



The Authority

Connecticut Authors & Publishers Association—Since 1994

Connecticut's Source for
Writing, Publishing &
Marketing Information

Volume 20 Issue 7

July, 2013

CAPA Central Picnic: Everyone is Invited!

CAPA Central's July 20 meeting (at our regular meeting place, the Sycamore Hills Senior Center) will be our annual picnic. This is a great time to get together with other like-minded folks and share some delicious food and conversation. CAPA will provide sandwiches and drinks; attendees are asked to bring along a favorite side dish or dessert. This will be your time to shine with that 'special' recipe you've been meaning to try but that really only works well for large groups.

The annual CAPA Central picnic is also an excellent opportunity for you to spend time getting to know your fellow authors and book

marketers on a relaxed, informal basis.

Since no speaker is scheduled for this meeting, you may take time to network and enjoy leisurely conversations with other members and guests, without feeling rushed.

Bring along your friends and family; uncles and cousins are all welcome... but please leave the ants at home. Okay, no one ever promised you wouldn't have to endure a bad pun now and again.

Whatever you do, don't forget to bring your appetite, because the CAPA Annual Picnic is definitely the place to be on July 20th from 10:30 a.m. to 12:30 p.m.

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Meet A Member: Tom Santos By Will Dunlop

Tom Santos, head of the Southeast chapter of CAPA, was born in New London Hospital. He grew up in Mystic, graduated from Stonington High and attended classes at Three Rivers Community College. Tom has had quite the broad range of experience, working in a variety of areas from insurance sales to being a freelance disc jockey.

What pulled him toward writing was the death of his only child in 1994. Tom said he had to put the emotions crowding in his mind out on paper, so he started typing.

Though it made him cry to read, he says it relieved his mind somewhat. Later, he thought he'd write a memoir to show his grandson what a great man his dad was. This even-



tually turned into *My Son Todd & Guardian Angels*, which Tom self

Contributors

Jason Alster
Adele Annesi
Christopher Blake
Dan Blanchard
Roberta Buland
Will Dunlop
Melissa Flynn
Laura Hayden
Peri Poloni-Gabriel
Cathy Gibson
Brian Jud
D'vorah Lansky
Chick Miceli
Teresa Norris
Lou Norton
Rita Reali
Jean Marie Rusin
Tom Santos

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Cover Design Strategies — Peri Poloni-Gabriel

(Peri Poloni-Gabriel of Knockout Design can be contacted at www.knockoutbooks.com)

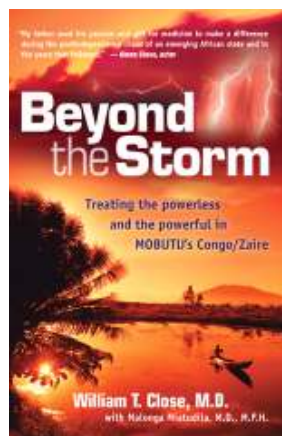
Book-Marketing Tip

Stop thinking in terms of *books* and start thinking in terms of delivering information in the form in which buyers want it delivered. Find out if the people in your target audience want your content, whether fiction or nonfiction, delivered as a pbook, a vbook, an ebook, an audio book, a booklet, as a three-ring binder or as a DVD. A printed book may be the best way to communicate your content, but at least be open to considering other formats.

An open book and an open mind have a lot in common. They can both stimulate your thinking in unknown areas.

This book is based on real-life experiences of Dr. Bill Close during the post-independence chaos of Congo, Africa circa 1960. It was important to capture the native African feel on the cover visually. The lightning was superimposed on the clouds to indicate the impending dictatorship of Mobutu.

Strong fonts and rich colors evoke the passion, heat and conflict in the book. A testimonial from his daughter, Glenn Close, was displayed on the front cover for additional marketing impact. Historical photos of Dr. Close and President



Mobutu are used on the back cover and flaps.

CAPA Board of Directors

CAPA Officers & Board Members' Contact Information

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Meet-A-Member	Melissa Flynn	schedulemelissa@melissaflynn.org

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

Editor—Brian Jud, Meet-a-Member Column—Melissa Flynn

Copy Editor—Rita Reali, Staff Photographer—Deborah Kilday, Staff Writer—Chris Blake

Meet a Member: Tom Santos

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published in 2004.

Tom said he has continued writing ever since, drawn toward the “talking” aspect of it, the telling of interesting and important events in life.

One of his favorite aspects of the writing process is the story telling itself. Tom admits he “can’t write fiction, just can’t think about it,” so he focuses his creative energies on nonfiction, short stories, memoirs and history. “People do like to read about things they either remember or can imagine,” he says. “I write for those people.”

In addition to *My Son Todd & Guardian Angels*, Tom has also self published *Mystic in the 1950’s*.

Other works Tom has published include *Life Books*, photos and stories of individuals, business and antique cars. He also writes blogs for the Stonington-Mystic Patch. As to his current work, Tom has several books started on his computer. The one that gets published will be the one he focuses on.

Tom believes CAPA is an excellent resource for writers. He says this group is a place to meet people who have been where you are in their writing and can give you advice. He is happy his position as chair has allowed him to facilitate this.

Though he retired from his full-time job nine years ago, he still has plenty to keep him busy. Besides his CAPA position, he is also vice president of the New London Lions Club, secretary of VFW Auxiliary and producer and host of two public television shows. If you want to know what else Tom is up to, check out his Facebook and LinkedIn profiles.

Internet Connections

By Adele Anessi

Now that summer is here, check out these writers’ spaces within a couple hours’ driving distance from Connecticut:

The Center for Fiction <http://www.centerforfiction.org/> — **New York, NY:** The Center for Fiction is the only nonprofit literary organization in the U.S. dedicated solely to celebrating fiction. Located on East 47th Street, the center features workspaces, grants and classes to support emerging writers.

Grub Street <http://www.grubstreet.org> — **Boston, MA:** Grub Street is the second-largest independent center for creative writing in the U.S. The community offers classes and services for writers at all stages of development, and information throughout the writing process of inspiration to publication and promotion.

James Merrill House <http://www.jamesmerrillhouse.org> — **Stonington, CT:** The James Merrill House Writer-in-Residence Program offers one four-and-a-half-month residency between mid-January and the end of May, and three or four shorter residencies of two to six weeks from Labor Day to mid-January. The fellowship provides living and working space to a writer in need of a quiet setting to complete a project of literary or academic merit.

Paragraph <http://www.paragraphny.com> — **New York, NY:** Paragraph is a membership organization that provides an affordable and tranquil work environment for writers of all genres. It is open 24 hours a day, seven days a week,

365 days a year. Paragraph was created by writers for writers, to provide writers with a quiet, comfortable space in which to create.



The Writers Room <http://www.writersroom.org> — **New York, NY:** The Writers Room provides over 200 writers with a quiet, affordable place to work. In addition to a workspace, the Writers Room offers a reference and research library for members, seminars and workshops, readings of members’ works and a sense of community.

Writers’ Room of Boston <http://www.writersroomofboston.org> — **Boston, MA:** This nonprofit organization is committed to supporting the creation of new literature by providing a secure, affordable workspace and an engaged community for emerging and established writers.

For a comprehensive look at residencies of all types, visit Mesart, at http://www.mesart.com/art/Resources:Artist-in-Residency_Programs.

Happy writing and vacationing!

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

Cool Tools for Authors – HootSuite for Streamlining Your Social Media Updates

By D'vorah Lansky, M.Ed.

This month, our featured *Cool Tool* for authors is HootSuite (www.HootSuite.com). It's a Web-based application that allows you to maximize your social networking experience. It enables you to easily monitor what is being said on Twitter while allowing you to track conversations by keywords, Twitter IDs, hashtags, names of people, Twitter groups, etc. HootSuite offers a free as well as a premium membership.

With HootSuite, you may create a tabbed layout and add up to six list streams to each tab. You may program each list to pull in tweets based on criteria you set. This can help you to segment conversations and readily keep track of what is going on. The drag-and-drop feature makes it easy to organize your HootSuite dashboard and the tabbed layout makes it easy to locate specific threads of conversation.

The HootSuite tweet scheduler allows you to schedule messages you'd like to send out to the social networks and to which networks you'd like those messages to be sent. When you set up a HootSuite account, you may decide which of your social networks you'd like to access from HootSuite. For example, I have included Twitter, Facebook and LinkedIn in my HootSuite account.

When you go to send a social media update, you simply select the networks you'd like your message to be sent to. When including Twitter as one of these networks, you do need to keep your message at 140 characters or less. If you'd like to send longer messages, you can elect to do so as long as you don't in-

clude Twitter as one of the options for those messages.

One other handy tool provided by HootSuite is the URL

shortener. This is quite useful when posting to Twitter. The URL shortener takes your 30-character URL (for example) and turns it into a much-shorter URL.

For those of us wondering how to keep up with the social media super highway of comments and updates, HootSuite offers a wonderful solution.



D'vorah Lansky, M.Ed., is the bestselling author of 21 Ways to Launch a Successful Virtual Book Tour. You may connect with her at: www.VirtualBookTour21Ways.com

Media Tip

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

Jim Bohannon



Plot and Story: What's the Difference?

By Christopher Blake

When I started writing fiction, I used the terms “plot” and “story” interchangeably. I learned there are big differences between plot and story. Recently, *Writers Digest* magazine brought together three story masters to discuss story structure. James Scott Bell, Donald Maass and Christopher Vogler shed light on differences between plot and story.

Bell, the best-selling suspense writer, said it well. “Plot is the arrangement of story incidents. It's a simple concept, but within that one must then use all aspects of the craft to create freshness and originality,” Bell said.

He continued, “The reason plot and structure are so crucial is that this is how readers are wired to receive a story. To the extent you ignore them, you frustrate readers and reduce the reach of your book. For some that may be what they want to do. Experiment. It's a free country, so no problem—just as long as you understand the consequences.”

Here's what noted literary agent Donald Maass had to say: Plot, to me, is shorthand for the sequence of external, observable events that comprise a story. It's the things that happen. And unless things happen it's hard to give a story impact.

“What many authors need are stronger events,” Maass said. “Most pull punches, underplay and basically wimp out. Strong story events feel big, surprise readers and even shock them. There are ways to do that deliberately. One is magnifying events, both in their outward, observable sense and in their inner impact. For instance, you can work backward to make a certain event a protagonist's worst fear. Better still, you can take

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The ABCs of the Editing Process: A Smashing Success—The Published Book! By Roberta Buland



As an editor, one of the best presents I can receive by snail mail is a published book I have helped write and/or edited. So, when I received the book, *Nelson's Family Campground: a Collection of Memories from Nelson's Campground*, I was ecstatic. This was a book I literally knew from its beginning....

I met Nelson at a CAPA meeting a couple of years ago. He was a distinguished-looking, handsome senior citizen hoping to publish a book that he could not hand write or type himself. He had begun to dictate his memories into a tape recorder and send the tapes to a transcriptionist who sent the written words back to him. Now he felt he was ready to make a "real" book out of the stories.

We set up a meeting in a West Hartford coffee shop. He arrived with a sheaf of papers in a large envelope and almost literally dropped it in my lap!

Campground Creation

Nelson is an intelligent man who had a vision as a teenager to create a campground. Early on, his family had gone camping and eventually bought a piece of land in East Hampton, Connecticut, to develop a

campground. While working full time in a printing company, he and his new wife started to invite people to share his land on summer weekends, using tents and campers to enjoy rural life and relax in good company.

The pages of his story were spell-binding. He, his father-in-law and other family members began to make Nelson's vision of a campground a reality by clearing the land, building the sites, erecting a recreation hall—literally sweating our every detail to make his vision a reality.

The campsite grew. Now almost 50 years later, it has seen at least three generations of families spend weekends, vacations and fun time there.

Silver Anniversary

In 2014, Nelson's Family Campground will celebrate its silver anniversary—and it's still going strong! Changes have occurred with the times, but his basic premise of a safe, exciting fun place to vacation has remained the goal.

Why did Nelson need an editor? We met and talked about how to go forward with his book—so the story will live on for his sons, daughters-in-law and grandchildren—and even for great-grandchildren, should he be so blessed.

The Table of Contents summarizes the book. Chapter titles include: Asking Mildred to Marry Me, The Garbage Challenge, Local Kid Trouble, Animals as Campers, Shady Guests, Don't Fool with Nature, Gate Crasher and Awards.

Nelson knew his dictation was a rough draft, that the book-to-be needed organization, rewriting and photos. It would be his memoir, a

guide for future entrepreneurs and, as former campers also contributed stories to the book, a souvenir for those campers over the years.

Becoming a Book

So, "What does the above have to do with the ABCs of Editing?" The answer is, "Almost everything!"

I have ghostwritten books, so we decided to use my experience to edit, organize and write the book. He encouraged me to ask him questions. Our meetings were informative, humorous, fascinating—and often like two old friends discussing our pasts.

The website, *Nelsoncampground.com*, includes a calendar of activities for the year, like Christmas in August, Oldies but Goodies with root-beer floats, a Mad Hatter Tea Party, Thanksgiving in September and more.

One man had a vision as a teenager that he grew into a reality of fun, relaxation and safety. Most important, it is now a permanent history. Thank you, Nelson, for the experience of helping your idea become a published book!

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

BookExpo America (BEA) was held at the end of May. *Publishers Weekly* published a daily summary of the major events there. All the major publishers advertise in that daily magazine... including our own Catherine Gibson. Her advertising reminds authors of what persistent marketing can do, and what it takes to succeed. Her ad (shown at left) appeared with the major publishers as if she were one of them. BEA buyers perceived Catherine as a major player.

Self-doubt and the normal anxieties of being a teenager are issues that cause Stefan to second-guess his abilities on and off the playing field. Having a coach who understands and encourages him is key to making Stefan toward a path of success and confidence.

Confined to a wheelchair, Coach Bob is a well-respected baseball coach at the local high school. Active and involved, Coach helps his students grow as athletes and as individuals. Recognizing potential taken for granted with a lack of confidence, Coach Bob shares his own story with Stefan.

He offers the right amount of encouragement, support and advice to Stefan who learns that what you want in life is up to you and achieving your goals depends on how hard you want to work to accomplish them.

Visit the website
www.forchildrenwithlove.com

Sophie Sophie
Local Author Wins Gold Medal at Mom's Choice Awards and the Silver Medal at the IFFA Awards

Catherine Gibson, a local children's book author, was recently featured in New York City at the Independent Publisher Book Awards conference, honoring children's book authors for significant literary achievements. Catelynn received a gold medal for her book, *Sophie Sophie Eyes in the Attic* (Catherine Gibson)

Through Sophie's eyes is a story about a girl who wants to take dancing lessons and having a friend. Sophie, the girl in Sophie, from across the world of Sophie and the girl that she is different. As the story progresses, the girl discover what it is like for Sophie to be able to dance. Sophie promises, seems to change and the girls in her class learn to accept her. Sophie is a new and special friendship. The book has over 100 pages to show the longer you read and have to see examples of these stories together in sign language.

Contact Catherine Gibson
by going to
www.forchildrenwithlove.com

Chuck Miceli was interviewed by Paranormal Book Lovers after his book, *Amanda's Room*, received a five-star rating on their blog. Chuck's article, *The Cicadas Return, but Not Everywhere*, was the top-rated story WXEdge.com the week of June 11, with more than 4,000 hits in three days.



Staying Alive: A Love Story, a memoir of hope and renewal by Connecticut author and teacher **Laura B. Hayden**, received an Honorable Mention for autobiographical nonfiction at the 2013 New York Book Festival June 22. (See list of this year's winners at <http://newyorkbookfestival.com>). The honor represents high praise for the debut author, who lives in Windsor Locks and teaches at Asnuntuck Community College and in the Western Connecticut State University MFA in Creative and Professional Writing program.

Brian Jud's Association of Publishers for Special Sales (APSS) was featured on the cover of the June Issue of *Book Marketing Magazine*. The story described the recent transition from the Small Publishers Association of North America to APSS.



This month marks **Tom Santos'** first anniversary of his cable-television show, "Books & Things With Tom." When he started, Tom's goal was to

Teresa Norris is speaking on August 20th at the Aldrich Public Library in Mooseup CT; this is in conjunction with the Connecticut Authors Trail. <http://connecticutauthorstrail.org/august-20-at-mooseup/>

Jean Marie Rusin's new release, *Ghosts*, was published June 7 and is available from Amazon.com, BN.com and AuthorHouse.com. *Ghosts* is also available for Kindle and Nook.

interview local authors so they could reach out to you and be better known; also to include people of interest. He has done both and was awarded a "Frankie" award from Comcast.

CAPA founder **Brian Jud** was nominated as Publishing Innovator of the Year in the fifth annual award competition sponsored by *Book Business* and *Publishing Executive* magazines. In a separate announcement, Brian was selected as a speaker at the Publishing Business Conference and Expo to be held at the Marriott Marquis in New York City, September 23 to 25.

Blake (Cont'd from Page 4)

something a protagonist must do and make it something that character has sworn *never* to do. Or you can work with an event's consequences, finding unexpected damage to inflict or unlooked for gifts to give. There are lots of ways to make events strong. A string of strong events is what we call a great plot."

Think of a novel as a home under construction. The plot is the frame. The story is the finished house. Carrying the analogy one step further, the characters are the foundation. Stories are about people—flawed people who go on a journey and emerge on the other side, fundamentally changed.

Stephen King admits he doesn't plot his novels. In his book, *On Writing*, King shared his thoughts on plotting:

"I distrust plot for two reasons: because our *lives* are largely plotless, even when you add in all our reasonable precautions and careful planning; and second, because I believe plotting and the spontaneity of real creation aren't compatible. It's best that I be as clear about this as I can—I want you to understand that my basic belief about the making of stories is that they pretty much make themselves. The job of the writer is to give them a place to grow..."

On Writing, by Stephen King, page 163

When I come up with an idea for a novel, I sit down and identify about a dozen major milestone events that will move the story forward. You could call this plotting. I agree with King to the extent that as I am writing a novel, I often discover ways of getting from Point A to Point B that I had not envisioned. I've also discovered that Point B isn't the place I want to end up, and that's okay too. That's the "spontaneity of real creation" about which King spoke.

Do you believe in plot or do you agree with Stephen King? How extensively do you plot your novels?

Read the full interview here:

<http://tinyurl.com/kz7lkrv>

Schedule of Upcoming Meetings

CAPA CENTRAL



Sycamore Hills Park Community Ctr, Avon, CT 10:30 am (<http://www.aboutcapa.com/avon.htm>)
 July 20 – Annual CAPA Summer Picnic
 August 17 – Speaker TBA
 September 21 – Meeting at the Avon Library – Speaker TBA

CAPA SOUTHEAST



Location: Member's home — TBA 6:30 pm (Tom Santos, santostom@comcast.net; find current meeting information at <http://www.aboutcapa.com/capase.htm>)
 July 16 – Brian Jud – non-bookstore marketing
 August 19 – Topic TBA

CAPA SOUTHWEST



Location: Plumb Memorial Library, Shelton. 6:30 pm (Steve Reilly, sriles40@aol.com; find current meeting information at <http://www.aboutcapa.com/capasw.htm>)
 July – Date and presenter TBA
 August – Date and presenter TBA

CAPA BOOK-NETWORKING MEETINGS



Location: Wethersfield Public Library, 6:00–8:00 pm (Jason Alster, jasonalster@gmail.com)
 July 8 – Roundtable discussion
 August – Date and presenter TBA

CAPA NORTHEAST



Location: Mansfield Public Library, 54 Warrenville Rd (Rte. 89) Mansfield Center 6:30 pm (Daniel Blanchard, dan007blanchard@yahoo.com; find current meeting information at <http://www.aboutcapa.com/capane.htm>)
 July – Date and speaker TBA
 August – Date and speaker 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/>).

August

3	Sharon	Sharon on the Green A & C Show 54th
3	Stonington	Village Fair 67th
3-4	West Hartford	Glenhill Nursery 8th A&C Fair
9	Goshen	Litchfield Jazz Festival
10	Guilford	Craft Fair & Festival 15th
11	Mystic	Outdoor Art Festival 55th
18	Wolcott	Wolcott Fair 35th
17	Essex	19th Annual Essex Arts and Crafts Fair
17	Willimantic	3rd Thursday Street Fest
23-25	Terryville	Terryville Country Fair 65th

September

5-8	Hebron	Artisan & Craft Show
6-8	Bethlehem	Bethlehem Fair
7-8	Southbury	9th Annual Fall Fine Arts Festival
7-8	Monroe	2013 Apple Festival
7-8	Suffield	Suffield On The Green & Craft Fair 43rd
8	Thomaston	Arts & Crafts Park
14	Danielson	Arts, Crafts & Food Festival 20th
14	Shelton	2nd Annual Shepherd Fair

Free Book-Marketing Webinars

Brian Jud will host webinars that can help you sell more books, more profitably. These webinars, sponsored by CAPA, start at 6 p.m. Eastern Time. If you are unable to attend, a link to the recording will be posted at www.aboutcapa.com. You may also find details about each webinar there.

The recording of the July 11 webinar, "Selling Books to Military and Government Buyers" is:
<http://tinyurl.com/k6f6q43>

July 25: "Book Marketing on the Mobile Web," by Deltina Hay;
<http://tinyurl.com/qgsubwy>

August 1: "E-book Publishing: Kindle, Nook and other formats and marketing ideas," by Dan Uitti; <http://tinyurl.com/q23gfe4>



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