



# The Authority

Connecticut Authors & Publishers Association—Since 1994

Connecticut's Source for  
Writing, Publishing &  
Marketing Information

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## David Garnes to Discuss "Life into Art; Incorporating Your Experiences into Your Writing" at the February 16 CAPA Meeting

Everyone has a story worth telling. Whatever form our writing takes, most of us draw on our own life experiences to one degree or another. The writing process, however, is not a simple transposition of recollections to the written word. The writer must balance memory with artistic creativity. As Emily Dickinson wrote: "Tell all the truth but tell it slant – Success in circuit lies." Longtime CAPA member **David Garnes** will discuss how he has incorporated his own life into his writing, and how the particular



format—poetry, memoir, novel— influences what is remembered and re-created. David is the author of

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## Meet A Member: Debra Adams

By Will Dunlop

Born and raised in Connecticut, Debra Adams holds an undergraduate degree in journalism and a master's in library science, both from SCSU. Debby loved creating stories when she was little, and when she was learning to write in school, she finally had a way to put them to paper.

Mrs. Donovan, her creative writing teacher, later encouraged her to work on her poetry in high school, and her essays and stories also took off from there. One of her first essays was published by the *New York Times* when she was in college. Debby writes mostly essays today, but continues to dabble in poetry and fiction.

Her first professional positions were as a librarian, and she wrote articles, bibliographies, and book reviews for library trade journals. She then be-



came an acquisitions editor for Greenwood Publishing Group, where she created and edited nonfiction books with authors, particularly in the arts and sciences. "Working with first-time authors, taking those rough out-

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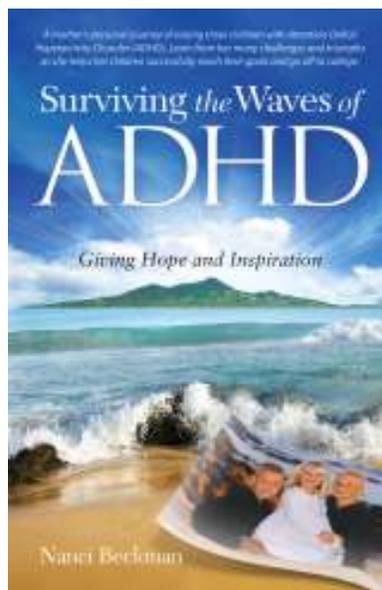
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### Cover Design Strategies — Peri Poloni-Gabriel

(Peri Poloni-Gabriel of Knockout Design has been in the business of designing books for over 15 years. More information is at [www.knockoutbooks.com](http://www.knockoutbooks.com))

The concept of hope for other parents dealing with ADHD was the main theme of the book. The author not only had 3 children diagnosed, but also her husband. We used a real photo of the children at a young age to give faces to the people in the book. Using an image of waves forming and crashing relates to the title as well as the different stages she went through to understand the condition and get help for her family. The Beckman family lives in Southern California near the ocean so it had dual significance as did the island in the background symbolizing reaching the other shore, past



### Garnes (Continued from Page

*After The War Was Over: Poems Of An American Childhood* and *From My Life: Travels And Adventures*. His new book, *Waitin' For The Train To Come In*, a novel with a WWII setting, will be published this spring.

### Tip to Help you Perform On The Air

I like people to respond to each other. Mine is an interview program and I try to see to it that a balanced presentation is offered.

Jim Bohannon

### 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](mailto:brianjud@comcast.net).

Send submissions for the **Meet-A-Member** column to Melissa Flynn at [schedulemelissa@melissaflynn.org](mailto:schedulemelissa@melissaflynn.org)

**ARTICLES DUE BY THE 28TH OF THE MONTH**

## Being a Guest on TV

by Jason Alster

Since hosting over 20 guests on *Meet The Author*, WCTV14 for Wethersfield Community Television, I've gained some experience in what makes a better show. Tricks of the trade, you might say, that I can share.

Running the CAPA Book Marketing Network Meetings and attending CAPA meetings and events, I did absorb a great deal about the goals of authors and their messages. As an author myself, I had gained experience being a guest on number of radio shows and TV author programs, and, as a medical researcher, I had experience with publishing educational videos and presenting in public.

I also began to produce book trailer videos, and I was introduced to "the story behind the story" of the author. That's when it hit me. The success of the book trailer video was the *concept* and author "brand" as much as the video itself.

For the first MTA show I took no chances and looked close to home. Award winning author Eileen Albrizio was the first guest. A CAPA member, a Wethersfield resident, and a professional radio announcer, I could not go wrong with Eileen. The show was a success. However, Murphy's Law was waiting to happen, and it did on the second show. Having been a guest on Barrie Eva's "A Book and a Chat," I wanted to return the favor and he was my next guest. During the show, my foot got stuck in the microphone wire and the microphone fell to the ground. Luckily Barry, having his own show, was OK doing the talking on his own, and the camera was turned on him while I was fumbling under the table for the mike.

What I've learned about making an author talk:

### Props

Props make for an interesting and educational show. For some great examples of shows with props see Peggy Gaffney's interview, where she doesn't just talk about her knitting books for breed animals but brings sweaters she knitted. Noreen Grice had great props and examples of astronomy made accessible for handicapped. Senator Terry Gerratana talks about her book "Santa Barbara Ceramic Design" and brings the most beautiful examples of ceramics on the show as well as posters.

### Prepared questions for the host

The main questions the audience is interested in: Why did you write the book? What is the book about? What unique message does the book have that can't be found elsewhere? Where can the book be found? What have people said about the book?

### Bring a copy of your book

Yes, I do not need to say more.

### Be prepared and have a book review, website, authors page first

Yes, even a paid or friend's review. Give out some free copies. If there is no review, then it will be hard to get an audience interested in your book. Increase your ability of utilizing the media's ability to get your message out. The host will also have less to work with as he/she can mention a link to the webpage on the show. It is also good for the author to have done a few book signings before appearing on a TV show. This way the author knows what his/her readers are looking for and can relay this to the larger TV audience.

### Read excerpts on the show

A few paragraphs interspersed is entertaining and can fill in when there is a lapse. Too much is boring, but a few short examples work well.

### You can bring a guest

On one show there was a co-host

## Internet Connections Adele Annesi

Here are the latest resources on publishing, including self-publishing/indie publishing. Now getting your work out there is easier than ever. Here are a variety of resources for that goal.

**Archway Publishing** <http://www.archwaypublishing.com>: This new venue for emerging writers comes from mega-publisher Simon & Schuster (S&S). S&S teamed up with Author Solutions, a leading self-publishing company, to create Archway, which offers a specialized approach to design, formatting, editorial and marketing services through packages tailored to meet each author's objectives and audience.

**Cozy Classics** <http://www.mycozyclassics.com>: This board book series presents time-honored stories to children aged zero and up. Each classic is condensed to 12 child-friendly words, and each word appears alongside a needle-felted illustration carefully selected to relate to the child's world. The books work as word primers, even without reference to the original stories. Parents are encouraged to fill in the original tale.

**Pass-Along Poems** [http://www.pw.org/content/passalong\\_poems?cmnt\\_all=1](http://www.pw.org/content/passalong_poems?cmnt_all=1): This feature of *Poets & Writers (P&W)* magazine covers debut poets and their work in a P&W-generated chapbook. The poems were compiled from each of the 12 poets featured in the magazine's fourth annual roundup. Check the magazine's guidelines for using the customizable chapbook format.

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

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## Bad Things Can Happen On A Sunny Day!

Ames K. Swartsfager

It was a beautiful morning. The sun was shining and the air brisk.

After breakfast, I filled my coffee cup, adding Splenda and warm milk. I took the cup downstairs to my office in the basement. After turning on the lights—sadly my office has no windows—I gave a sigh and sat in my chair, flipped the computer on and took a sip of my coffee.

“How good the coffee tastes,” I thought as changes on the final chapter of my juvenile book, *Tenderfoot Dude*, tumbled through my mind.

I turned to the computer, surprised to find that it had not started. Oh well, that sometimes happens with my machine. I turned it on again, took another taste of coffee. I sighed again because I was in a hurry to get to work before I forgot what I was going to do to this chapter.

I looked again at the computer and the screen was black. It was not grey or blue. There was no writing on the screen. I began to panic and tried to start it again, but nothing happened.

Robert Fulghum, authored a book that represented my thoughts: *UH-OH*. He summarized this condition as follows: “uh-huh” + “oh wow” + “uh-oh” + “oh, God” = “ah-hah!” The computer was dead—stone cold dead!

I knew, before I took the thing to the geeks, they would say my hard drive was dead. From my experience—it seemed that this had happened two times before when I finished a book—I knew all my files would be gone. Sad to say I was correct. Out of more than 400 files, they had saved 27.



**Life is a desert—sometimes!!!**

Oh, I had backed up the files a month or so before. I had worked on my sixth revision and changed many things. Also, I had a hard copy that was six months old and did not much resemble my latest revision. At the culmination of the repair, the geeks told me that my external backup had failed! (I did not know an external drive was so delicate that if you bumped it, it might fail.

Lost were several short stories, all my music compositions. Had God decided that I should not write? “Ah-hah!”

**Moral: back up—back up—back up!!!**

Ames K. Swartsfager is the author of *Between the Devil and the Deep...Memoirs of a Maverick Priest*. ([www.maverickpriest.com](http://www.maverickpriest.com))

## Northeast CAPA Opens as our 5th Meeting Location

CAPA member Dan Blanchard originated and followed through with the idea of starting CAPA’s newest satellite branch: Northeast CAPA (NE CAPA). Aspiring authors, and independent publishers of northeastern Connecticut are invited to meet monthly on the second

Wednesday of every month, at the Buchanan Auditorium (Mansfield Public Library) at 54 Warrenville Road, Mansfield Center, CT. 06250

The first meeting will be on February 13th, at 6:30 P.M., open for networking and help in writing, publishing or marketing books.

Brian Jud is the opening speaker and will talk about the past and future of CAPA. Wayne English will speak at the March 13 meeting and Karen Rider at the April 10 meeting.

Joining NE CAPA will inspire you and help you to evolve from an aspiring author to a published author.

For more information contact Daniel Blanchard at: [Dan007blanchard@yahoo.com](mailto:Dan007blanchard@yahoo.com)

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## Wanted: Published Children’s Authors and Illustrators

I am looking for children’s authors and illustrators who are interesting in doing a book reading at an arts themed elementary school for children aged 3-5. The reading will take place in our afterschool program that runs from 3 to 5:30. No monetary exchange will occur, except the purchase of your book by the school. You are free to give out postcards, business cards etc. to the children to take home to their parents. You will also be mentioned in our monthly newsletter to the parents. Interested parties should email **Sarah Stevenson** at [sstevenson@crec.org](mailto:sstevenson@crec.org)

## The ABCs of the Editing Process: How Good Writing Can Influence Us    By Roberta Buland



“One Today” was recited before millions of people in Washington, DC, and on television by Richard Blanco. He wrote the poem specifically for President Obama’s Second Inauguration last month. It includes easily understood significant messages in prose form. I believe writers and others will study it for its succinct imagery and beautiful expressions. The following unpacking of some of the verses might help authors to feel the passion and creativity of Mr. Blanco.

### **American Landscape**

Blanco begins his poem: “One sun rose on us today, kindled over our shores, peeking over the Smokies, greeting the faces of the Great Lakes, spreading a simple truth across the Great Plains, then charging across the Rockies.”

In a single sentence notice how Blanco lists six easily identifiable images that describe the landscape of the United States from east to west. Not everyone will have seen for themselves all the images he writes about, but if anyone has seen even one of them, it is clear that Blanco writes about how we feel.

Blanco continues: “One light, waking up rooftops, under each one, a story told by our silent gestures moving behind windows. My face, your face, millions of faces in morning’s mirrors, each one yawning to life, crescendoing into our day: pencil-yellow school buses, the rhythm of traffic lights, fruit stands: apples, limes, and oranges arrayed like rainbows begging our praise. Silver trucks heavy with oil or paper—bricks or milk, teeming over highways alongside us, on our way to clean tables, read ledgers, or save lives—to teach geometry, or ring-up groceries as my mother did for twenty years, so I could write this poem.”

The poet becomes specific as to what happens to each of us in a single day beginning with sunshine or “waking” to what we see as we take on the day. He has taken poetic license with the word, “crescendoing.” Even though he created this word, there is no doubt of its meaning. At the end of the above paragraph, he credits his mother, a personal touch that indicates his passion for a family member.

### **Work of Hands**

Skipping further, Blanco paints more specific examples of our day. Think about how he sees images that describe the phrase “that keeps us warm” along with his description of what hands do and feel. Again, he mentions a parent who enabled him to have rudimentary needs—“books and shoes.” The verse follows.

“Many prayers, but one light breathing color into stained glass windows, life into the faces of bronze statues, warmth onto the steps of our museums and park benches as mothers

watch children slide into the day. One ground. Our ground, rooting us to every stalk of corn, every head of wheat sown by sweat and hands, hands gleaned coal or planting windmills in deserts and hilltops that keep us warm, hands digging trenches, routing pipes and cables, hands as worn as my father’s cutting sugarcane so my brother and I could have books and shoes.”

### **Inclusivity**

Space doesn’t permit me to fully unpack this riveting poem, to see all the weaving Blanco does about everyday life. However, the end of the poem describes the end of the day by telling us: “We head home: through the gloss of rain or weight of snow, or the plum blush of dusk, but always—home, always under one sky, our sky. And always one moon like a silent drum tapping on every rooftop and every window, of one country—all of us—facing the stars hope—a new constellation waiting for us to map it, waiting for us to name it—together.” The inclusion of all of us as one is evident in concise wordage.

The entire poem is available on the Internet for you to savor and unpack. After doing so, you might have more tools to help you show, rather than tell about, passion in your own writing. I look forward to your reactions.

*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 rjbuland@comcast.net. She welcomes questions about any aspect of editing, writing and publishing.*

## CAPA Members Celebrating Success

**Judy L. Mandel's** memoir, *Re-placement Child* (Seal Press/Perseus) is being released on March 5. It will be available wherever books are sold. Judy's book was previously self-published and picked up by Seal Press in 2012.



**Jason Marchi** just contracted with Ben Quesnel for illustration of his second picture storybook, *The Growing Sweater*.

CAPA author **Joe Vojt** has written a marvelous thoughtful trilling Sci-Fi novel, the *Enduring Prophecy 1990*, this was his third of four *Enduring Prophecy* novels with Amazon eBook Kindle. Very few inhabitants could recall when life on earth had momentarily surpassed its very foundation. An absolute silence felt like it drove past many centuries. Most, had read about one simple day, that passed through the life of their ancestors. In fact it was written by some scholars, that sporadic migration from another culture could have ensued. With that thought a higher praise of asseveration existed, but for the most part this concept was restrained and uniquely balanced and seen as an illusion of over active imaginations. In the coming years Joe will add the final year 2030 this will end the *Enduring Prophecy* series.

**Elaine Kuzmeskus**, medium and author of *The Art of Mediumship* will give tips on how to contact the other side. How do you know if you have the gift of mediumship? Learn more about clairvoyance, psychic investigation, and channeling. Plus mediumship readings for selected members of the audience! Saturday, February 16, 2013 1-4 P.M. ATMA Center 199 Oakwood Ave, West Hartford, CT. Early - discount \$35, \$45 at the door. Call (860) 206-9822 for tickets.

**Chris John Amorosino** self-published a book of 86 essays about spiritual everyday living. The book, *God & Odd: Something Weird's Happening On My Way To Spirituality*, received coverage in several local print and online publications. On January 23 Blogging Authors published an essay from the

book. *Farmington Life* will run an interview with him about the book in March.

**Eileen Kaplan**, of CAPA, is an invited vendor at "The Big Book Club Getaway!" "Laughter Is The Breast Medicine."

**Ron Janson** received an Honorable Mention Award for his novel *Red Money* in the 2012 London Book Festival

*The Money Flow*, a book **Shel Horowitz** completely re-wrote for the author, Ana Weber-Haber, will be published shortly by Morgan James.

*Until the Robin Walks on Snow*, the first book of Trumbull author, **Bernice L. Rocque**, was the #1 Bestseller at Monte Cristo Bookshop, the new indie bookstore in downtown New London, for December 2012. This received a national mention in an online ABA article about indie holiday book sales across the U.S. The article link is: <http://news.bookweb.org/news/holiday-sales-and-spirits-swell>

**Karen M. Rider** published an article on trends in the short story market in *The Writer Mag* March 2013 issue, available in February online and in print. She appeared on *Meet The Author* to discuss writing tips and trends, the six essentials for success in writing, recent pubs, and works in progress. <http://www.youtube.com/watch?v=KkinlqmfJRM>

**Heidi Schlatter** says, "I'm very proud to brag about my procurement of an interview with Scot Haney aired on *Better CT* January 18th! My featured book was *Merlin, The Cat Who Thought He Wasn't*, a children's picture book about my own rescued kitties. Scot addressed the most important aspects of the book outside of it being just another cute kids' book - animal welfare, teaching kids empathy, and environmental influence on all living things. I was totally out of my comfort zone with the process and my greatest accomplishment was making it through the interview at all! Thank goodness for editing!"



A special **THANK YOU** to **Carol Healy** who for several years ran the Meet-A-Member column without ever missing a deadline. Her diligence and pleasant attitude throughout those years are greatly appreciated.

**Debra Adams** (Continued from Page 1)

lines and chapters to polished, finished manuscripts,” she says, “has been one of the highlights of my professional life.”

For Debby, writing is a way to communicate thoughts, feelings, and images to those around her. It helps her create worlds she wishes existed, and she also finds it a way to record her own experiences. She remains a librarian at heart, so she loves the research aspect of the writing process. While researching for a novel she’s been working on, she had to find an observatory in Rhode Island, and she was thrilled to discover there was one in the exact location she needed it to be in.

As a new member of CAPA, she would like to thank everyone, particularly the Southeast Chapter, for giving

her such a warm welcome and the encouragement she needed to make her own writing a priority. She finds the energy at the meetings to be wonderfully contagious.

Debby is currently a freelance editor for Shoreline Writing Services; she also works as a legislative aide for a Hartford senator. Her published works include some essays, creative non-fiction, and some news articles on cat care. Her current goals include concentrating more on her writing, balancing it better with her work as an editor, as well as completing a stronger draft of her novel and some other essays she’s started.

(Debra Adams' website is [www.shorelinewriting.com](http://www.shorelinewriting.com))

**Alster** (Continued from Page 3)

and the show took on the appearance of a guest show.

**Learn relaxation exercises**

We all have seen funny scenarios where actors get on stage and have stage fright. Well it’s not so funny if it happens to you. Appearing before a crowd, however, increases your book’s exposure and sales. Surprisingly, some guests have agreed to be on the show only if it was taped. Having performance anxieties about being in front of an audience is common. Try to learn some relaxation exercises, and read the book *Public Speaking* by Dale Carnegie.

(Jason's archived MTA shows can be found at <http://www.wctv14.com/>)

**Schedule of Upcoming Meetings****CAPA CENTRAL**

**Location: Sycamore Hills Park Community Center, Avon, CT 10:30 am ([www.aboutcapa.com](http://www.aboutcapa.com))**

- Feb 16 David Garnes — Life into Art; Incorporating Your Experiences into Your Writing  
 Mar 16 Anniversary Dinner and presentation of Annual Writing Contest awards (6-9 p.m.)  
 April 20 Adele Annesi — Creative Fiction and Non-fiction

**CAPA SOUTHEAST**

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

- Feb 18: Eileen Albrizio  
 Mar 18: Chris Amorosino  
 April: Dick Margulis

**CAPA SOUTHWEST**

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

- Feb. Date and presenter TBA  
 Mar. 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))**

- Feb. Date and presenter TBA  
 Mar. 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:dan007blanchard@yahoo.com))**

- Feb. 13 Brian Jud — Introduction to CAPA  
 Mar. 13 Wayne English  
 Apr. 10 Karen Rider



## 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/>).

### February is ...

4	Waterford	Craft & Vendor Fair
5	Milford	Valentine's Craft show (4th)
17 - 19	Hartford	16th annual NE Fishing & Hunting Expo
23 - 26	Hartford	32 <sup>nd</sup> Flower & Garden Show

### March

16-18	Hartford	Home & Remodeling Show
17 - 18	Fairfield	The Garden Expo (13 <sup>th</sup> )
18	Southington	Arts and Crafts Fair (18 <sup>th</sup> )

### April

6 - 7	Danbury	Vintage Clothing, Jewelry & Textiles Show 8th
7	Wallingford	Model Train Show
14	Southbury	Spring Showcase of Crafts 4th
21	Shelton	Shelton Autumn Craft Festival
27	Norwalk	Contemporary Art Show & American Craft Show
29- 30	Cromwell	Connecticut Library Association Annual Conference <a href="http://tinyurl.com/b9bxpor">http://tinyurl.com/b9bxpor</a>

## 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](http://www.aboutcapa.com). You will also find details on each webinar there.

Feb 14: **How to Get More Reviews and Awards;** Sign up at <http://tinyurl.com/csdbl86>

Feb 28 **Effective Publicity Techniques,** with Guest Speaker Joanne McCall <http://tinyurl.com/ashrvke>

Mar 14 **How to Get on the Air, and Sell More Books,** by Brian Jud <http://tinyurl.com/93gsve8>

**Everything You Need to Know About Social-Media Marketing** with Guest Speaker Carla King <http://tinyurl.com/a69osbj>



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