes we need to assign a second or third choice.

I Plan to Attend These Workshops (Choose ONE from each time slot):

Session 1 – 11:30 ___ Fiction ___ Nonfiction ___ Specialty ___ Publishing ___ Marketing
Session 2 – 1:45 ___ Fiction ___ Nonfiction ___ Specialty ___ Publishing ___ Marketing
Session 3 – 3:00 ___ Fiction ___ Nonfiction ___ Specialty ___ Publishing ___ Marketing

Agent Consultation: First Preference _____ Second Preference _____ Third Preference _____

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

Choose one:

\$135.00 (Early-bird Registration) DUE BY MARCH 31, 2009

\$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: _____

5. – 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?** Email 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.