



The Authority

Connecticut Authors & Publishers Association—Since 1994

Connecticut's Source for
Writing, Publishing &
Marketing Information

Volume 20 Issue 3

March, 2013

CAPA's 19th Anniversary Party — March 16

CAPA is having a party to celebrate our 19th year as Connecticut's only book-marketing association. Everyone is welcome – members, spouses and friends -- for a catered dinner and dancing to a DJ

We have grown so that we now number over 240 members sharing their expertise in the fields of writing, publishing and marketing.

We will give away three prizes at the dinner:

- 1) A one-year CAPA membership
- 2) Two scholarships to CAPA-U
- 3) A Kindle Fire



The party will be held in Avon at our usual meeting site, from 6 pm to 9 pm. We'll have a catered dinner, dancing with music supplied by a live DJ and you get the chance to have fun with all your fellow CAPA members.

continued on page 2

Meet A Member: Will Dunlop By David Garnes

Meet Will Dunlop, a new CAPA member who tells me he has already sensed a "positive feel" to our organization, something, he says, "that is important for a writer to have." At the same time he's been impressed by the worthwhile advice and topics that he's heard presented at recent meetings.

Will grew up in Cheshire, attended high school there, and recently graduated from the University of Connecticut, Storrs. He says, "I have loved reading all my life; I get happily lost in books. This is what led me to writing."

Will began dabbling in poetry in his junior year of high school and continued throughout college, "flirting with story writing here and there, writing in earnest during my junior year at UCONN."



When asked what most appeals to him about writing, Will replied, "The imagination that goes into writing—I've always been an imaginative person, and I love the idea of creating worlds, which is largely a part of science fiction and fantasy."

continued on page 7

Inside This Issue

<i>Cover Design Strategies</i>	<i>p. 2</i>
<i>CAPA Board</i>	<i>p. 2</i>
<i>Article Submissions</i>	<i>p. 2</i>
<i>Find a Publisher</i>	<i>p. 3</i>
<i>Writing Workshop</i>	<i>p. 3</i>
<i>Internet Connections</i>	<i>p. 4</i>
<i>Speaker Review (Feb 16)</i>	<i>p. 4</i>
<i>ABCs of the Editing Process</i>	<i>p. 5</i>
<i>Celebrating Success</i>	<i>p. 6</i>
<i>Upcoming Meetings</i>	<i>p. 7</i>
<i>CAPA Co-op Connection</i>	<i>p. 8</i>
<i>CAPA Webinars</i>	<i>p. 8</i>

Contributors

Jason Alster
Adele Annesi
Cynthia Bercowetz
Chris Blake
Dan Blanchard
Roberta Buland
Will Dunlop
Wayne English
Tonya Evans
Melissa Flynn
David Garnes
Mille Grenough
June Hyjek
Brian Jud
Dodie Milardo
Lou Norton
Peri Poloni-Gabriel
Steve Reilly
Karen M. Rider
Lenora Sumsky
Dan Uitti
Ralph Yourie

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)

The Pure Kitchen

By Hollie Klecker

Since the premise of the book centers around purity and clearing the clutter from your cooking, the cover had to feel clean and simple. All the recipes are dairy-free and gluten-free so nothing could be used visually that contained these ingredients. Bright, fresh colors with an updated, earthy feel along with the use of clean fonts and photos complete the look.



Party (Continued from Page 1)

\$20 per person, BYO beer and wine.

This will be a great time to renew old acquaintances, to network with other people in the publishing business and to rekindle your desire for getting published. But the overwhelming goal for the evening is for all CAPA members to have fun. If you know of others -- previous members or past speakers who might be interested in attending -- please tell them that they are welcome, too.

For more information or to make a reservation contact Brian Jud at BrianJud@comcast.net or go to www.aboutcapa.com

CAPA Board of Directors

CAPA Officers & Board Members' Contact Information

Founder	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
Program	Karlee Etter	katurneret@yahoo.com
CAPA University	Richard Moriarty	rmoriarty285@earthlink.net
Membership	Dick Benton	roberton@optonline.net
Webmaster	Peggy Gaffney	gaffney@kanineknits.com
Writer's Workshops	Robert 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.

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

ARTICLES DUE BY THE 28TH OF THE MONTH

Get Picked Up By a Traditional Publisher

By Judy L. Mandel

People have asked me how my memoir, *Replacement Child*, was picked up by a traditional publisher after being self-published two years earlier.

What's Luck Got to Do With it?

Most authors don't give any credence to luck, but they lie. It was luck that I decided to put my book up on Barnes & Noble's PubIt website. It was luck that I met my incredible agent Rita Rosenkranz at a CAPA-U conference.

Now for the Work

It was not luck that I attended many writer's conferences to figure out my best course of action. Those conferences gave me a good deal of valuable information about sending out queries, doing proposals and approaching agents. I wanted an agent and a traditional publisher, but I also knew that as an unknown memoirist, it would be a tough road. I gave myself a year to query agents.

When that year was over I had requests for partials and the entire manuscript from 50 agents. My query was working. About half of them showed interest in the book, but were wary of taking it on in 2008. Not a great year for any beginning endeavor. At that point I started looking at self-publishing and decided to form my own imprint to publish. I did a great deal of marketing for *Replacement Child* in 2009 and 2010, going on a nationwide book tour, visiting bookstores in towns where I had friends or family to put me up. My local paper



interviewed me, along with several radio programs. I did readings at libraries and anywhere that would have me. The online blogging community was also very receptive to the book. *Replacement Child* also garnered several awards for self-published books, including a National Indie Excellence Award and a Writer's Digest award.

In the summer of 2011, I decided to list the eBook on the Barnes & Noble site in July and was encouraged to see that they had picked it for a featured book of the month.

Surprise, Surprise

It was Christmas when I noticed some weird deposits in my bank account online. I absolutely forgot that I had arranged direct deposit for the eBook sales. It turned out I was selling between four to five thousand eBooks a month. I wasn't Grisham, but I was selling many books.

That's when I contacted my agent and we talked about whether it made sense to approach a publisher. In the end, I felt that there was still a measure of credibility in having a traditional publisher. That is changing, but I believe it is still widely the case. After considering

the pros and cons, I told her I would like to try if she was up for it. She sold it very quickly to Seal Press.

It's been quite a ride so far, and I am excited for the book to be released in March.

You can find more information about *Replacement Child* at <http://www.replacementchild.com>.

Travel Writing Workshop in Mystic

Have you always wanted to write about your travel experiences? Do you have an idea for a great story? Join us in Mystic at the Riverlight Wellness Center for our first ever travel writing workshop. "Travel and Transformation: The Art and Craft of Travel Writing" on April 26 and 27, 2013. Featuring travel writer and Yale faculty member, Rolf Potts, author of "Marco Polo Didn't Go There" and "Vagabonding," and Lavinia Spalding, author and editor of Best Women's Travel Writing. There will be a Friday evening presentation, and workshops, manuscript consultations, working with editors, small group writing activities on Saturday. Lunch is included. This event is being organized by CAPA member Ruth Crocker, and Jane Percy of Riverlight. Register early. There is a 10% discount for CAPA members if registered by April 1st. For more information e-mail: travelandtransformation@gmail.com or call (860) 245-3632. Mention that you are a member of CAPA.

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

Speaker Review, Feb 16 David Garnes: *Write About Yourself, But Choose the Right Format*

By Chris Blake

Writers have a natural tendency to inject their own lives into their work, but before they do that, they must take great care to choose the appropriate literary format, author and longtime CAPA member David Garnes said during a presentation at CAPA's February 16 meeting in Avon.

"Everything you write has something to do with your life... There is something deep within us that wants to share our stories," Garnes said. "The key is to do it in a way that engages the reader."

Before the writer sits down to tell her own story, she must select from among three basic formats: autobiography, memoir or fiction (poetry, novel, short story or play). "Whatever the format, there is a certain artistry and creativity to the work," Garnes said. However, the writer must first understand each format before choosing the most appropriate one. In the autobiography, facts dominate. The story is generally told in a linear format that highlights the subject's most significant moments and the meanings behind them. "Research may be involved, as the story must adhere to verifiable facts," he said. Similarly, in the memoir, the facts are there, but the writer has picked and culled those events that best tell the story. "You rely on what you remember rather than specific facts, but you are still not permitted to make things up."

Then there is fiction. "Fiction can be the most liberating of these formats, because the writer is under no obligation to stick to the facts," Garnes said.

So how does the writer decide which format to use? "Tell it in the way that has the most import," he said, evoking the words of Emily Dickinson: "Tell all the truth, but tell it slant."

Garnes offered a number of helpful tips for memoir writers:

- Talk to people in your life, especially older people, who can be a trove of information.
- Read letters, either your own that you have saved or those of relatives. Read for perspectives of you at a different age.
- Read diaries or journals for material you may not have remembered or to refresh your memory about yourself or incidents.
- Photographs are a wonderful resource. Examine photos of your life for things you may not have remembered or objects (cars, furniture, clothes) that bring back earlier times.
- Objects around the house or stored away can trigger memories. Why did you keep them? What do they represent in your life?

He also gave these socialization tips for writers:

continued on page 7

The ABCs of the Editing Process: Em dashes, En dashes, and Hyphens By Roberta Buland



After many years of editing in all genres from fiction to non-fiction to poetry and scripts, I have found that some of the most common “creative” errors are in correctly using short lines including em dashes, en dashes and hyphens. Clarification of the use of “lines” as punctuation follows.

En Dash

An **en dash**, roughly the width of the lower case “n,” is a little longer than a hyphen. Generally it is used for periods of time instead of the word “to” or “through.” For example, “the years 2009-2011” or “March-May.” It may also be used when combining compounds: “the Connecticut-Massachusetts border” or a “high school-vocational conference.” Note that there is no space between the last character and the next one.

An **en dash** is also used in place of a hyphen when combining open compounds. For example, American-Canadian border; school-vocational conference.

Em Dash

It follows that an **em dash** would be the width of an “m.” It can be used as a longer pause than a comma would indicate. An example of using an em dash instead of a comma

is: “You are the friend—the only friend—who has offered to help me.” Note that there is no space between the last character and the em dash and the next character.

The em dash can also be used in more casual, less formal writing. For example, in the sentence, “I need these items from the supermarket—bird food, vegetarian chili spice, and lettuce.” if the writing were formal, you would use a colon where the em dash is here. Another example of using an em dash instead of a colon is: I have a barter arrangement with Bill—he supplies the beer and I drink it.

To indicate change of mind, instead of using parenthesis around “Jacqueline Jones,” you might ask a favor like this: “Please put in a good word with your boss—Jacqueline Jones—about promoting me.”

You can change a semi-colon in the sentence: “I pay all the bills, do the laundry, and shop; yet, she has all the fun.” Rewrite using an em dash: “I pay all the bills, do the laundry, and shop—she has all the fun.” This makes the sentence more concise and emphatic at the same time.

An em dash may indicate a change of mind as follows: “I wish you could babysit—oh, forget it.”

While there are many opportunities to use an em dash, if you overuse it, it loses its luster.

The Hyphen

The hyphen (-), more like an en dash but shorter, used to be used mainly on a typewriter to split a long word between two lines. Today, it is commonly used in other areas.

It may be used when adding a prefix to some words that are not already standardized without the hyphen. It also makes a word easier to read. For example, if you were to leave the hyphen out of a word like “re-examine,” it would read “reexamine.” However, some words are already acceptable as unhyphenated like “restate,” “pretest,” “undo,” etc. Check the dictionary for proper use of hyphenated words. Another use of the hyphen is to show that two words rely on each other: For example, “John is her ex-boyfriend.”

One tends to use hyphens when creating compound words from separate words. However, this would be done mostly when using the preceding phrase as an adjective. For example, “The seventeen-year-old girl went to her first prom.”

Also, compound numbers are usually hyphenated: You would write, “There are three-hundred-sixty-five days in a year.” It is incorrect to use an “and” in that phrase.

Be creative in your writing, but not in your en dashes, em dashes and hyphens!

Questions or comments? Email: 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

Lou Norton wrote a piece titled "Timber for America's Wooden Walls" that will be published in the March issue of *Naval History*, a non-fiction bi-monthly journal published by the United States Naval Institute based at the US Naval Academy in Annapolis. The story is about the procurement, harvesting and transport problems associated with live oak timber used to build the first sailing warships of the United States Navy. Among them was the USS *Constitution* (Old Ironsides), still commissioned.

Karen M. Rider has published the following articles in *The Writer* magazine: "Hey, Shortie!" covers trends and challenges in the short story market. "Stick to It" covers the vital elements that will attract visitors to your website and keep them returning for more of what you have to offer -- that's a "sticky" website. Karen is offering programs for writing groups, libraries and young adults. Visit the programs page on her website to learn more (<http://www.karenrider.com/programs/for-writers-readers>).

Lenora Sumsy was awarded 3rd place, Personality Photo, among biweekly/monthly newspapers. This year's competition drew nearly 3,000 entries. The entries were evaluated by the New England Newspaper & Press Association's distinguished panel of judges.

As a result of attending the Big Book Club Getaway Feb. 1 & 2, **Dodie Milardo** connected with Amy Newmark, publisher for *Chicken Soup for the Soul*, and is now a contributing author to the *Chicken Soup for the Soul - Inspiration for Writers* book. It is due to be released on May 21, 2013. The essay being included in this book speaks about what happened during a book signing for her novel, *Penelope's Cruise* which she did at Stop and Shop in Clinton, CT as a fundraiser for Juvenile Diabetes Research Foundation.

New CAPA member **June Hyjek** says: I'm very proud to announce that my first book, *Unexpected Grace: A Discovery of Healing through Surrender*, was published on March 8. I'm looking forward to promoting the book and to speaking to audiences who are dealing with painful life experiences. My next talk, "Meditation for Pain and Stress", will be at the Greater Vernon Holistic Healthfest on April 6th.

When Social Networking Fails: Nine Steps to Social Networking Success: In this eBook by **Wayne English** you will learn how to design, develop, and implement an ongoing social networking campaign that is specifically designed to your needs, and those of your customers and clients. Available at Amazon, <http://www.amazon.com/dp/B00BHNNEPW>.

From **Cynthia Bercowetz**: I have been getting a lot of publicity in Naples, Florida. First of all, I wrote an editorial and it was published. My book, *Tiger & the Bullies*, was reviewed in the *Naples Daily News*, with a photo of the front cover. Thanks to **Dan Uitti** who scanned the cover and sent it to the reviewer. Otherwise, there would not have been a front cover of the book together with the review. I have two important book signings here. One is at the Lee Reading Festival which lasts an entire day on March 16 and the other at Barnes & Noble, Naples, March 23.

From **Mille Grenough**: I decided to dedicate this month to offering "Freebies," scattering seeds of *OASIS* wherever I could. My intentions were threefold: 1) offer threads of sanity to those who need it, 2) draw attention to my *OASIS in the Overwhelm* books and to the *OASIS Training* I am offering in April, and 3) to express myself with more fullness and fun. The response has been amazing. I am booked for: *Good Morning CT* on WTNH-TV; *OASIS Strategies in Times of Trauma*, especially for EMDR Clinicians working with families from Newtown; *60 Seconds for Stress Relief*, Mitchell Library in New Haven, CT; *Millie Sings* at Will McLean Music Festival, Brooksville, FL; *OASIS in the Overwhelm: How to Stay Sane in a Crazy World*, Cocoa Beach Library, FL; *OASIS Strategies for Leaders*, Statewide Conference of National Association of Social Workers, Williamsburg, VA; *A Spring of Hope: Oasis in Times of Trauma*, Mercy-by-the-Sea, Madison, CT, Sat March 23 For more info on all these, www.milliegrenough.com or call 203-982-9251. Would love to see you there!

Ralph Yourie says: My employer, Walgreens Drug Stores, has recently opened "Walgreens University." It is a one building campus near their corporate offices in Deerfield, IL. They also have an intracompany website. All of it is geared towards the training and development of company leaders. My book, *A Sneaker on My Pillow*, is listed for purchase at the website library as Recommended Reading. The book is sold through an internet book-seller: businessfirstbooks.com.

Will Dunlop (Continued from Page 1)

Although he began by writing poetry, now sci-fi, fantasy, and horror have become favorite genres, both in terms of reading and writing. Will tells me, "My stories do not normally have happy endings, and even my poems are usually about dark subjects."

Will is currently working on a YA fantasy novel and two short stories. The novel is the big project he sees himself being involved with for most of the foreseeable future, but he plans to keep writing short stories and experimenting with other forms of writing as well.

Speaking of other forms, Will has already had some of his writing published. When he was the writing intern for the Connecticut Writing Project back in Storrs during the spring of his senior year, he co-wrote a feature arti-

cle with a fellow intern on the program's 30th anniversary. It was published in UCONN Today that spring. And earlier, at Cheshire High School, his poem, "Needing Little," appeared in *Spilled Ink*, the high school literary magazine.

Will is looking forward to experiencing all the benefits that CAPA has to offer. When I asked him if he had any particular areas of inquiry, he replied, "Nothing specific. I would like to see a bit of everything."

Currently a writing & editorial intern for fellow CAPA member Melissa Flynn at Moving And Other Matters, Will maintains a blog on the online newsletter "Cheshire Patch." Check it out at <http://cheshire.patch.com/users/will-dunlop>.

Garnes (Continued from Page 5)

- Join a writing group.
- Join a writer's organization like CAPA.
- Frequent online groups, blogs or other participatory websites

Garnes is the author of a number of works, including *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. He is the recipient of two CAPA writing contest awards.

Schedule of Upcoming Meetings**CAPA CENTRAL**

Location: Sycamore Hills Park Community Center, Avon, CT 10:30 am (www.aboutcapa.com)
 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)
 Mar 18: Chris Amorosino: Giving Birth to Your Book: The Pain and the Joy
 April: Dick Margulis

**CAPA SOUTHWEST**

Location: Plumb Memorial Library, Shelton. 6:30 pm (Steve Reilly, sriles40@aol.com)
 Mar. 11 Dodie Milardo
 Apr. Date and presenter TBA

**CAPA BOOK-NETWORKING MEETINGS**

Location: Wethersfield Public Library, 6:00-8:00 pm (Jason Alster, jasonalster@gmail.com)
 March Date and presenter TBA
 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)
 Mar. 13 Wayne English
 Apr. 10 KarenRider
 May 8 Jason Alster — Book Trailers



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

- | | | |
|--------|-------------|--|
| 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
http://tinyurl.com/b9bxpor |

May

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

June

- | | | |
|---|------------|--|
| 2 | Manchester | The Show In The Park 40th |
| 2 | Seymour | Seymour Founders' Day 4th |
| 2 | Shelton | Annual Arts & Crafts Fair 49th |
| 8 | Litchfield | Gallery On The Green Arts & Crafts Show 40th |
| 8 | Shelton | Soupstock 4th |

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 on each webinar there.

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

Mar 28 Everything You Need to Know About Social Media Marketing with Carla King <http://tinyurl.com/a69osbj>



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