



The Authority

Connecticut Authors & Publishers Association—Since 1994

Connecticut's Source for
Writing, Publishing &
Marketing Information

Volume 20 Issue 4

April, 2013

Adele Annesi to Speak at CAPA Central April 20

Stories that sound real often are, at least in part. And at the CAPA Central meeting on April 20, award-winning writer, editor and instructor Adele Annesi will conduct a seminar and mini-workshop called Crossing the Line: Nonfiction Techniques for Fiction & Creative Nonfiction. In it, she will explore nonfiction techniques that work best for fiction and creative nonfiction – and how the line between the two genres becomes increasingly blurred.

To help make the most efficient use of time during this workshop, please bring your current writing project, along with a brief descrip-



tion of the project.

Visit Adele's editing blog for writers, Word for Words (<http://wordforwords.blogspot.com>), and at Adele M. Annesi (<http://www.adeleannesi.com>).

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Meet A Member: Judy Mandel By Melissa Flynn

Let's welcome Judy Mandel to CAPA. And we won't hold it against her that she's really a Jersey girl. For years, she dreamed of being a rock star. But at some point she realized journalism made more sense.

Her first job was as a reporter for *The Hartford Courant*, where she lasted a couple of years before delving into a PR job in a hospital. There she survived for five years.

After having a baby and getting divorced, Judy headed back to a job with benefits. She ran a small town newspaper in East Granby. Then she worked in marketing at Aetna and other insurance firms. And now she writes full time, on business projects and creative writ-



ing.

After starting her marketing business, she began writing a book about a devastating family tragedy. With her mother's notes and news

Contributors

Jason Alster
Adele Annesi
Chris Blake
Dan Blanchard
RC Bonitz
James Buchanan
Pinny Bugaeff
Roberta Buland
Nancy D. Butler
Wayne English
Melissa Flynn
Peggy Gaffney
Cathy Gibson
Brian Jud
Robert Kerson
D'vorah Lansky
Judy Mandel
Teresa Norris
Lou Norton
Steve Reilly
Mark Robinson
Tom Santos

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Cover Design Strategies — Michele DeFilippo

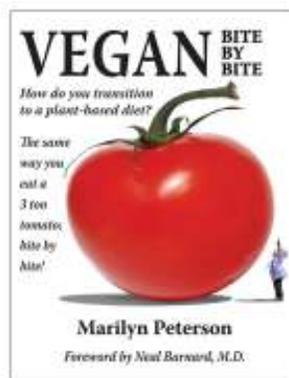
(Your cover is a critical part of your marketing effort. Contact Michele at 1106 Design today for book cover design with hand holding. (602) 866-3226 or <http://www.1106design.com>)

Vegan Bite-by-Bite

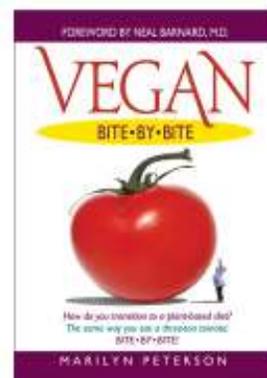
by Marilyn Peterson

The author provided an image of her grandson pointing to a gigantic tomato to illustrate the premise of the book, that anyone can transition to a plant-based diet one bite at a time (the same way one would go about eating a 3-ton tomato).

The “before” version of this cover was chaotic, with text randomly placed in an old-fashioned font. In the redesign, we added bars at top and bottom to anchor the composition, while keeping the focus on the tomato.



Before



After

We chose more contemporary fonts and added splashes of green and yellow (other food colors) to tie the elements together. Now,

the reader’s eye is not pulled in different directions; it moves from the title, to the tomato, to the subtitle.

CAPA Board of Directors

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Article Submission

The Authority welcomes articles written by members. Here are some guidelines that we would encourage.

Topics may cover any aspect of writing, publishing and marketing. Your personal slant on this is of interest to all of us and welcome.

Articles should be no longer than 400 words. If the article is longer, the editors reserve the right to reduce the size or divide it into sections that would be run in successive issues. All articles will be edited. Submit single spaced with no built-in formatting. Submit all articles to Brian Jud at brianjud@comcast.net.

Send submissions for the **Meet-A-Member** column to Melissa Flynn at schedulemelissa@melissaflynn.org

ARTICLES DUE BY THE 28TH OF THE MONTH

You're Never Too Old...

By Pinny Bugaeff

I'd always wanted to be a writer. I wrote a lot of first drafts, and then shoved them into a file drawer because I had school or work or kids or Christmas. I was too busy stitching together a life to stop and write.

When I hit my 50th birthday I intended to pull out all those first-draft orphans and get serious. Okay, I thought, now it's time to become a writer. But grandbabies and money troubles came along and I had to start stitching again.

And then one day, I woke up and I was almost 70, facing not

only my own mortality but also the death of my dream; I'd never become a writer.

With age came a gift; the freedom to say and do what I darn well pleased. So, I made a decision. When night fell for the last time and my lamp was flickering out, I wanted to be able to say, at least I'd tried. I retired from work. I bought a computer and set up a little office in my laundry room. I dragged myself into that room, nailed my feet to floor and began to write.

I signed up for a writers retreat run by Hallie Ephron and two other professional writers. I ginned up my courage and for the first time exposed my half-

baked creations to critical eyes. Wonder of wonders they didn't break out in derisive laughter. They said a lot of encouraging things so I went back home and wrote some more.

I joined CAPA. I wrote a short essay about reading fairy tales to female felons, then submitted it to the CAPA Writers contest. When I won first place and a hundred dollars, I was gob smacked.

It took about a week for the truth to sink in. I did it. I'm a writer.

And so, by light of my brightly burning lamp I want to tell you the wonderful secret I've learned; It's never too late to become what you might have been.

CAPA Members Celebrating Success

Cathy Gibson says WPAA-TV's director entered a Penn's Pals episode, *Through Sophie's Eyes*, in the 15th Annual Alliance for Community Media - North East Video Festival and is tied for first place in Diversity Empowerment.

Mark Robinson spoke about his book, *Smoke, Fire and Angels*, at the April 9 meeting of the Women's Club of Madison. His book was named grand prize winner of the annual New England Book Festival. According to the Festival's press release, it is the "gripping story of a 'perfect storm' accident as told from the perspectives of the various participants." All proceeds from the sale of *Smoke, Fire and Angels* are being donated to a fund to help the families who lost loved ones as a result of the crash.

James Buchanan says, "I have began to make money through sales of my third book, *The Ghost Of*

Scheherazade. For the first time I am able to sell books online. That way I will be able to save more of the copies that I have purchased to resell for fairs and book sales."

Teresa Norris was the featured author at the 2013 Alzheimer's Education Conference on April 16 in Cromwell, CT signing her book, *Almost Home - How I Lost My Mother Without Losing My Mind: A Faith Journey*, which describes her experience with her mom's dementia during her last two years of life.

From **Wayne English**: My latest book, *When Social Networking Fails: Nine Steps to Social Networking Success*, is published as an eBook on Amazon. My next product, *99 Cent Tech: Your Shortcut to Success*, will see its first publication on Amazon by April 15. My talk at Northeast CAPA, on writing for the Web, was a success; it was video recorded

and is on my YouTube channel (YouTube/WebContentRx.).

Lou Norton's article, "The Native American Canoe-wright and Mariner," for *The Northern Mariner* (TNM) was accepted for publication. This being a Canadian-based international journal, the abstract will be translated into French as an introduction to the piece.

RC Bonitz recently garnered a nice independent review for his book, *A Little Bit Of Baby*. Check it out under the "Reviews" section at <http://www.rcbonitz.com>

D'vorah Lansky, M.Ed., is excited to be producing the 5th Annual Book Marketing Conference Online! This year, the focus will be the eBook Publishing Boot Camp. Book marketing experts from around the globe have prepared workshops that

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Internet Connections Adele Annesi

The latest resources on writing gigs and getting your work out there.

Freelance Writing Gigs (<http://www.freelancewritinggigs.com>): Now part of Splashpress Media, Freelance Writing Gigs offers job listings and information on freelancing for experienced writers and beginners.

Gorkanajobs (<http://www.gorkanajobs.com>): This site lists thousands of journalism jobs from leading U.S. employers. Users can search and apply for the latest journalists jobs, receive job alerts and upload resumes for a range of employers.

Kobo (<http://www.kobobooks.com>): This fastest-growing e-reading service allows readers to read any book, any time, any place on any device. Kobo attracts millions of readers from more than 170 countries and features one of the largest e-reading catalogues.

Movable Type Management (MTM: http://mtmgmt.net/MTM_Home.html): MTM provides management services to authors in various genres to develop distribution across platforms, devices and territories. MTM leverages its relationships with digital startups and veteran producers to add value to authors' works.

Adele Annesi is an award-winning writer, editor and instructor. Visit her at her editing blog for writers, Word for Words (<http://wordforwords.blogspot.com>), or at <http://www.adeleannesi.com>.

An Evil Veterinarian? Chris Blake

In the first Austin Powers movie, Doctor Evil's son, Scott, informed his father that he didn't plan to follow his career path and embark on a life of crime. Instead, Scott said he planned to be a veterinarian. "An evil veterinarian?" Doctor Evil asked.

Doctor Evil was an antagonist—and a funny one at that. Antagonists tend to be evil, but that's not always the case. The main purpose of the antagonist is to prevent the main character from reaching her goal. In certain genres, like crime/mystery and sci fi, it's important to have an evil antagonist, but many antagonists in other genres are more multi-dimensional and some even have admirable qualities.

There are many ways to approach the development of an antagonist. Antagonists have many of the following traits:

- *Powerful.* A weak and ineffectual antagonist has no credibility.
- *Charismatic.* The best villains are charismatic; they are able to convince people to follow them... which brings us to the next trait:
- *Leaders.* Antagonists are often leaders who have a devoted following. Think Lord Voldemort and the Death Eaters.
- *Hold a position of authority or advantage over the main character.* An antagonist may possess super powers, or maybe he just happens to be the main character's boss at work.
- *Haunted by inner conflicts.* Just as the best main characters have

an inner conflict, even the most evil antagonists have a small conscience. An antagonist who is pure evil with no remorse is not as appealing as one who turns to evil because of a bad childhood and still possesses a glimmer of decency.

- *In conflict with the main character.* This is what gives the story its tension as the main character struggles to reach her goal to triumph over the antagonist.
- *Possessed of something the main character wants or needs.*
- *Driven by the need for dominance, power and total victory.* They don't just want to win; they want to crush the opposition.
- *Complex.* The same complexity that makes main characters interesting is often present in the antagonist.
- *Possessed with redeeming qualities.* Lord Voldemort aside, an antagonist with some redeeming qualities is more memorable than one who is all-evil. Even Darth Vader ultimately redeemed himself.

Although rare in fiction, the antagonist doesn't even have to be a person. It could be a catastrophic weather event, or a towering mountain one must climb, or a crippling disease. In Ernest Hemingway's classic, *The Old Man and the Sea*, the antagonists are sharks (or per-

continued on page 7

The ABCs of the Editing Process: If I Could Write A Book... By Roberta Buland



Since April is National Poetry Month, it is fitting to write about a poem/song, “If I Could Write A Book.” The song has been haunting me because I have heard the title used often in writing circles, not only in reference to the song, itself, but also regarding literally writing a book. I did some research on the song’s origins on the Internet.

From “Pal Joey”

The song was originally written by Rogers and Hart for the musical, “Pal Joey,” in which Joey and Linda sang it as follows:

JOEY begins:

“A-B-C-D-E-G I never learned to spell at least not well.

1-2-3-4-5-6-7 I never learned to count a great amount.

But my busy mind is burning to use what learning I’ve got.

I won’t waste any time, I’ll strike while the iron is hot.

“If they asked me, I could write a book about the way you walk and whisper and look.

I could write a preface on how we met so the world would never forget.

And the simple secret of the plot is just to tell them that I love you a lot.

Then the world discovers as my book ends how to make two lovers a friend”

LINDA continues:

“Use to hate to go to school I never craked a book;

I pleyed the hook Never answered any mail to write I used to think was wasting ink.

It was never my endeavor to be too clever and smart.

Now I suddenly feel a longing to write in my heart”

Linda’s second verse is the same as Joey’s second verse. Note the absence of “F” in Joey’s first line and that neither character’s last line has end punctuation. Can you find all the errors in Linda’s solo? Do you think the composer who wrote these lines proofread them?

From “When Harry Met Sally”

The next entry was from one of my favorite movies, “When Harry Met Sally.” Here’s the version as found on the Internet without any punctuation and the absence of the first verse!

“If they asked me I could write a book About the way you walk, and whisper and look

I could write the preface on how we met So the world would never forget

And the simple secret of the plot Is just to tell them that I love you a lot Then the world discovers as my book ends How to make two lovers of friends”

Granted the Internet allows many liberties—but no punctuation at all is not acceptable!

Can anyone write a book?

The editor in me got me to thinking that almost anyone might want to write a book or a poem. Yet, since the purpose of writing is to communicate, and remembering that punctuation is a means of communicating, the author should assume responsibility to communicate by using acceptable standards, in poetry and prose.

While the words to “If I Could Write A Book” are descriptive and chosen well, if one reads rather than hears the poem, an author might lose the respect of readers. To distinguish yourself as an author who demonstrates a respect for English, in whatever genre you write, I suggest you not only write well, but also proofread what you write. If you doubt that your work is not the best it can be, consult an editor. Your creativity, attention to detail and respect for what you write will then shine through—and your readers will notice and want to read your good writing.

Comments? Questions or topics you might like me to address in future columns? Please email me at: rjbuland@comcast.net

Roberta J. Buland is the Owner-Editor of RIGHT WORDS UNLIMITED, a full service editorial and publishing firm in West Hartford. She is a past president of CAPA and may be reached at 860-308-2550. She welcomes questions about any aspect of editing, writing and publishing.

CAPA Members Celebrating Success (continued from Page 3)

are designed for participants to be able to produce, publish, and promote their eBooks! If you are interested in participating, be sure to use the special coupon for CAPA members. Coupon Code: CAPA - Details at: www.EbookPublishingBootCamp.com

Peggy Gaffney and her Samoyed, Harry Potter, were featured guests on the television program, *Pet Talk*, on Ch.12 CT in Norwalk. She said, "We talked about my books, especially the latest, *Knit a Kitten, Purl a Puppy*. To view the ten-minute interview, go to www.kanineknits.com."

As a result of winning a first prize in the CAPA contest for her essay, *Tell Me a Story*, **Pinny Bugaeff** was invited by Hallie Ephron to be a guest on *Jungle Red*, her blog located at www.jungleredwriters.com.

On March 11 **Robert Kerson** gave a lecture on his discoveries concerning the Urim and Thumim at the New Haven Mineral Club.



Over 60 CAPA members, families and friends enjoyed a delicious dinner, frivolity, dancing and camaraderie at CAPA's 19th Annual Anniversary Party on March 16.

Waterford resident **Nancy D. Butler** won first place in the CAPA 2012-2013 annual writing competition for her short story titled, "What an Inspiration." A certificate and check were presented to her during an event held in Avon on Saturday, March 16. Congratulations to Nancy and all the other winners.

Several of the CAPA Writing Contest winners were on hand to receive their awards at the March 16 banquet.



Left to right: Dodie Milardo, David Garnes, Pinny Bugaeff, Francine Morlando, Dawn Aldrich, Derek Couturas, Richard S. Colon, Michael Kilday, Nancy C. Butler, with Writing Contest Chairman Dan Uitti. (Both photos by Debbie Kilday)

All Winners

Essay

1st Place – Virginia (Pinny) Bugaeff
 2nd Place – David Garnes
 Honorable Mention – Dodie Milardo
 Honorable Mention – Matthew Goldman

Poetry

1st Place – Michael Kilday
 2nd Place – Charles Wellesley
 Honorable Mention – Eileen Albrizio
 Honorable Mention – Taryn Yates

Short Story

1st Place – Nancy C. Butler
 2nd Place – Richard S. Colon
 Honorable Mention – M.J. Allaire
 Honorable Mention – Derek Couturas

Children's Story

1st Place – Dawn Aldrich
 2nd Place – Elizabeth Bonadio
 Honorable Mention – Karin Lefranc
 Honorable Mention – Francine Morlando

Judy Mandel (Continued from Page 1)

clips from the accident that killed her sister, she pieced together the truth of how her family recovered. Realizing her role as the replacement for her sister gave way to the name of her memoir *Replacement Child* (March, SEAL PRESS).

Oddly enough, she says nothing about writing appeals to her. "I do everything I can to avoid it," she said, adding "it's digging out the words that is painful."

Even so, she continues to ghost write, coach other writers and work as a marketing writer. These are what she calls her "bag of tricks."

Judy said she loves the research end of writing. She can get "lost in the research and not know what time it is." That helps her with the

aforementioned "avoidance of actual writing."

Besides her memoir, she has written for "many, many newsletters, brochures and websites for clients."

Judy worked hard to market her self-published memoir. It was only then that she pursued (and won over) her current agent – one she met at CAPA-U years earlier.

She is halfway through her MFA from Stony Brook Southampton University and is writing a novel, short stories and a new non-fiction book.

Learn more about Judy and her work at www.judymandel.com/blog or through her book website www.replacementchild.com.

"Evil" (Continued from Page 4)

haps the sea itself or Santiago's advanced age). It could be a life form from another planet. There could be multiple antagonists, as we saw in Stieg Larsson's *Millennium* trilogy.

What's important about antagonists is that they must continually thwart the main character and present the protagonist with ever more difficult challenges as the story progresses. It's also important for the antagonist to have an inner motivation. Just as the main character may be motivated to act for love, honor or a host of other reasons, so, too, the antagonist must have a motivation that drives him.

Who are your favorite antagonists and why?

Schedule of Upcoming Meetings**CAPA CENTRAL**

Location: Sycamore Hills Park Community Center, Avon, CT 10:30 am (www.aboutcapa.com)

April 20 – Adele Annesi — Creative Fiction and Non-fiction

May 18 – Peg Gaffney

June 15 – Eric Kampmann (distribution to bookstores)

July 20 – Annual CAPA Summer Picnic

**CAPA SOUTHEAST**

Location: Groton Inn & Suites, Groton, CT 6:30 pm ([Tom Santos, santostom@comcast.net](mailto:santostom@comcast.net))

April – Dick Margulis

May – TBA

June – TBA

**CAPA SOUTHWEST**

Location: Plumb Memorial Library, Shelton. 6:30 pm ([Steve Reilly, sriles40@aol.com](mailto:sriles40@aol.com))

April – Date and presenter TBA

May – Date and presenter TBA

**CAPA BOOK-NETWORKING MEETINGS**

Location: Wethersfield Public Library, 6:00–8:00 pm ([Jason Alster, jasonalster@gmail.com](mailto:jasonalster@gmail.com))

April – Date and presenter TBA

May – Date and presenter TBA

**CAPA NORTHEAST**

Location: Mansfield Public Library. 54 Warrenville Rd (Rt 89) Mansfield Center 6:30 pm ([Daniel Blanchard, dan007blanchard@yahoo.com](mailto:DanielBlanchard@yahoo.com))

May 8 – Jason Alster – Book Trailers

June 12 – TBA

CAPA's Co-op Connection

Save money as you market your books by sharing the cost of events with other CAPA members. Want to participate in one of these sales opportunities with other CAPA members? Log on to the CAPA social network (<http://authorsandpublishersct.ning.com/>).

April

21	Shelton	Shelton Autumn Craft Festival
27	Norwalk	Contemporary Art Show & American Craft Show
29-30	Cromwell	Connecticut Library Association Annual Conference http://tinyurl.com/b9bxpor

May

4	Vernon	Arts And Crafts Fair
5	Forestville	The Craft Fair @ The Duck Race (3rd Annual)
10-12	Brooklyn	Eastern Regional Carnival For A Cure (2nd Annual)
11	Windsor	Spring Arts And Crafts Fair (36th Annual)
18	S Windsor	Olde England Street Market

June

2	Manchester	The Show In The Park (40th Annual)
2	Seymour	Seymour Founders' Day (4th Annual)
2	Shelton	Annual Arts & Crafts Fair (49th Annual)
8	Litchfield	Gallery On The Green Arts & Crafts Show (40th Annual)
8	Shelton	Soupstock (4th Annual)
8	Terryville	Terryville Giant Flea Market (10th Annual)



CAPA
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Free Book-Marketing Webinars

Brian Jud will conduct webinars that can help you sell more books, more profitably. These webinars, sponsored by CAPA, start at 6 p.m. Eastern Time. If you cannot attend, a link to the recording will be posted at www.aboutcapa.com. You will also find details about each webinar there.

April 11

Guest Speaker is Rebecca Albani of R. R. Bowker. Topic is **ISBNs and Metadata**. Sign up at <http://tinyurl.com/d4e9d7b>

April 18

Presenter, Brian Jud. Topic is **Beyond The Bookstore: Creative Ways to Make Your Book A Cash Machine**.

April 25

Guest Speaker is Peggy Gaffney. Topic is **Enhancing Your Market with Facebook**.