



The Authority

Connecticut Authors & Publishers Association—Since 1994

Connecticut's Source for
Writing, Publishing &
Marketing Information

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The Program for the April 18 CAPA Meeting: Your Personal Brand is as Important as Your Book, by Carol McManus

Publishers and readers are rightfully enamored with the title and contents of your book, but to really gain traction and notoriety, you must also develop and nurture your personal brand. This interactive session will answer questions about what it is, how to do it, where to promote, and why it's important. Start thinking now about who you are and who you want to be known as while your writing career blossoms.



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Meet A Member — Ames Swartsfager, Episcopal Reverend, retired

By Jason Mark Alster, M.Sc

The Rev. Ames K. Swartsfager: retired Episcopal priest, gang member, sailor, writer, and sea chantey singer.

People have tried to kill him four times; he was in five riots, as well as the tail end of the "Perfect Storm" with his ship. He also was the Woodstock Rock Festival priest, officiated in Latin American countries as a minister, and was a federal prison chaplain for 20 years. The stuff of books, you say, as it has been and is.

Rev. Swartsfager's ministry ended

when he was diagnosed with Myasthenia Gravis, and as Ames says, being an author of his adventures allows him to enter a virtual reality world and escape his illness. In this way he has embraced what life has in store and has become friends with his Myasthenia Gravis.



Contributors

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Cover Design Strategies — Kathi Dunn

(DUNN+ASSOCIATES designs stellar book covers and marketing materials for bestselling authors, traditional and indie publishers, and fast-track experts so they can build credibility, open new doors of opportunity, and create positive change in the world. Since 1985. <http://www.dunn-design.com>, kathi@dunn-design.com)

Author Jay Izso, known as the Internet Doctor, is committed to helping people learn the psychology of social media to positively impact their businesses — and doing it without spending a lot of money. I leaned toward a more academic design approach but Jay kept pushing me to a more "fun" cover. To see more of the strategic thinking and concept development, get the whole story at <http://www.dunn-design.com/got-social-mediology/>

To expand the branding, I suggested that Jay get customized balloons made, in the same colors and



verbiage as the talking bubbles on the cover, for his trade show booth and for BOR. He's all over that idea. I love out-of-the-box thinkers!

Media Tip

A producer looks for story ideas, tries to find good interviews and pictures, then puts together a segment on the air. I have to think of the viewer first. It's not my job to sell books, but to make interesting television. If a book helps me get interesting television, that's good.

Rita Thompson, Oprah Producer, Field Producer for *CNBC*, *CBS News* and *Chronicle*

Good guests are people who believe in their subject and know what they want to say.

Jim Bohannon, Host of the nationally broadcast *Jim Bohannon Show*

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Article Submission

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 Jason Alster at jasonalster@gmail.com

**ARTICLES DUE BY THE 28TH
OF THE MONTH**

Ames Swartsfager — Continued from Page 1

Ames tells me that at the age of thirteen his father, a priest, moved them to the mission area of San Francisco in 1951, when Ames was 13. A dangerous part of town, but his father had a ministry there. Ames was not that happy about the move because he found himself being forced into gang life, where “he did it all.”

Ames wanted to escape from inter-city gang life, which challenged his physical, emotional and spiritual life. With that background, Ames writes about how he has been on a journey through life and how became the person he is today, a priest who put his faith and hands in G-d. Ames' books and stories are from that perspective, how any of us can be whoever we set out to be if we have trust in G-d. Thus, he wrote *Memoirs of a Maverick Priest*, *Between the Devil and the Deep*, and *Voices from Prison*.

Each of these books reflects the theme that you can succeed in any situation and time, as he did. He wrote these books at first as introspection to help find out what he really was, how he did it all, how he escaped the evil ways of gang membership. “All my life has been an attempt to escape from being an evil person,” he says. People who have read Ames' books have told him that they helped and guided them into looking at their own lives.

A passage from *Between the Devil and The Deep*:

“The boat lifts to the ten-foot wave, hesitates at the top with a flap of the mainsail, then dips as it slides down its back side into the trough.

A shudder...water washing down the lee side from the fore deck, and then she lifts again. The movement is hypnotizing. I lie back and watch the stars swirl through the clouds in the night sky. Fifteen knots of wind from the southwest is on our star-board quarter.”

Ames has also penned *Tenderfoot Dude Who Wants To Be A Cowboy*, a children's book originally based on a story he told his grandchildren. It's a tale about a grandfather telling a story to his grandkids. The hero has to push very hard to win out over evil. Jack, age 11, has always wanted to be a cowboy. Now he has his chance to "ride fence" on a big ranch for the summer. As he learns to ride and rope, he encounters Ann, a bright-eyed redheaded girl his own age. She calls him a Tenderfoot Dude and laughs and teases him. On the trail, he meets scorpions and rattlesnakes. A kidnapping has to be solved, which pushes Jack to his limit.

I asked Ames why he comes to the CAPA meetings. “I come to CAPA because I like writers and want to hear what they say, and I still want to keep writing. In my case, writing helped me do things in my mind that I could no longer do due to my illness. So I am writing an action adventure book now.

“The hard thing about writing is not the composition of a book. It is getting the book published. When I write, I write to express something of myself and what I think in the art of words. The job is only halfway done when I'm finished. The communication of my ideas to others is my goal. What would we have lost if Picasso and Monet, or any other artist had not been able to sell their paintings?”

Connections

By Adele Annesi

If winter's got you down and you're looking for inspiration, this month's column offers great resources to ignite your imagination and help you publish your work.



ABYZ News Links (<http://newspaperarchive.com>): Organized geographically, ABYZ News Links is a free directory of links to online news sources worldwide, including broadcast stations, Internet services, magazines and press agencies. Although ABYZ doesn't contain news content, many of the resources it links to offer free news and headlines that are great for adding details and depth to your writing.

American Memory (<http://memory.loc.gov/ammem>): Whether you're writing the great American novel or a more manageable story, American Memory provides free access to writings, recordings, stills and moving images, prints, maps and music on the American experience. These digital records of U.S. history and creativity from the Library of Congress and other institutions chronicle the events, ideas, people and places that shape the nation.

Google Books (<http://books.google.com>): This combination

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Interior Design

By Dick Margulis

The lowly paragraph indent.

Most of the time, you don't even think about it, do you? If you're old enough to remember manual typewriters, maybe you hit the space bar five times or set a tab at that point and just tabbed to it. If you're too young to remember that ritual, perhaps you just accept the default half-inch indent in Microsoft Word. You may never have thought about why it is there or what it is good for. You just know that somehow every paragraph seems to have one. In book design, the paragraph indent is important enough that you should know a little bit about it.

Semantically, the indent *marks* the break in thought we call a paragraph. In medieval manuscripts, the *capitulum* (an ornate letter C that developed into our modern pilcrow—¶) was inserted into the middle of long, unbroken text to indicate the start of a new thought. This technique is still used on occasion. Today, though, we have two methods in common use to mark paragraphs—the indent and the paragraph space. What we try to avoid is *double marking*—using both methods together.

It is a convention in certain kinds of technical books, such as computer software manuals, to use paragraph spaces. The reasoning is that the reader is unlikely to be reading the book for pleasure or in long, continuous sessions. The reader is more likely to be looking for a specific fact, and the paragraph space, together with frequent subheadings, helps the reader do that. This block style is used in a lot of business communication (letters, marketing materials), too.

In most books intended for continuous reading, though, the paragraph indent is used, and there is no extra space between paragraphs. Where there *is* a space, such as at the beginning of a chapter, below a heading, or after a list, the indent is superfluous and should not be used. The standard indent is one em (the same number of points wide as the type size). A significantly wider indent (two or three ems) can add a little visual interest to an otherwise conventional page. Or it can be an annoying affectation that distracts the reader from the text. You get to decide that one for yourself.

(Dick Margulis, editor and book designer, New Haven, Connecticut. Contact Dick at dick@dmargulis.com)

12th Anniversary CAPA University – May 9

By Peggy Gaffney

On Saturday, May 9, at the Hartford Steam Boiler Conference Center in Hartford there will be a gathering of amazing talent on the subjects of writing, publishing, and marketing.

NOTE: To find out in detail about each speaker, their talk and their backgrounds simply go to: <http://aboutcapa.com/capa-u/>

SCHEDULE FOR THE DAY

· Breakfast

· **Keynote by Hank Phillippi Ryan**, best-selling author who has won almost every mystery writing prize around, including *Library Journal's* top book for 2014, as well as 32 Emmys for investigative journalism.

· **Talk to All the Agents** - A free-for-all session where you can ask

the agents brought in to listen to your pitches any question you want about getting your book published.

· **Five Morning Sessions** to choose from, covering: *Picture Books, *Marketing Young Adult Books, *Outlining for Authors, *Editors' Panel - Editors on Editing, *How to get your books into libraries, bookstores, and specialty stores.
· Luncheon

· **Writers Idol Competition** (a chance to get the first page of your manuscript judged by agents anonymously).

· **Five Early Afternoon Sessions** to choose from, covering: *How to Sell Fiction *Speculative Fiction, *Writing a Mystery Series or Two or Three, *Life Support for Writers...Money, Money, Money, *Preparing Books to Work Both as Print & E-books, *Social Media and Traditional Book Marketing for Mainstream and Self-Published Authors.

· Afternoon Break

· **Five Late Afternoon Sessions** to choose from, covering: *Memoir, *The First Five Pages, *Scrivener Software Inspiration to Publication *The Different Approaches to Publishing Your Book, *Seven Simple Things You Can Do to Market Your Books Online.

· **Throughout the Day:** 10 minute one-on-one meetings with agents.
· The end of day wrap-up and raffle for prizes

Note: There is a special discount for all educators and students. Go to the website, <http://aboutcapa.com/capa-u/>. Print out the application. Make your choices, and send it in so that you get the discount. Questions? Phone: Steve at (203) 881-1549

The ABCs of the Editing Process: Creating New Words, Part 2—2015 By Roberta Buland



As I have been sleuthing for new words since last month, I have found that they are everywhere! For example, while vacationing, I had the privilege of trying to solve daily *New York Times* crossword puzzles. I use the word, “privilege,” because seeing the renowned newspaper daily is something I can’t do, except on vacation. And, in my quest to learn a new word daily, the *New York Times* offered me a plethora of new words or expressions every day.

Blue or orange snow?

For example, an article on February 14th was headlined, “In Russia, Snow Comes in Many Colors.” As we know from this winter, snow comes in two colors, white and awful! But, in Chelyabinsk that week, it was blue, and in Saratov earlier in February, it was orange. The blue came from a manufacturing plant that used blue dye to color Easter eggs (they really seem to rush the season), and the package of dye leaked into the air, turning the snow blue. The orange color came from North African sand that blew north. And, leave it to the Russians to have had black snow—from pollu-

tion. Also, yellow snow had been sighted in 2008. These usages give you permission to describe snow in other colors!

In the same edition, the crossword puzzle’s hints resulted in newly created uses of ordinary words. For example, the hint “Talked bull?” resulted in the answer, “moored.” Did you know that “blunts” are cigars? Or that “Where a techie hooks up,” is a “serial port.” Or in answer to “What’s a big hit with the school board?” the answer is, “karate chop.”

Opes or tokes

The list goes on with more examples: “Like some pickups,” is “one ton.” Or, “Exposes old-style” is “opes.” A “blunt hit” is a “toke.” The latter two words were unfamiliar to me, although they are “old” words.

Even though a pigeon is quite ordinary, especially for those of us living within a certain range of the ocean, have you ever used it as a “con victim?”

In an article about a remote area of Senegal, the phrase “low-slung pirogue” caught my attention. Checking *Wikipedia* a pirogue (or piragua or piraga) can be one of several kinds of small boats that looks like a canoe. Its design allows it to move through the shallow water of marshes, can be easily turned over to drain any water that may get into it, and can be easily carried by natives. This is an example of a foreign word that has become a part of our language.

Opt out of

Digressing from the *Times*, I had occasion to edit a newsletter wherein the columnist mentioned that to “opt out of,” could mean to get out of a book club, for example. However, he used it as an example of parents “opting out” of immunizing their children against measles. Although, we usually use it to refer to an ordinary negative choice, using “opt out of” in this manner has serious overtones. And, finally, while we have many synonyms that are politically correct to describe “mental and physical challenges,” the one that I recently learned is “developmental delays,” perhaps the newest politically correct phrase for this part of the population.

So keep your senses keenly aware of new uses for old words, or new words that quickly become accepted into use. Doing so will give you new vocabulary to incorporate into your writing to make it more exciting.

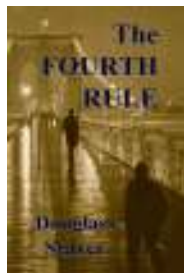
Again, as last month, my disclaimer to all of the above words and phrases is to take no credit for their usage. Use them at your own risk—and hope readers understand from the context what you really mean.

Comments? Contact Roberta at 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

Douglass Seaver, author of *The Fourth Rule*, says, "I will be featured in the March issue of *The Big Thrill*, the monthly magazine of International Thriller Writers, as a debut novelist in the suspense/thriller/mystery genre. The interview by Dawn Ius, Assistant Managing Editor, will be available the first week in March at www.thebigthrill.org or on my website at www.douglasseaver.org."



Michael C. Dooling was awarded the First Place Innovator Award presented by the New England Newspaper and Press Association at their meeting in February, 2015. He won the award for his Big Wheels column that he wrote for Waterbury's *Republican-American*. Michael is the former news librarian at the newspaper and is now archivist at the Mattatuck Museum in Waterbury.

This weekly column related to interviews conducted with well-known people at the local, state, and national level about their vehicles and driving experiences. Some of the featured individuals included columnist Heloise, screenwriter John Fusco, Olympian and marathoner Rod Dixon, classic car dealer and TV star Wayne Carini, singer and songwriter Jonathan Edwards, actor Grant Goodeve of *Eight is Enough*, etc.

The column was not so much about cars but about the people who drive them, cars acting as "vehicles" for getting to know them.

Fred Chesson says, "Thanks to Dan Uitti. Both of my short story collections...*Winter Tales* and *Twilight Tales* are now available from Amazon in both print and ebook formats. *Twilight Tales*, by the way, contains my new Ghost Story: *Friday Night*. Dan has cleverly adapted a 1974 oil painting into the eerie cover design. Enjoy!"



Our Invitation (Submitted by Bob Englehart)

Tell us your story. We want to know what you've gone through — or are going through — that may shed light on the news or that others can learn from.

For decades we've run op-eds by policy wonks and thought leaders. Those are important, especially the essays on policies that affect lives. But just as important is your op-ed telling us what life is really like, how those policies are affecting you.

Your op-ed can be funny, sad, happy, rueful ... a turning point ... a moment when you realized a truth ... as long as it is written in your voice. (We've found helpful writing tips from NPR's "This I Believe" guidelines, here, and from The New York Times on "How to Write a 'Lives' Essay," here.)

Essays should be 600-700 words, written in the first person and emailed to oped@courant.com. We will run the best ones on Sundays. The categories we are looking for are:

Why I ... In which you explain why you feel so strongly about something in Connecticut. For a fine example, read "Why I Want To Give Up Teaching."

First Person. Essays on deeply private issues against the backdrop of social and economic forces. Good examples are "Living in Alzheimer's Shadow" and "Cassandra's Chemo Fight: 'This Is My Life and My Body.'"

Living Here. What is it really like to live in the state that Martha Stewart has idealized? Two examples: "Driving My Mercedes to Pick Up Food Stamps" and "When Police 'Notice' You ... Do As They Say."

Contact Carolyn Lumsden clumsden@courant.com or Peter Pach ppach@courant.com. The Courant will pay \$40 for each piece.

online library/bookstore enables visitors to search the world's books for ideas, information, inspiration and just plain fun. You'll find a plethora of great books to preview or read for free, as well as new books of interest. Each book has its own reference page with relevant information and reviews. You can also search magazine content.

Reedsy (<https://reedsy.com>): A start-up in operation since September 2014, Reedsy aims to provide all the expert services writers need to self-publish a book, including editors, copyeditors and cover illustrators. Still in partial beta, Reedsy

is building a marketplace that helps authors via tools for workflow management, file sharing and, eventually, contracts and marketing. They also handle the conversion process, and submit your e-book to e-bookstores.

Writing Career.com (<http://writingcareer.com>): Writing Career.com helps freelance writers place their work through a regularly updated and thorough online listing of submissions calls, editorial staff changes, writing opportunities and writing advice. Managed by Brian Scott of FreelanceWriting.com, Writing Career.com also offers a

free newsletter that includes valuable information in a well-organized and easy-to-read format.

Happy writing!

Adele Annesi is an award-winning writer, editor and teacher, and co-founder of the Ridgefield Writers Conference. Her book is *Now What? The Creative Writer's Guide to Success After the MFA*. Her editor's blog is wordforwords.blogspot, and her website is www.adeleannesi.com. Email her with questions and queries at annesi@sbcglobal.net.

Schedule of Upcoming Meetings

CAPA CENTRAL



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

March 21: Annual Party: 6:00 to 9:30 pm

April 18: Carol McManus — Personal Branding

May 16: Carol Mon — Networking Tips for Authors

June 20: Tom Campbell — Book Printing Tips to Save You Money

CAPA SOUTHEAST



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

March 16: Topic TBA

April 20: Topic TBA

May 18: Topic TBA

CAPA SOUTHWEST



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

March 9: Topic TBA

April 13: Topic TBA

May 11: Topic TBA

CAPA NETWORKING MEETINGS



Location: Wethersfield Public Library on the last Saturday of every month (Jason Alster, jasonalster@gmail.com)

March 28: Topic TBA

April 25: Topic TBA

May 30: Topic 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/>).

April

4-6	Danbury	The Connecticut Kids Closet
5	Marlborough	Artisans Fair
5-6	Danbury	Vintage Clothing, Jewelry & Textiles
6	Hartford	Bridal Show Expo
6	Newtown	Spring Welcome Craft Fair
6	Wallingford	Model Train Show
25-26	Ridgefield	Spring Artisans' Show
26-27	Cromwell	Innovative Bead Show
26-27	Meriden	Meriden Daffodil Festival
27	Wallingford	Welcome Home Vietnam Veterans Day

May

1-3	Fairfield	Dogwood Festival
2-3	Ansonia	The Connecticut Kids Closet 6th
3	Bristol	Craft Fair Pequabuck River Duck Race
3	Woodstock	Woodstock Arts and Crafts Fair
9	Fairfield	Market on the Green Arts & Crafts
9	Windsor	Spring Arts & Crafts Fair
9-10	Milford	Milford Spring Mothers Day Arts & Crafts
16	Bethany	Localalooza
16	Madison	Shoreline Spring Festival 6th
16-17	Danbury	May Days Country Fair
16-17	Greenwich	31st Annual Outdoor Crafts Festival
16-17	Wilton	Cannondale Spring Craft Fest

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. You may also find details about future webinars there.

The next free webinars sponsored by CAPA are :

March 24: Tax Tips for Authors and Publishers, by Carol Topp; 6:00 pm; <http://tinyurl.com/nj9475j>

April 2: Five Ways to Get Paid for Your Content That You Probably Never Considered, by Paulette Ensign; 6:00 pm; <http://tinyurl.com/lf7jbnm>



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