In the days leading up to “All Hallows’ Eve” (Halloween 2017), Salem, Massachusetts, is preparing to commemorate its history of “witch trials.” Yet, the first woman ever to be tried and hanged for being a so-called “witch” took place in Connecticut! After visiting Northampton, Massachusetts, where she found a book with a chapter title “Hartford Witch Panic” of 1662, retired school teacher and CAPA member Katherine Spada-Basto decided to research the subject. Her three years of exhaustive research led her to pen and publish a historical fiction novel, Days to the Gallows: A Novel of the Hartford Witch Panic.

Despite it being the Hartford native’s first book, the tale published through Amazon’s CreateSpace Independent Publishing Platform has already received critical acclaim and multiple awards: a winner in the Hollywood Book Festival contest in the Wild Card category and honorable mention in the History category, a finalist in the Next Generation Indie Books Awards in historical fiction, and a finalist in the National Indie Excellence Awards in the Regional Fiction Northeast category. “Kirkus Review” lavished praise on the book writing it is “A

Meet A Member: Katherine Spada-Basto
By Steven Reilly

Inside This Issue

October 21 CAPA- Meeting in Avon — CAPA Shark Tank
With Brian Jud, Richard LaPorta and Chuck Miceli

Do you want immediate feedback on your book? Cover, content and/or marketing plan? CAPA will present a panel of experts on different topics to give you their opinions on your book, content and plans.

Arrive at the meeting by 10:30 and get a number for your presentation. When called, you have five minutes to provide the panel with your material.

Begin by defining your target readers, and then giving your 30-second elevator pitch. If you want feedback on your writing, you can read a selection from your book.

Contributors
Sheila Adams
Dottie Albertine
Adele Annesi
Jim Bennett
Connie Bombaci
Patti Brooks
Robert Buland
Shawn Flynn
Jim Friedlander
David Garnes
Penny Goetjen
Harriet Grayson
Mel Hathorn
Brian Jud
Elaine Kuzmeskus
Richard LaPorta
John Long
Chuck Miceli
Fred Neff
Steven Reilly
Marilyn Simon Rothstein
Tom Santos
Lisa Saunders
Katherine Spada-Basto
Evelyn Waugh
The Cover Story - Dotti Albertine

Always keep a complementary color scheme. In this case - red, yellow, and black. This title is strong, can be seen from across the room. Author’s name is prominent. Dramatic background image adds to intrigue of this mystery/novel. This book was an AWARD-WINNER.

This is a “how-to / true story” using the author’s own colorful illustrations. I found a title font to fit the fun, retro feel of the book. Here, again, the title stands out, can be seen from a distance and has great contrast. And, as you can see, the bright red is very appealing. Another AWARD-WINNER,

CAPA Board of Directors
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The Authority welcomes articles written by members. Here are our guidelines.

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 Joe Keeney at jkeeney9267@sbcglobal.net or Barbara Meredith dbmeredith@charter.net

ARTICLES ARE DUE BY THE 28TH OF THE MONTH

Shark Tank
Continued from Page 1

If you want professional comments on your cover, have one copy for each of the panel members (you will get your books back). Do you want some tips about marketing? Describe how you distribute and promote your book (or how you intend to).

The event will be held in an atmosphere of honest, direct yet compassionate feedback. The panel is there to provide helpful information in a positive way.

Editor—Brian Jud, Meet-A-Member Column—Barbara Meredith and Joe Keeney,
Copy Editor—David Garnes, Staff Photographer—Deborah Kilday,
Meet A Member
Continued from Page 1

superb addition to the historical fiction genre. This engaging witchcraft tale should appeal to a wide-ranging audience.”

Katherine’s love for writing began in elementary school with an interest in poetry. It continued throughout high school and college where she was on the staffs of her high school and college newspapers. After college, instead of a career in journalism, she taught at grammar, middle and high school. As years passed, she yearned to return to writing. During her last year of teaching, sometimes bouncing story ideas off her enthralled students, she started working on her debut novel.

How did Katherine succeed in her first try at publishing? By doing her homework. She read everything she found about the craft of writing; she reviewed countless source documents including trial transcripts of witch trials in her quest to learn all she could to make her story historically accurate.

Despite her early success, Katherine still considers herself a student of writing and continues to read voraciously about the craft of writing. To budding writers, Katherine’s advice is unequivocal. “The best money I ever spent,” she said, “was getting a professional editor.” Although now a full-time writer, during her “spare” time she paints landscapes.

When asked what her future writing might entail, Katherine said she always wanted to write a non-fiction book about her thirty years in teaching. If the homework she did writing her first book is an indication of how she will do with her future books, we know she will do well. Good luck, Katherine! We can’t wait to see your next book.

SE CAPA Report
By Tom Santos

SE CAPA has an Open Forum meeting about once a year. It is interesting what we can find out about our authors on this night. I booked Richard LaPorta to discuss publishing; Patti Brooks to discuss selling; me to discuss marketing. We never got to the subjects.

I always have everyone introduce themselves and “brag” about things that happened since the last meeting. This time I asked them to add something that might be bothering them. Wow, I had no idea what was coming:

Sheila Adams sold 93 of her children’s books at the Olde Mystic Garlic Festival.

Fred Neff only sold 79 of his children’s books at the same event.

Jim Bennett, Jim Friedlander, Lisa Saunders, Harriet Grayson, and I were at a Church Fair in Mystic. Lisa sold one book, we sold none. There was no one walking around. I know they advertised, but apparently the Congregation didn’t get the message. This was the Church’s first fair.

There were a couple of members complaining about Libraries. They (the libraries) can be rude, snobbish, and not interested. The authors were told the libraries do not need more books. And some wouldn’t let the author present an event and when they did, the library didn’t advertise.

There was another member who is about to give up on her book. She has been trying to sell it and even hired a marketer. But, no sales. It is a wonderful children’s book. I have heard this complaint before. One member stopped selling because she was convinced she wasn’t making enough money to support the endeavor.

It is my goal to address these problems at another meeting in February. We are booked with guests until then.

The moral to this story is to listen to our authors, try to find out what their problems really are. Guest speakers won’t discuss all of the problems.

Upcoming Events
By Elaine Kuzmeskus

The Fall is a busy season for me: Connecticut Ghosts
Killingly Public Library
Join medium Elaine Kuzmeskus, author of Connecticut Ghosts, for a tour of Connecticut's most haunted sites. With spooky pictures included!
Thursday, October 19, 2017
6:00 PM - 8:00 PM
Free and open to the public
25 Westcott Road, Killingly, CT
To register, call 8607795383

Séance 101: Physical Links To The Other Side
Elaine Kuzmeskus, Medium and Author of Séance 101
Learn more about rare but real physical phenomena,
Plus everyone receives a reading!
Fee: $81
Saturday, November 4th 11 a.m.-2 p.m. Seating: Limited to 15 participants. To register, call 860.253.3034 or 860.253.3066

For more information, go to wwwtheheartofmediumship.com
Artisinal Prose
By Adele Annesi

Preparing for and attending a writers’ conference require time and energy. These tips can help you make the most of such an event and create a foundation for what comes after.

Before the Conference: Research the workshop options and leaders to make the best selection. Create a list of questions about your work and the craft of writing. Research the panelists and keynote, and bring your questions to the Q&A sessions. If time runs out, you may be able ask questions later. Study the event website for helpful information. Keep checking the site for updates. Study any advance information from your workshop to learn as much as possible about the topic. Arrive early to get a feel for the event and to meet your fellow writers, workshop leaders, panelists and coordinators. Study the information in your registration packet.

During the Conference: Get to know the other writers, workshop faculty, panelists and conference coordinators. Exchange contact information so that you can keep in touch. Compare notes with other writers about what you’re learning. Visit the book and resource tables for more information. If there is an attendee reading, consider signing up to read your work. Don’t be afraid to ask questions of the panelists and keynote speaker. Keep and study the workshop materials. If you need clarity about workshop feedback or other information, ask questions. Before leaving the conference, create a list of next steps for your project.

After the Conference: Consider collaborating with a fellow writer and/or working with a workshop leader (yours or someone else). Keep in touch with fellow writers and others you meet during the conference. Give the workshop feedback time to gel. Workshop leaders and fellow writers provide invaluable input, especially if a particular critique arises more than once. Ask the conference coordinators about the best resources to meet your writing needs. Considering creating a writing community, and seek opportunities to stay involved and active in your writing life. Check the conference website for final information.

If attending a writers conference sounds like work, it is. But consider this: “Creativity has much to do with experience, observation and imagination, and if any one of those key elements is missing, it doesn’t work.” Bob Dyan Chronicles Volume One

Happy writing! Submit your writing query to a.annesi@sbcglobal.net. Adele Annesi is an award-winning author, editor and teacher, and co-founder of the Ridgefield Writers Conference http://ridgefieldwritersconference.blogspot.com.

CAPA Members Team Up for More Sales
By Connie Bombaci

Authors Connie Bombaci and Shawn Flynn met at a combined, pet-loving author event at R.J. Julia Bookstore in Madison in mid June. When a second event hosted both authors at the same table in the West Hartford Barnes & Noble, it became clear that dogs and cats do get along and actually get along quite successfully.

Connie remarked, “Shawn and I felt comfortable with each other and I believe that readers were attracted and responded to our love for our furry, four-legged family members who taught both of us so much. We complemented each other and I dared to ask Shawn if he’d like to partner up. It just seemed to make sense. More dogs, more cats, more people! He didn’t hesitate with a, “Sure! Why not!”

“After meeting Connie and her dog at R.J. Julia, and then again at the Barnes & Noble in West Hartford where we really connected, I recognized how special a partnership could be in helping to promote both books,” commented Mr. Flynn. “She attracts the dog lovers and I attract the cat lovers, and there is much overlap between the two groups.”

So, Connie Bombaci and Shawn Flynn, decided to team up for future joint author events and take their dynamic duo on the road. Bombaci’s book, Hogan’s Hope: A Deaf Hero’s Inspirational Quest for Love and Acceptance, is the tale of a deaf canine who, after being rescued from neglect, prevailed as he learned American Sign Language and overcame grave challenges to lead a triumphant and successful life. Flynn’s book, THE KITTY Who Rescued Me After I Rescued Him, is a heart-warming story that reveals how the pets we love sometimes turn around and care for us.

Both authors have well-honed presentations and book readings that

Continued on page 7
The ABCs of the Editing Process: Critiquing your Book

By Roberta J. Buland

“How does a critic critique a book?” If an author can figure out the answer, it could directly apply to how to structure your own book.

The first question may be, “What is a critic looking for when reviewing/critiquing a book?” Or, “Is the book worth reviewing?” Some of the answers may engender further questions: Is the book newsworthy? Is it an important addition to the genre or the discipline? Is it a book that readers should want to know about? Does the book tell readers something new and/or interesting? How important is the author? What is exciting and enticing about the book?

A critic’s homework

When a critic thinks a book is important, she/he should read the book and track down information available about the book. Critics should be nosy. They should research, like a journalist would, who else has written about your book and track down relevant information about the book. The answer could be based on the information available about the book.

How does a book relate to what is already common knowledge?

Another point regarding critics is that many of them like a novel, in particular, to relate to historical and literary traditions. Criticism can be a way of adding to a bank of knowledge and understanding, a way of refreshing, renewing and protecting language. Although language is changing, the rudiments are still important. Novels inherently have a greater sense of subjectivity. For example, literature may act to push a newsworthy idea forward, map a new terrain, or do things with language that reveal something about what it means to read and to live in the present.

In non-fiction, especially science, a common idea is that the author is (or should be) standing on the shoulders of current or even previous science giants. Every discovery pushes the whole enterprise forward.

Tying the critique together

A critic’s review may include tying things together, looking for patterns, seeking a trend that may hook into something or someone else. The critic may address style in order to understand an author’s purpose in writing the book. What questions should or is the author trying to answer?

Where do/did their questions come from? Some critics like to open things up; a book may not only be a stage for ideas, but it may be also a platform to describe modern culture. Therefore, a critic might want to relate the book to what else is happening in the culture that’s related to it. What other books does it speak to from the past? What other debates does it recall?

Author’s homework

When you, an author, decide to create a book, fiction or non-fiction, consider how it may look to a critic. You ought to do some homework. Read as much literary criticism as you can, particularly in your genre or subject. Then, try this exercise: Write a review of your book as if you are the critic. See how many questions you can answer based on the information here. A writer’s support group may be able to help you. A professional editor may offer insight to help you further your writing successfully.

Comments? Contact me at rjbuland@comcast.net

Roberta J. Buland is the owner-editor of RIGHT WORDS UNLIMITED, a full-service editorial and publishing services firm in West Hartford. She is a past president of CAPA and may also be reached at 860-308-2550.
CAPA Members Celebrating Success

Penny Goetjen’s latest mystery, *The Empty Chair: Murder in the Caribbean*, has received a Mom’s Choice Award in recognition of protagonist Olivia’s relationship with her mother.

Mel Hathorn says, “Using the Hero’s Journey to Create and Structure Your Story has been published on thinkific.com. This is a three-five-hour course I developed that will allow you to structure your story using the concepts of Jung’s archetypes and Joseph Campbell’s stages of The Hero’s Journey to develop credible characters, describe authentic settings and descriptions, and write gripping plots. When you visit the site [www.mchathorn.thinkific.com](http://www.mchathorn.thinkific.com) you can view the introductory video and read the detailed description of the course.”

Marilyn Simon Rothstein, author of *Lift And Separate*, has received the Star Award from the Women’s Fiction Writers Association for the best debut novel of 2017. The award was presented this weekend at WWFA annual meeting in Albuquerque, New Mexico. The WWFA is an inclusive group of writers creating layered stories in which the plot is driven by the main character’s emotional journey.

*Lift And Separate* is published by Lake Union and available on Amazon.com. It is the story of a woman forced to restart her life when her husband of thirty-three years, the Bra King, leaves her for a perkier fit. In other news, Marilyn Simon Rothstein will read from *Lift And Separate* on Thursday evening, November 2, at 7 pm at the Storyteller’s Cottage, 750 Hopmeadow Street, Simsbury. This historic manor house is the new home of unconventional literary societies, charming anachronistic events, literary escape rooms and distinctive spaces for rent.

Chuck Miceli says: As I have shared with many of you in the past, while writing my new novel, *Wounded Angels*, I have been working on a play script based upon the book. I am still working on the novel, but I completed a draft of the play during the summer and sent it to two theaters. Several weeks ago, I received a reply from Semina DeLaurentis, the artistic director of Seven Angels Theater in Waterbury. In her note, she said “I very much enjoyed it… I like the relationship you have developed with Doris and Maureen, and the development of both characters..., especially Doris. You’ve given a fresh light to a classic story in life.”

During the last week of September, the Osher Lifelong Learning Institute of the University of Connecticut printed an interview with Ms. DeLaurentis as part of an article on Seven Angels. During the interview, she referenced my play script: “Chuck has a natural ability for dialogue and I saw the play’s potential for further development.” In her note to me, she ended with: “I am looking to do more play readings this upcoming season and I offer you the option of doing one of our nights with your cast at the theatre.”

I am now working with actress and playwright, Ilvi Du Lack, on the final edits of the play script, after which, we will put together a cast and begin workshopping the play for the Seven Angels production. Once the date for the reading is set, I will post the information here in hopes of seeing any of you who are interested in attending at the theater.

CAPA completed another successful event at the Big-E. Many CAPA members participated and sold over $10,000 of their books in 17 days.

Event manager Debbie Kilday was there for the entire time to manage the exhibit and sell her books, too.

Pictured here at the exhibit are (left to right) Dennis Schleicher, Cathy Gibson, Jane Desrosiers, Debbie Kilday, Brian Jud and Nicki Jud.

Continued on page 7
introduce the audience to their books. Readers are able to ask questions and engage in conversation. Having Judea, Connie’s deaf pup, accompany them adds an extra bonus for customers of all ages as she easily welcomes them and often offers a wet, puppy kiss. She demonstrates how wonderful deaf dogs can be as family members. And, if there is time, she shows off with some of her tricks and responding to American Sign Language.

What people are saying about Hogan’s Hope:

“One of those unique and compelling stories that will linger in the mind and memory long after the book itself has been finished and set back upon the shelf…” – Midwest Book Review

“Dive into this wonderful book and learn more about this intrepid pair as well as the power of love and persistence against seemingly stacked odds. Sit! Read! Enjoy!” – Dr. Nicholas H. Dodman, Professor Emeritus, Animal Behaviorist, Tufts University

“The moment I saw the premise of Hogan’s story, I had never wanted to read any book so badly before in my life. Connie Bombaci’s story of Hogan – a Dalmatian pup which had withstood all the odds and became a beacon of hope for so many – moved me to tears.” – Readers Favorite FIVE STAR REVIEW

“The story of Kitty and Shawn was very moving… I never expected such a heart-warming story to come from a man… I would recommend this book to all animal lovers, not just cat lovers…” – Readers’ Favorite FIVE STAR Review

Connie and Shawn are active together on the book signing circuit and have been appearing in many Barnes and Noble stores across Connecticut and into Massachusetts. Delaware is also tentatively planned for later in October.

There are too many “good enough” books published by unknown authors every year for one to become a bonafide hit. Quality is a necessary but not sufficient attribute for success. What makes the difference? Exposure. People choose the familiar over the unknown.

Schedule of Upcoming Meetings

**CAPA CENTRAL**

Location: Sycamore Hills Park Community Center Center Avon, CT; third Saturday of each month, 10:30 am—12:30 pm (http://www.aboutcapa.com/avon.htm)

October 21: “CAPA Shark Tank” with Brian Jud, Richard LaPorta and Chuck Miceli

November 18: Panel: “How to Get More Awards” Cathy Gibson, Jason Marchi, Kathy Orzech

December 16: Annual Holiday Party: All members, family and friends invited

January 20: Nicole Blades, Topic TBA *(Meeting will be at the Avon Library)*

February 17: Beth Caruso: “Processing Research Into a Captivating Story”

**CAPA SOUTHEAST**

Location: Groton Regency, 1145 Poquonnock Road (Route 1), 6:30 pm (Tom Santos, santostom@comcast.net)

October 16: Speaker and Topic To Be Announced

November 20: Speaker and Topic To Be Announced

December Holiday Party: Date and place to be announced

**CAPA SOUTHWEST**

Location: Plumb Memorial Library, Shelton. 6:30 pm (Joe Keeney, jkeeney9267@sbcglobal.net; find current meeting information at http://www.aboutcapa.com/capasw.htm)

October 9: Speaker and Topic To Be Announced

November 13: Speaker and Topic To Be Announced

December 11: Speaker and Topic To Be Announced
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/).

**November**

4  South Windsor  Craft Fair  
5  Simsbury  Holiday Craft Fair  
5  Farmington  Bridal Show  
5  Wallingford  Train & Toy Show  
11 Cheshire  Shopper's Delite Christmas Bazaar  
11  Cromwell  Holiday Craft Fair  
12 Hartford  Artisan & Fine Crafts Showcase  
12 Southbury  New Age & Craft Expo  
12 Waterbury  Arts & Crafts Show  
18 Bolton  Sleigh Bells Ring Christmas Fair  
18 Bristol  Bizarre Bazaar  
18 Bristol  St. Anne Craft Fair  
18 Canton  Holiday Craft Fair

**December**

1-3 Naugatuck  Festival of Trees & Holiday Sampler  
2  Bolton  Winter Faire  
2  Coventry  Craft Show  
2  Woodbury  Christmas Craft Fair & Boutique  
3 South Windsor  Arts and Craft Fair  
9 Plainville  Families helping Families Christmas craft fair  
9 Plainville  Christmas Craft Fair  
9 Shelton  Holiday Craft Festival  

**Free Book Marketing Webinars**

Marketing professionals will host webinars that can help you sell more books, more profitably. These webinars are free to CAPA members.

If you cannot attend, a link to the recording will be posted at www.aboutcapa.com. You may also find details about future webinars there.

**Upcoming free webinars for CAPA members are:**

**Nov 8:** “Electronic Editing” by Patricia Charpentier, 6:00 pm ET, http://tinyurl.com/y8lo28ks

**Nov 14:** Forming and Using a Book Marketing Street Team," by Ally Machette; 6:00 pm ET, http://tinyurl.com/yb3zpmxw