



# The Authority

Connecticut Authors & Publishers Association—Since 1994

Connecticut's Source for  
Writing, Publishing &  
Marketing Information

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## Eric Kampmann to Speak at CAPA on June 15

Our guest speaker at the Avon CAPA meeting on June 15 will be Eric Kampmann. His talk will be about how to secure and work with a distribution partner to sell more of your books to bookstores and other retailers. Eric is a veteran innovator and entrepreneur in the publishing and book-distribution industry, and his career is packed with significant milestones.

An author himself of four books, he's founded and presides over several companies. Eric is president of Midpoint Trade Books, one of the leading sales companies representing hundreds of publishers.

Eric also is president and owner



of Beaufort Books, which attained national recognition in 2007 when it published the controversial bestseller, *If I Did It*, O.J. Simpson's autobiographical account of the murders of Nicole Brown Simpson and Ron Goldman.

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## Meet A Member: Melissa Flynn By Tom Santos

Born in Connecticut, Melissa Flynn currently lives in Cheshire with her laptop and books. Through the years, she has moved several times, landing in Greenville, NC, Fresno, CA and in Bothell, WA.

In 1969 her mother had her fourth child, Melissa, and then got divorced. Melissa feels the divorce helped make her who she is today. She still tries to be the strong, true-to-self person her mother seemed to be.

When she was 21, Melissa became a single mother struggling with abuse and abandonment issues. She felt unsafe and desired, which caused her to move more than she ever should have, including six towns in Connecticut. This experi-



ence, including the series of moves, gave way to her recently finished memoir, *dysLOCATION: How I Got My Move On*.

Melissa, who studied molecular and cell biology at the University of Connecticut, described her job his-

## Contributors

Jason Alster  
Adele Annesi  
Chris Blake  
Dan Blanchard  
Beth Bruno  
Roberta Buland  
Fred Chesson  
Wayne English  
Melissa Flynn  
Peri Poloni-Gabriel  
Millie Grenough  
Brian Jud  
Eric Kampmann  
Eileen Kaplan  
Michael L Kilday  
D'vorah Lansky  
Rita Reali  
Karen M. Rider  
Jean Marie Rusin  
Tom Santos  
Bob Trexler

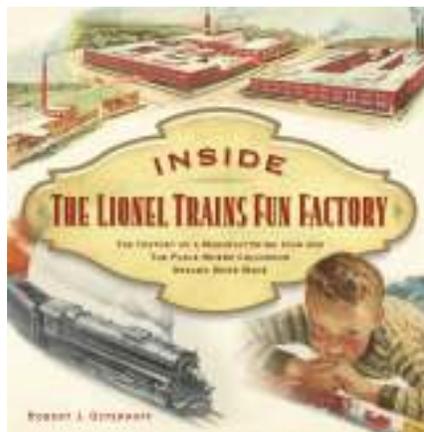
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## Cover Design Strategies — Peri Poloni-Gabriel

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

### Inside the Lionel Trains Fun Factory

This book is targeted at model train enthusiasts and collectors. Unlike many books in this genre, which are about various collectables, this book goes into the history, advertising and lore of Lionel Trains. Historical images from Lionel advertising were used along with old parchment paper to denote the era visually. The center cartouche encapsulates the title, which has been designed with turn-of-the-century advertising fonts. The same



look and font were used in the full-color interior of the book.

#### CAPA Board of Directors

##### CAPA Officers & Board Members' Contact Information

<b>Founder</b>	Brian Jud	brianjud@comcast.net
President	Richard Moriarty	rmoriarty285@earthlink.net
Vice President	Steve Reilly	sriles40@aol.com
Treasurer	Brian Jud	brianjud@comcast.net
Secretary	Rita Reali	rita@realifamily.com
Historian	Jerry Labriola	Labriola00@aol.com
Immediate Past President	Dan Uitti	dan@uitti.net
President Emeritus	Beth Bruno	bethbruno@comcast.net

##### Committee Chairs

Newsletter	Brian Jud	brianjud@comcast.net
SECAPA Chairman	Tom Santos	santostom@comcast.net
SWCAPA Chairman	Steve Reilly	sriles40@aol.com
NECAPA Chairman	Dan Blanchard	dan007blanchard@yahoo.com
Program	Karlee Etter	katurneret@yahoo.com
CAPA University	Richard Moriarty	rmoriarty285@earthlink.net
Membership	Dick Benton	robenton@optonline.net
Webmaster	Peggy Gaffney	gaffney@kanineknits.com
Writers' Workshops	Roberta J. Buland	rjbuland@comcast.net
The Big E Bookstore	Deborah Kilday	washigon@aol.com
Publicity	Catherine Gibson	catherinegibson2@yahoo.com
Networking	Jason Alster	jasonalster@gmail.com
Meet-A-Member	Melissa Flynn	schedulemelissa@melissaflynn.org

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

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

#### 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**

## Melissa Flynn — Continued from Page 1

tory as being “about as diverse as my moving history has been. I’ve worked as a waitress, bartender, dancer, actress, tutor, model, construction assistant, cashier, supervisor at Pizza Hut, research scientist in the areas of chemistry, molecular and cell biology, oncology, immunology and microbiology.”

She runs her own company, Moving And Other Matters, where she is an inspirational speaker, organizational/productivity and goals/priorities coach, moving, writing, editing & speaking consultant, educator and writer.

As a child, she wrote poetry and short stories. She even had hopes of publishing a book of poetry while in college. At some point her personal essays took over her writing. Today she writes, “Because it’s part of who I am. I don’t know how not to write. I’ve been writing for as long as I can remember walking.” Today Melissa writes about almost everything: scientific/technical writing, journalism, memoirs, personal essays, short stories and poetry.

When asked what aspects of the writing process she enjoys the most, she replied, “I’m a researcher thru and thru. But I also enjoy just letting the words flow from heart to head to pen to paper.”

I asked, “What have you accomplished and published?” she gave me a list: her memoir – completed in 2013, an article on thehartford-guardian.com, freelance work for *The Chronicle* and *Meriden Record Journal*, submitted a handful of essays to contests, blogging on Cheshire Patch, her blog/www.HowIGotMyMoveOn.com, and she is responsible for about 65% of the content for her company newsletter, *Movers And Shakers*.

Currently Melissa is focusing most of her energy on her upcoming July 2013 seminars, Driving Forward (In Empowerment and Moving On). She will then have her manuscript edited and send it to one of the two major publishers that have shown interest in her memoir.

In closing, Melissa said, “I always welcome feedback from my peers. And I am always willing to jump in and help out wherever I can.”

Look for Melissa Flynn on Facebook, Twitter, LinkedIn, Pinterest, Wattpad and Goodreads.

### Social Networking for Authors – Recap of May CAPA Speaker

by D’vorah Lansky, M.Ed.

At our May 2013 meeting, social-networking guru Peggy Gaffney shared her social-networking tips for authors. Peggy skillfully taps into various social media to successfully market her books, across the globe. Attendees at the CAPA meeting were highly engaged – and there was a lot of note taking going on.

#### Facebook Tips – Social Networking is About Marketing You!

Facebook is one of the most powerful places for an author to gain exposure. Peggy shared an eye-opening fact: “You can get more exposure on Facebook than you can by visiting every single library in Connecticut, and the best part is, you can do it for free!”

While networking on any of the social networks, focus on marketing **yourself** – in your author hat. Be sure

to brand your social-networking profile pages with a photo of your smiling face. On Facebook, create a book page or a u t h o r page in addition to your personal profile. Your personal profile is where you connect with friends and family, while your book or author page provides more of a professional presence.



#### Three Opportunities for Branding with a Facebook Author Page

When setting up your Facebook author page, you have three immediate opportunities for branding. The first is to carefully select the “name” of your page, as this is what people will see when they arrive to your page. Next, upload a photo, of your smiling face, for your page’s logo. And lastly, create a branded header graphic (851 x 315 pixels,) that shows your books and represents your brand. For an excellent example of this, check out the author page Peggy created on Facebook: <https://www.facebook.com/peggy.gaffney.kanine.knits>

#### Join the Conversation on Twitter

Twitter is the place to go to share your news (in 140 characters or less) and a place to join in the conversation. By using a hashtag (#) followed by key words, you may search for – and be found by – others who are using or following those hashtags. An easy way to “check out the conversation” on a

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## The Importance of Settings: Editing for a Sense of Place

### Adele Annesi

How a diamond is set can enhance or obscure the stone, and the same is true of setting a story. But how do writers know which details to include and which to leave out?

In an interview with *The Writer* magazine, novelist and screenwriter Richard Price said, "Place is a character, too, and if you know that character intimately, it makes everything else you do easier." Writers who ascribe to this perspective go so far as to include setting in plot treatments. Those at the other end of the spectrum dismiss it as unimportant. Before you do likewise, however, consider this from literary agent *par excellence* Donald Maass: "Relegate setting to the back seat, or make it the chassis on which everything else rides, but do not ignore it."

Why is this so? Because if you don't consciously deal with your story's setting, it will take its own shape, or misshape, and that won't serve the work.

When editing for place, ask yourself these questions. Does my setting reveal, not obscure, my characters? Does it propel the plot, without getting in the way? Is it original, not a cliché, even if it represents a real and well-known location? Does it make my scenes memorable, providing a sense of completion, as if this particular story couldn't take place anywhere else?

Starting with characters, if your protagonist is from Cambridge, whether it's Massachusetts or England, the name immediately conjures images of status and wealth. Even if yours is a *Good Will Hunting*-like tale, the choice of setting instantly sets up the piece and its

characters by contrast, and it's up to the writer to make sure they deliver.

If you're working with an original setting, consider *Life of Pi*, where most of the story takes place in a lifeboat in the middle of the ocean. It's a contrived setting that serves the story's plot and theme. And that's a great way to determine if an unusual location works – when it complements and drives the direction of the piece.

For a setting that provides an ideal backdrop, consider *Memoirs of a Geisha*, by Arthur Golden. In this memoir-style novel set in twentieth-century Japan, the setting is like a tapestry into which, and from which, comes an enduring tale. In this example, Golden's exhaustive knowledge of the setting was essential to making the story believable.

For all these reasons, details are important, though not in a random or an excessive way. Without the right details on geography, locale, time of day and season, it's hard to infuse a piece with depth. Yet, when done right, a strong sense of place rewards readers with the feeling of being there along with the characters, and the writer with a well-deserved sense of accomplishment.

*Adele Annesi is an award-winning editor and writer. Her short fiction is part of an anthology for Fairfield University, where she is completing an MFA in creative writing. Visit Adele at [www.adeleannes.com](http://www.adeleannes.com) or at her editor's blog for writers, *Word for Words* <http://wordforwords.blogspot.com>.*

## Gaffney, cont'd from page 3

specific topic is to head over to [www.TweetChat.com](http://www.TweetChat.com) and type in the words, or letters, that come after your hashtag. Then join in the conversation in real time!

### Join LinkedIn and Network in Writer and Author Groups

Networking on LinkedIn is like going to a business networking group in a suit and tie (or dress and heels). On LinkedIn you may add a comprehensive business summary, business pages, endorsements, work experience and more. You may also search for, and join, groups on topics that interest you and your target readers. These are not places to go to "sell your stuff" but rather, the place to go to connect with others and join in the conversation.

Peggy said that while Facebook provides a more informal social-networking environment, it is important to be aware that LinkedIn is a more professional environment. She shared six ways LinkedIn may help authors:

- Boost your Google SEO (search engine optimization) rankings
- Promote your blog feed
- Create an ad campaign
- Utilize events and engage clients
- Use groups to connect with people
- Get recommendations from people you know, and attract more clients and opportunities

While you can't be on every network all the time, it's vital to create a presence on each of these three major social networks. Spend time exploring each site and pick a favorite network to visit on a regular

## The ABCs of the Editing Process: CAPA-U 2013—A Smashing Success! By Roberta Buland



### Hallie Ephron – 10 years to an agent!

Hallie of the famous Ephron writing family was the “later bloomer,” but her success speaks volumes. She was the one who said, when meeting people who confused her with her successful sisters, “I don’t write.” It wasn’t until she was into her 40s that she began to write. She said it took her ten (10!) years to feel that what she wrote was ready for an agent.

And, twelve years later, Hallie is still regarded as “the other Ephron sister.” She claimed that one of the reasons, after sending out 25 query letters at once, she received 20 phone calls the first week was because in her query letter, she wrote, “My sister Nora has read the book.” She told us to save our letters and emails for reference and as a history of our professional writing life.

### Take notes

Other advice spilled out of her. For example, take notes because the stuff you remember is what you wish you could forget. She gave us several answers to the question, “How much fun is the writing life?” Hemingway said that there is nothing to writing. All you have to do is sit down at a typewriter and “bleed.” Virginia Woolf said that the hardest thing is writing. Hallie told us to make time and space in our lives to write. Do it regularly. Carve out a physical space. She turned a playroom into her office and put a “Keep Out” sign on the door so her family knew that when that sign was up, they had better stay away.

Hallie also said to “Pay attention to those things that interest you deeply. Trust yourself.” She continued to say know what you “like to write.” She likes small human-scale stories with high personal stakes. Carve out your own niche, be your own cheerleader. She puts stickies around her computer with horoscopes, Chinese cookie fortunes, sayings and advice to keep herself motivated.

### Never stop reading

“READ!” Hallie advised.

That way you’ll know what really good writing is like. You’ll then develop a taste good enough to know your writing is crappy. And, that’s okay. You can become your best or worst critic. She cautioned to delete anything that bores you.

Also, “slash and burn” and be ruthless, after writing the first draft. But, keep an “out” file. Don’t show the first draft to anyone!

If you think what you’ve read so far is helpful to you as a writer, let me know. I’ll write a future column with more Hallie advice.

Other comments? Questions or topics you might like me to address in future columns? Please email me at: [rjbuland@comcast.net](mailto: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-U 2013 was a smashing success because a) it was well planned, b) keynote speaker Hallie Ephron mesmerized the audience as she taught us how to write, c) workshops were outstanding, and d) CAPA President Richard Moriarty knows how to put a conference together.

So, what does the above have to do with the ABCs of Editing? Almost everything! Conferences are an excellent way to become motivated to write, to meet other writers, to “play” with agents and publishers and to learn when you need an editor.

What was unique about CAPA-U 2013 was that everyone who participated, whether as a leader or follower, learned and retained knowledge about writing, publishing and marketing—all in one day!

Of course, you may dispute any of the above—and I would welcome your comments—but the bottom line is that a conference, like our own annual CAPA-U, gives everyone connected with the publishing world an opportunity to take away information that he/she may use now or at a future time. It’s like college without exams!

## CAPA Members Celebrating Success

**Brian Jud** was featured on the June cover of *Book Marketing Magazine* to accompany the feature story on his new position as the Executive Director of the Association of Publishers for Special Sales (APSS, formerly SPAN). CAPA is an APSS affiliate, [www.bookapss.org](http://www.bookapss.org)

CAPA author **Michael L Kilday** received literary awards in May for two of his books. *A Yippie's Lament* received an honorable mention in the non-fiction category from the San Francisco Book Festival. *Truth Never Changes: The Genesis of the Path* received an honorable mention in the Spiritual category from the Paris Book Festival. In addition, on May 16<sup>th</sup>, Mr. Kilday received a first-place award in the non-fiction book category for *A Yippie's Lament* from the Connecticut Press Club at their 2013 Awards Banquet in Cos Cob.

**Eileen Kaplan**, Motivational Speaker and Author of "Laughter Is The Breast Medicine" has been interviewed by The Brigham & Women's Hospital for an article in their quarterly magazine regarding cancer recurrences (hers being breast cancer). The article is with her Breast Cancer Surgeon, Dr. Mehra Golshan. Eileen was invited to a photo shoot with Dr. Golshan, which will be featured in the article. The quarterly will be released end of June and distributed to 12,000 donors and hospitals; it will also be available to staff and will be uploaded to the BWH website.

**Eileen Kaplan** was keynote speaker at the "Race in the Park" this past Mother's Day weekend in New Britain, Connecticut, introduced by Joan Lunden. Joan has also invited Eileen to speak at her Camp Reveille for Women on Long Lake in Naples, Maine in August.

**Beth Bruno** says, "Three years ago, I was hired as a judge in the Next Generation Independent Book Awards contest, often called the Indie Book Awards. Several authors whose books I edited have been recognized as finalists in their categories – by other judges, of course! Receiving such recognition has greatly enhanced their sales and inspired them to continue to write and improve their skills and visibility. Writing and publishing a book is a thrill that never grows old."

**Jean Marie Rusin's** new book, *Ghosts* will be published by August 2013.

Original art work from *The Cookie Thief* and *Today the Teacher Changed Our Seats* by **Ben Quesnel** is on exhibit at Monte Cristo book Store in New London, where it makes a great display in the children's section

**Karen M. Rider** has published a comprehensive article on the literary contest market in the current issue of *Book Marketing Magazine*, which is available on iTunes. Her short story, "Beyond the Garden," has also been published at [www.shortstoriescafe.com](http://www.shortstoriescafe.com)

**Bob Trexler** published two new books that are both available on Amazon. *The Many Faces of Katniss Everdeen: Exploring the Heroine of The Hunger Games* (by Valerie Estelle Frankel) and *Sheldon Vanauken: The Man Who Received a Severe Mercy* (by Will Vaus).

**Millie Grenough's** *OASIS in the Overwhelm* is helping front-line workers stave off burnout. Department of Children & Family Services in San Mateo, California is bringing Millie out to the Bay Area to present her *60-Second Strategies* in two three-hour workshops. Closer to home, Manchester, CT DCF workers sang and practiced the *1 Stone OASIS Strategy* with Millie in May. Both groups bought copies of *OASIS* books, CDs and *28-Day Guide*. Millie says, "It always warms my heart to know that I am bringing some practical relief to people who are on the front lines every day."

The Litchfield Writers Guild will be making its yearly public presentation at the Litchfield Community Center in *A June Coffeehouse – Tenth Edition*, 6:30-9:00 p.m. on Wednesday, June 23rd. They will be reading original stories and/or memoirs to an enthusiastic audience (if past years are any indication). The public is welcome. Nine writers from the group will participate, including CAPA members **Jay Worsham** and **Dick Benton**. Refreshments will be served.

**Fred Chesson's** *Winter Tales*, a short-story collection, is now available via Amazon's eBook and print facilities. It concerns ordinary people coping with and enduring various situations, ranging from annoying frustrations, to facing immediate extermination. A companion work, *Twilight Tales*, is in preparation, dealing with stories having an ending "not readily anticipated," and perhaps having ancestry with Rod Serling's long-ago *Twilight Zone* TV program.

## Smashwords Does eBook Authors a Favor

By Wayne English

Smashwords recently published a survey filled with superb information for Independent authors. This survey, *New Smashwords Survey Helps Authors Sell More eBooks*, is required reading for all of us who write and market eBooks. You may find the survey online at: <http://bit.ly/10tzwrD>

These are some of the questions the survey addresses:

Do frequent price changes help authors sell more books?

Do longer or shorter book titles sell more books?

Do longer or shorter book descriptions sell more books?

How do sales develop over time at a retailer?

Do longer or shorter books sell better?

What's the average word count for the 60 bestselling romance books?

What does the sales distribution curve look like and how many books sell well?

How many words are the best-selling authors selling for a penny?

What are the most common price points for indie eBooks, and what changed since last year?

How many downloads do free eBooks get compared to priced eBooks?

How has Smashwords' sales grown at the Apple iBookstore in three years?

How does price affect unit sales volume?

What price points yield the greatest overall earnings for authors and publishers?

## Gaffney (Cont'd from Page 4)

basis. While it's on your mind, come on over to our CAPA networking group on Facebook at: <https://www.facebook.com/groups/100637673313199>

## Save the Date: July 20, 2013

CAPA Central  
Summer Picnic  
Sycamore Hills Park  
Community Center  
Avon, CT

We'll provide the sandwiches  
and the soft drinks.  
Please bring a salad, side dish  
or dessert to share

## Schedule of Upcoming Meetings



### CAPA CENTRAL

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

June 15 – Eric Kampmann (distribution to bookstores)

July 20 – Annual CAPA Summer Picnic



### CAPA SOUTHEAST

**Location: Member's home — TBA 6:30 pm (Tom Santos, santostom@comcast.net)**

June 17 – Summer Get Together Pot-Luck Meeting

July 16 – Brian Jud

August 19 – Topic TBA



### CAPA SOUTHWEST

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

June 10 – Fred Chesson

July – Date and presenter TBA



### CAPA BOOK-NETWORKING MEETINGS

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

June 10 – Lessons learned at CAPA-U: comparing notes on workshops, agent meetings & networking

July – Date and presenter TBA

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)**

June – Date and speaker TBA

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/>).

### July

6	Hartford	Riverfest 33rd
6-7	Ansonia	Midsummer Fantasy Renaissance Faire
6-7	East Lyme	Niantic Outdoor A&C Show 53rd
12-14	Bethel	Annual Summer Festival 35th
12-14	New London	Sailfest 2013
19-21	Hartford	Greater Hartford Festival of Jazz
20	Newington	Mill Pond Park Extravaganza 32nd
20	S. Windsor	Olde England Street Market
20	Willimantic	3rd Thursday Street Fest
20-21	Canaan	Canaan RR Days Craft Fair 29th
20-21	Vernon	"American Made"
27-28	Mystic	39th Annual Summer Show
27-28	Old Saybrook	Arts & Crafts Festival 50th

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

**June 13:** How to sell more books to the academic market  
<http://tinyurl.com/k3qdz3d>

**June 27:** Check your progress toward reaching your annual goals.  
<http://tinyurl.com/bhkr53c>



**CAPA**  
P. O. Box 715  
Avon, CT 06001-0715