



# The Authority

Connecticut Authors & Publishers Association—Since 1994

Connecticut's Source for  
Writing, Publishing &  
Marketing Information

Volume 21 Issue 2

February, 2014

## Attend CAPA's 20th Anniversary Party on March 15

CAPA is having a party on March 15 to celebrate our 20th anniversary. It will be held at our usual meeting site: the Community Room at the Avon Senior Center, 635 West Avon Road, Avon, CT. We'll start at 6 pm and go to 9 pm with a catered dinner, dancing with music supplied by a wonderful DJ and an excellent chance to have fun with all your fellow CAPA members.

The event will include the awards ceremony for the annual Writing Contest.

*Continued on page 2*



Photos by Debbie Kilday

## Inside This Issue

<i>Cover Design Strategies</i>	<i>p. 2</i>
<i>Article Submissions</i>	<i>p. 2</i>
<i>Internet Connections</i>	<i>p. 3</i>
<i>Speaker Summary</i>	<i>p. 4</i>
<i>Meet the New Pres and VP</i>	<i>p. 4</i>
<i>ABCs of Editing</i>	<i>p. 5</i>
<i>Celebrating Success</i>	<i>p. 6</i>
<i>February Speaker</i>	<i>p. 7</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

MJ Allaire  
Jason Alster  
Adele Annesi  
Karoline Barrett  
Cynthia Bercowetz  
Dan Blanchard  
Roberta Buland  
Nancy Butler  
Michele DeFilippo  
Tanya Detrick  
Will Dunlop  
Wayne English  
Melissa Flynn  
Nick Hahn  
June Hyjek  
Ann Jamieson  
Brian Jud  
Debbie Kilday  
Steve Reilly  
Karen Rider  
Bill Rockwell  
Jean Marie Rusin  
Tom Santos  
Lauren Yarger

## Meet A Member: Tanya Detrick By Will Dunlop

Tanya Detrick grew up in Trumbull, CT. She became interested in writing following her mother's death when she was in 5<sup>th</sup> grade. It was at age 10 when she "became enthralled with the realization that words had the power to ignite emotions."

As an adult she started off as a technical writer before transitioning into market copywriting. Tanya has been self-employed in this field since 2000, writing for her clients to inspire their markets to notice and engage with them.

Tanya writes poetry for herself, saying it frees her from structure, and has contributed articles on architectural and interior design to regional and national magazines.



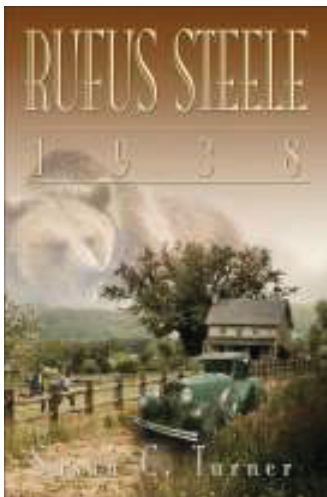
*Waking Up with Nora*, her soon-to-be-published book, was born from life experiences and geared

*Continued on page 3*

### Cover Design Strategies — Michele DeFilippo

(Your cover is a critical part of your marketing effort. Contact Michele at 1106 Design today for book cover design with hand holding. (602) 866-3226 or <http://www.1106design.com>)

In *Rufus Steele: 1938*, a young adult novel by Susan Turner, the goal was to visually recreate the time period of the story. A classic car fit the bill nicely, since the main character is a physician who makes house calls. The story also includes a close call with a bear, so we placed this image in a size that would convey the threat, but ghosted it back into the sepia-toned sky so it wouldn't compete with the foreground. Of course, the sky is normally blue, but we chose a sepia tone to communicate that the time period was long ago.



### CAPA Party (Cont'd from p 1)

The price for the evening is \$25.00 per person. Soft drinks will be provided, but members are invited to bring their own beer or wine. This will be a great time to renew old acquaintances and to network with others in the publishing business.

But the overwhelming goal for the evening is for all CAPA members to have fun. If you know of previous members or past speakers who might want to attend, please invite them.

For more information contact [BrianJud@comcast.net](mailto:BrianJud@comcast.net). Or get the registration form at [www.bookapss.org/March15partyform.doc](http://www.bookapss.org/March15partyform.doc)

### CAPA Board of Directors

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

<b>Founder</b>	Brian Jud	<a href="mailto:brianjud@comcast.net">brianjud@comcast.net</a>
President	Richard Moriarty	<a href="mailto:rmoriarty285@earthlink.net">rmoriarty285@earthlink.net</a>
Vice President	Steve Reilly	<a href="mailto:sriles40@aol.com">sriles40@aol.com</a>
Treasurer	Brian Jud	<a href="mailto:brianjud@comcast.net">brianjud@comcast.net</a>
Secretary	Roberta J. Buland	<a href="mailto:rjbuland@comcast.net">rjbuland@comcast.net</a>
Historian	Jerry Labriola	<a href="mailto:Labriola00@aol.com">Labriola00@aol.com</a>
Immediate Past President	Dan Uitti	<a href="mailto:dan@uitti.net">dan@uitti.net</a>
President Emeritus	Beth Bruno	<a href="mailto:bethbruno@comcast.net">bethbruno@comcast.net</a>

#### Committee Chairs

Newsletter	Brian Jud	<a href="mailto:brianjud@comcast.net">brianjud@comcast.net</a>
SECAPA Chairman	Tom Santos	<a href="mailto:santostom@comcast.net">santostom@comcast.net</a>
SWCAPA Chairman	Steve Reilly	<a href="mailto:sriles40@aol.com">sriles40@aol.com</a>
NECAPA Chairman	Dan Blanchard	<a href="mailto:Dan007blanchard@gmail.com">Dan007blanchard@gmail.com</a>
Program	Melissa Flynn	<a href="mailto:schedulemelissa@melissaflynn.org">schedulemelissa@melissaflynn.org</a>
CAPA University	Richard Moriarty	<a href="mailto:rmoriarty285@earthlink.net">rmoriarty285@earthlink.net</a>
Membership	Dick Benton	<a href="mailto:robenton@optonline.net">robenton@optonline.net</a>
Webmaster	Dan Uitti	<a href="mailto:dan@uitti.net">dan@uitti.net</a>
Writers' Workshops	Roberta J. Buland	<a href="mailto:rjbuland@comcast.net">rjbuland@comcast.net</a>
The Big E Bookstore	Deborah Kilday	<a href="mailto:washigon@aol.com">washigon@aol.com</a>
Publicity	Jason Alster	<a href="mailto:jasonalster@gmail.com">jasonalster@gmail.com</a>
Networking	Jason Alster	<a href="mailto:jasonalster@gmail.com">jasonalster@gmail.com</a>
Meet-A-Member	Melissa Flynn	<a href="mailto:schedulemelissa@melissaflynn.org">schedulemelissa@melissaflynn.org</a>

Editor—Brian Jud, Meet-a-Member Column—Melissa Flynn  
Copy Editor—David Garnes, Staff Photographer—Deborah Kilday,

### 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**

## Meet a Member: Tanya Detrick Continued from Page 1

toward inspiring understanding in others and bringing them to new realizations in themselves. She is currently working on a marketing plan for her book. After this project is done, Tanya has ideas for a coffee table book about dogs. She also has written a children's picture book, as yet unpublished.

With writing, Tanya finds appeal in the black letters on white pages that can "paint pictures, move nations, and change lives." Her favorite part of the process is the creative part, where she can see the pieces come together and create the whole of something that didn't exist when she started.

Tanya is happy she found CAPA, stating that she has already learned so much. Though she believes she found the right publisher for herself, she welcomes all input and advice.

Tanya's Facebook page is "*Waking Up with Nora.*" She has a book website ([www.wakingupwithnora.com](http://www.wakingupwithnora.com)) and a site for her copyright business ([www.allwritersresources.com](http://www.allwritersresources.com)).

### CAPA-U 2014 is Coming

It's not too early to start thinking about CAPA-U on May 10! Brochure and registration forms are at [www.aboutcapa.com](http://www.aboutcapa.com).

## Internet Connections By Adele Annesi

This month's focus is on publishing markets, from literary journals accepting various genres and styles, to book publishers seeking manuscripts.



### Literary Journals

**Black Warrior Review** <http://bwr.ua.edu>: Seeks poetry and nonfiction that is lyric and language-driven.

**Blast Furnace** <https://blastfurnace.submittable.com/submit>: Seeks poetry on the theme of the mysterious and the magical in the everyday.

**Chagrin River Review** <http://www.chagrinriverreview.com/submissions.html>: Seeks new fiction and poetry.

**Cigale Literary Magazine** <http://www.cigalelitmag.com/submissions.html>: Seeks flash fiction, short stories, literary criticism, book reviews, and artwork.

**Gravel** <https://gravel.submittable.com/submit>: Seeks comics, graphics, art, photography, creative nonfiction, fiction and poetry.

**J Journal** <http://johnjay.jjay.cuny.edu/jjournal>: Seeks fiction, personal narrative and poetry on the theme of justice.

**Lunch Ticket** <http://lunchticket.org>: Seeks creative nonfiction, writing for young people, fiction, poetry and art.

**Tendrill** <https://tendrilmag.submittable.com/submit>: Seeks compelling poetry, prose and visual art that lean toward the experimental.

**Vine Leaves Literary Journal** <http://www.vineleavesliteraryjournal.com>: Seeks vignettes that focuses on one element, such as mood, character, setting or object, in the form of prose, poetry, scripts and artwork/photography.

### Book Publishers

**Coffee House Press** <http://coffeepress.org>: Publishes literary novels, full-length short story collections, poetry, creative nonfiction, book-length essays and essay collections, and memoirs.

**Dark Oak Press** <http://www.darkoakpress.com>: Seeks fantasy, sci-fi, dark fantasy, steampunk and speculative fiction.

**Indiana University Press** <http://www.iupress.indiana.edu>: Is a leading academic publisher specializing in the humanities and social sciences.

**Litmus Press** <http://www.litmuspress.org>: Publishes the innovative work of emerging, established, and under-represented authors.

**Many Mountains Moving Press** <http://www.mmminc.org>: Publishes books on ecology, politics, history, folklore, pop culture, media, surrealism, mythology and spirituality.

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

## Events Planner Extraordinaire: Lauren Yarger

By Trudy Seagraves

Launching or re-launching your book(s) is as easy as emailing Lauren Yarger at WritePros.

Lauren was our January meeting speaker at the Avon Middle School. Those of us who braved snow and icy roads were warmed, intrigued, and encouraged by her well-organized, comprehensive overview of the hows and wherefores of hosting an event that will get people talking about your work.

Client Tessa Afshar's book-signing at Mark Twain House, for example, drew an overflow crowd out the door to her imaginatively-publicized exotic Persian-themed reception-with-moderator.

Your children's book, on the other hand, might suggest a cozy show-and-tell in the children's room of a large library, a joint event with other illustrators, a talk in a hospital setting if medicine is your bent, coffee in a social services venue, tea in an intimate setting. As you plan your publicity, be sure to include a person-to-person event, a literary lunch with like-minded authors, for example, or your own table at a conference or festival.

No matter how broadly or narrowly focused, Lauren Yarger will find and facilitate all details, carefully orchestrated to draw maximum exposure for your new baby.



Lauren Yarger has had experience as author, playwright, producer, and director, as well as theater critic for a number of publications and book critic for *Publisher's Weekly*. Serving both New York and Connecticut, Lauren knows full well the advantages of adding the perfectly tailored event to your panoply of promotional media.

To take advantage of her expertise, contact Lauren at [writepro@cox.net](mailto:writepro@cox.net) or 860-653-7733.

## Meet CAPA's New President and Vice President

Debbie Tosun Kilday was elected President of The Connecticut Authors and Publishers Association (CAPA) in Avon, Connecticut and began her two-year term in January.

Debbie is the author of *No Limits: How I Beat the Slots*, which details her first five years as a high-roller slot player at casinos in Connecticut and Las Vegas, winning millions while playing slot machines.

She is also the author of *Farmington River Reflections: My Photographic Journey & Meditations*, a compilation of landscape photography of the scenic Farmington River interspersed with poems that express her thoughts and feelings in the natural beauty of the surroundings.

Debbie is the author of a third book, *Tantric Love Suicide*, a series of poems expressing her feelings about life, love, and loss. Each poem is accompanied by her photographs, serving to intensify and enhance the feelings of the reader.

Debbie is also a member of APSS Free Poets Collective, as well as The New York Turtle and Tortoise Society. A native of Connecticut and a member of CAPA since 2005, Debbie has organized and managed the Big E CAPA Bookstore in the Connecticut Building for eight years and counting.



Steve Reilly, Deb Kilday and outgoing President Richard Moriarty

### Steve Reilly was re-elected as the Vice President of CAPA

Steve organized CAPA-SW and was its chairman until a few months ago, when Dan Uitti took over. Steve helped provide useful information for writers by not only arranging interesting speakers but by giving away over one hundred free editions of *The Writer* and *Writers Digest* magazines as well as other handouts to those attending SW meetings.

Steve continues to support the SW section whenever asked or needed. He has also been the CAPA-U Registration chairman for four years.

He was Vice President, for the years Richard Moriarty was President.

Steve stood in to chair meetings and events whenever Richard unable to attend or on occasion when Dan was President and he couldn't be there.

## The ABCs of the Editing Process: How to Prepare Your Manuscript for Editing

By Roberta Buland



Now, you've become creative and may have begun to write your novel, book, or article—if you followed my suggestions last month. Perhaps you've already finished your manuscript? Perhaps, you may wonder how to prepare to meet with an editor. It's not that you have to make your editor love you, although that may help, but that you at the very least—are prepared. This article is based on a “finished” manuscript. If you need other kinds of help, such as how to develop your manuscript, where to go for preliminary help, etc., an editor can also help you.

The suggestions are a guide for you to apply to your finished manuscript. Next month, I'll talk about what happens after you submit your work to an editor.

### Clean up your Copy

Be sure your copy is clean. That is, no misspelled words, sentence fragments and other technicalities that you can easily adjust in your own rewriting stage. Present your manuscript according to traditional publishing guidelines: at least one-

inch margins top, bottom and sides of the page; insert consecutive page numbers; and use an easily readable font such as Times New Roman in at least a 12-point font. Also, keep your manuscript unbound and print on one side of the paper only. Electronic submissions follow the applicable guidelines.

### Communicate with your Editor

If your book is non-fiction and you expect your editor to check accent marks in using a foreign language, or verisimilitude of your facts, or that your footnotes might not be accurate, tell her. The most important aspect of developing a relationship with your editor is communication—so be sure to let her know what's important to you. After all, you are paying for her work so you want to submit a manuscript that is the best you can make it. This will make her job shorter—and you'll pay less.

### Avoid Ungrammatical Phrases

While it is preferable to avoid ungrammatical phrases in your book but you want to keep them, tell your editor so she won't be spending time “correcting” them. In dialogue ungrammatical phrases are usually ok.

### Respect your Editor

Respect is probably the next most important word to communication. Why be prepared to respect your editor? When you hire her, you are not only paying her fee, but also hiring her knowledge based on her experience, books she's read on the subject, conferences she's attended, and classes and workshops she's taken on editing and writing, and

publishing. Perhaps if you look at it this way, you might even find her fee to be a bargain! Remember, respect works both ways. She will respect you if you show you care about your manuscript, you're passionate about it, and you're willing to take constructive criticism.

### Check your Copy

Before submitting a draft to an editor, check it thoroughly. If you find that you may be unclear in your writing, ask yourself what to do to clarify it. If you still find it unclear, be sure to tell your editor so she can help you to make it clear.

During your meeting, feel free to ask any questions so that you'll understand the process. Clarify what the agreement between you is or will be. How will she charge you? How long will it take? What further help may she be able to give you to get to the next stage, whether it is editing a query letter and/or proposal, contacting an agent, submitting your work to a publisher or publishing it yourself?

And, if you need guidance, ask your editor to suggest other challenges to help the creative juices flow.

Comments? Contact Roberta at [rjbuland@comcast.net](mailto:rjbuland@comcast.net)

*Roberta J. Buland is the owner-editor of RIGHTWORDS 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

**MJ Allaire's** book, *Into Thin Air* having received a Mom's Choice Silver Award.



**Cynthia Bercowetz:** I have been selected to be in a script for a film festival. The script will be sent out to Festivals throughout the country. My fiancé and I will be Mr. and Mrs. Fred Murray.

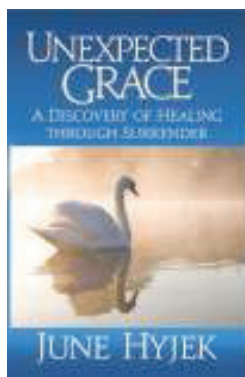
**Ann Jamieson:** My first volume of *For the Love of the Horse* went to #1 in its Kindle category last week!

**Karen M. Rider** is writing a new feature with *Book Marketing Magazine* called "At the Leading Edge." The feature will include interviews with agents and other publishing industry pros who are at the leading edge of digital publishing and book marketing. In recent issues Karen has interviewed publishing consultant April Eberhardt, specialty publisher for "visionary/spiritual nonfiction authors," Ja-Lene Clark and trusted publishing industry advisor Jane Friedmann. Learn More about BMM: <http://bookmarketingmag.com>

**Bill Rockwell:** I have been invited to be a guest author at Mysticon, a SciFi convention in Roanoke, VA, February 21-23, 2014. I will be on several panels, and will be doing a reading from my novel, *Generation Z, Birth of the Zompire*.

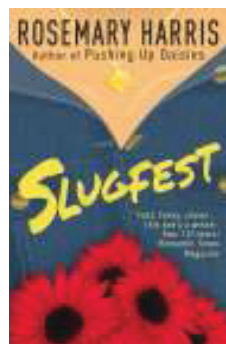
**Nancy D. Butler:** My second book *A Realtor's Guide to Greater Success, Above and Beyond the Competition* has been ordered and will be in my hands in a week. I started marketing two months ago and am in a great position with this book. I have ten events already in place for my current and new book over the next few months.

**June Hyjek's** book, *Unexpected Grace: A Discovery of Healing through Surrender* is on the shelf at three new libraries that are part of the Timberland Library System in Washington.



**Karoline Barrett** has a book signing at Bank Square Books, Mystic CT, 2-4 pm on February 22, 2014. Be there to support this new CAPA member

**Jean Marie Rusin :** My 35th book will be published within two months. The title of book is *The Haunting*, based on true events that I have experienced, in different locations in Connecticut.



**Rosemary Harris' *Slugfest***, a Dirty Business Mystery is now available in paperback.

**Nick Hahn** was interviewed on FOX TV. "The FOX Interview was driven by interest in my expat lifestyle in 9 different third world countries over the past 15 years. I lived in these places a minimum of 3 months and in some cases over 13 months. My books will follow a common thread involving social issues pertinent to the locale of the books. I like the idea of delivering a social message in the context of an exciting fictional story, this will be my approach and the media likes it. See the interview at <http://tinyurl.com/k7ot64z>

---

### Information For CAPA Members

Do you have a digital publishing or hybrid publishing experience you'd like to share with other aspiring and established authors? Book Marketing Magazine is always interested in fresh perspectives on agenting, writing, publishing and promoting books. To learn more, or to submit a story idea: <http://bookmarketingmag.com/contribute>

**From Wayne English:** Here's a link that discussed Kindle Worlds. There you can write fiction on several worlds. This would be good for our fiction writers to know about. As stated in the piece, "These Worlds will open for writers to start publishing stories in the next few months." <http://www.econtentmag.com/Articles/News/News-Item/Kindle-Worlds-Expands--94669.htm>

## February Speaker Jim Ryan's Topic is *Writing for the Web*

Jim Ryan says, "I can't express how truly important it is to have an online presence. When your audience has the ability to access your website at a



moment's notice, whether at their office, on the train or even in their car, your online presence is more important now than it's ever been before."

Your website isn't just a place to store a few paragraphs of information and links to your work and social media; it should be the backbone to everything you do. From blogging to social media integration, your site should be built to handle everything you need and you might want to accomplish.

Ryan is the proud owner of a web design & print company, Intoona-

tive. With a degree in Interactive Media and a background in Visual Communications, Jim has been designing for over a decade. Additionally, Jim has been working in the field of Web Design and Development for the past seven years. He also specializes in several other aspects of the web including User Experience, Information Architecture, Search Engine Optimization, and Social Media. Jim's array of skills have allowed him to work with a variety of businesses from local sports teams and loan vendors to the much larger and renown brands, such as Hilton Hotels and The YMCA.

## Schedule of Upcoming Meetings



### CAPA CENTRAL

**Sycamore Hills Park Community Center Avon, CT 10:30 am (<http://www.aboutcapa.com/avon.htm>)**

February 15 — Jim Ryan — Writing for the Web

March 15 — 20th Anniversary Party

April 19 — James Herbert Smith

May 17 — presenter TBA



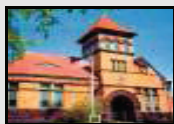
### CAPA SOUTHEAST

**Location: Groton Inn & Suites 6:30 pm (Tom Santos, [santostom@comcast.net](mailto:santostom@comcast.net); find current meeting information at <http://www.aboutcapa.com/capase.htm>)**

Feb. 17: Groton Inn & Suites — Chuck Miceli

Mar. 17: Groton Inn & Suites — presenter TBA

Apr. 21: Groton Inn & Suites — presenter TBA



### CAPA SOUTHWEST

**Location: Plumb Memorial Library, Shelton. 6:30 pm (Steve Reilly, [sriles40@aol.com](mailto:sriles40@aol.com); find current meeting information at <http://www.aboutcapa.com/capasw.htm>)**

March — Date and presenter TBA

April — Date and presenter TBA



### CAPA BOOK-NETWORKING MEETINGS

**Location: Wethersfield Public Library, 10:00 am –Noon (Jason Alster, [jasonalster@gmail.com](mailto:jasonalster@gmail.com))**

February — Date and presenter TBA

March — Date and presenter TBA



### CAPA NORTHEAST

**Location: Mansfield Public Library, 54 Warrenville Rd. (Rte. 89) Mansfield Center 6:30 pm (Daniel Blanchard, [Dan007blanchard@gmail.com](mailto:Dan007blanchard@gmail.com); <http://www.aboutcapa.com/capane.htm>)**

February 12: Open House/Anniversary

March 12: CAPA President Deb Kilday — Town Meeting format

April 9: D'vorah Lansky — Virtual Book Tours

## 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/>).

### March

14	Norwalk	Sassy Ladies Shopping Night Out
14-16	New London	33rd Annual Home Show
23-24	Danbury	Western New England Home Show
29	Danbury	Spring Fling Craft Show

### April

6	Wethersfield	American Made
14	Southbury	Spring Showcase
21	Shelton	Autumn Craft Festival
21	Vernon	American Made
27	Berlin	Spring Fling Juried Craft Show
27	Storrs	Shop Like a Queen
27	Meriden	Daffodil Festival
28	Shelton	Welcome Home Vietnam Veterans

## Free Book Marketing Webinars

Brian Jud will host webinars that can help you sell more books, more profitably. These webinars are free to CAPA members and are sponsored by CAPA and APSS. Each starts at 6 p. m. Eastern Time.

If you cannot attend, a link to the recording will be posted at [www.aboutcapa.com](http://www.aboutcapa.com). You may also find details about future webinars there.

The recording of Creative Promotion Ideas (Feb 6) with Rick Frishman is at <http://tinyurl.com/m43k2be>

Feb 20: Using Social Media to Sell More Books, with Stephanie Chandler; 6:00 ET <http://tinyurl.com/lfmv6ps>

What was it like to be at the APSS 2013 Sales Conference? Listen to a podcast describing it: <http://tinyurl.com/lquwa4h>



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