

The Authority

Connecticut Authors & Publishers Association—Since 1994

Connecticut's Source for
Writing, Publishing &
Marketing Information

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Eric Kampmann to Speak at the September 21 CAPA meeting — at the Avon Free Public Library

Eric Kampmann, a veteran innovator and entrepreneur in the publishing and book-distribution industry, has enjoyed a career packed with significant milestones.

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

Eric is also president and owner of Beaufort Books, which reached national recognition in 2007, when it published the controversial



bestseller, *If I Did It*, O.J. Simpson's autobiographical account of the murders of Nicole Brown Simpson and Ron Goldman.

He will discuss trade distribution at the September 21 CAPA meeting

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Meet A Member: B. Pinny Bugaeff, Full-Time Writer, All-Time Grandmother By Gerri Brousseau

Pinny Bugaeff is a "Jersey Girl" born and bred, but moved around a lot when she was young. She wasn't the child of a military family. No, not at all. Her parents were "house flippers" long before it was cool. She graduated from Whittier College in California, worked in Spofford Hall (Juvenile Hall for NYC) and interned at Norwich State Hospital and Perception House, a drug-treatment center, just to mention a few.

Bugaeff began telling stories when she was three years old. Her favorite story was "There Was an Old Woman Who Bought a Pig." As a child, one of her favorite places to hang out was The Carnegie Library Children's Room. =



A closet writer for years, Bugaeff managed to compile three full file drawers full of things she had written. Despite that, she admits to suffering from the anguish of thinking her writing is not good

Contributors

Jason Alster
Adele Annesi
Dan Blanchard
Gerri Brousseau
Pinny Bugaeff
Roberta Buland
Melissa Flynn
David Garnes
Cathy Gibson
Frances Gilbert
Mel Hathorn
Brian Jud
Eric Kampmann
Lou Norton
Peri Poloni-Gabriel
Rita Reali
Dave Robbins
Tom Santos
Adrian Stroud

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Cover Design Strategies — Peri Poloni-Gabriel

Peri Poloni-Gabriel of Knockout Design has been in the business of designing books for over 15 years. She may be contacted at www.knockoutbooks.com

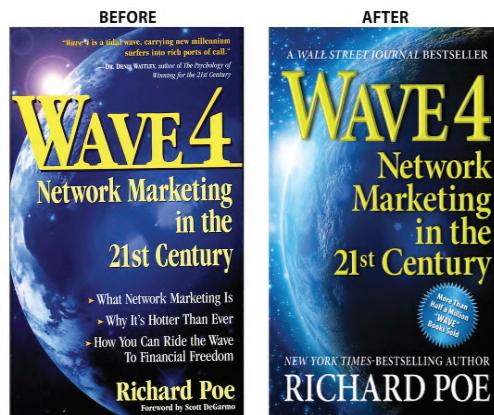
This series of books was created back around 2001 and, although the books have been bestsellers, the author wanted a fresh, updated and more harmonious look while maintaining the original concept.

The previous series felt flat and the four books treated the title, author name and other text differently on each cover. New stock images we purchased maintain the look of the original series, but are more dynamic and have a unifying color scheme.

Secondly, I chose a new font that was similar in style to the original, but classic and not dated. The type placement was now working as a series, had some depth and a touch of

edge with the lime and light-orange color selection.

The burst, or violator, proclaiming “over half a million books sold” was kept as an element



but done in a more tasteful manner. It now blends into the cover, yet still delivers the message. Sometimes a “facelift” is all a cover needs to go from “okay” to an

CAPA Board of Directors

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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

Meet a Member: B. Pinny Bugaeff Continued from Page 1

enough.

When she retired, Bugaeff finally decided she was old enough and had nothing to lose; so, after attending Hallie Ephron's writers retreat and getting positive feedback and encouragement, she mustered up her courage and submitted an essay to the CAPA Writing Contest. Her essay was entitled, "Tell Me a Story," about her experiences reading fairy tales and fables to a group of female offenders at the halfway house in which she worked, and how one particular story led to a breakthrough for the toughest woman she had ever met.

Much to her surprise, Bugaeff's essay won first place; this gave her a huge boost in confidence and it encouraged her to focus on a writing career.

Bugaeff says she loves getting lost in a story. She says she enjoys the weaving of the story and that creating a story feels like what she imagines potters feel when they first throw down raw clay on the wheel. She loves to shape it, form it and become transported into a creative world. Bugaeff said she also enjoys the challenge of editing.

Bugaeff writes nonfiction and mysteries and currently works four to five hours a day on a mystery she hopes to have ready by the end of September.

Bugaeff also participates in many of Brian Jud's webinars and says she gets a lot from the presentations at CAPA. She enjoys meeting other like-minded members and sharing triumphs and challenges; she said she appreciates the opportunity attending monthly meetings gives her to "come out" of her writer's closet in a place where she knows

Internet Connections By Adele Anesi



In sync with the academic calendar, here's an eclectic mix of online resources for you writing needs.

- **Coursera** <https://www.coursera.org>: This education company partners with top universities and organizations to offer massive open online courses (MOOCs) free.
- **Every Day Fiction** <http://www.everydayfiction.com>: This bite-size-fiction magazine publishes a new work of flash fiction every day, and is a great place to submit your own micro stories.
- **Hoster** <http://www.hoster.com/wp/hofter>: Founded in 1996, Hoster was among the first Web-hosting providers; it still offers easy, affordable website management.
- **Indiegogo** <http://www.indiegogo.com>: Have a project for which you'd like support? Indiegogo is a crowdfunding resource that enables donations.

- **Pagegangster** <http://www.pagegangster.com>: Pagegangster is an easy way to publish a magazine, catalog, brochure, report or book online.

- **XNote Stopwatch** <http://www.xnotestopwatch.com>: Losing precious moments to nonessential writing tasks? This digital stopwatch will help you track your time.

Happy writing!

Adele Anesi is an award-winning writer, editor and instructor. Find

Member Events

From Karen M Rider: This is a fun site I came across. Please pass it along: <http://www.wordhippo.com/what-is/another-word-for/summit.html>

Looking for Calm in the Chaos? Don't wait any longer. The next OASIS Training Program will begin October 17 at Mercy by the Sea in Madison, CT. Learn the in's and out's of the *OASIS 60-second Sanity Strategies*. They will change your life for the better. Earn your CEUs today. Register at www.milliegreenough.com.

The Association of Personal Historians will host a class taught by Dick Margulis in September. It is open to non-members and, while the content will be tilted slightly toward the primary audience, it will be accessible to everyone. To register: September 24 (one session): <http://tinyurl.com/ly8tlrt>

Just a Word... or Two?

by Shirley Whiddon



Throughout the English language, compound words abound and can be useful tools for writers. In some cases, though, the words that form a compound may also be used as two separate words with a completely different meaning. Knowing which one is appropriate can be tricky – and mixing them up can produce some amusing results.

Recently I read the following in a published book: “The project was staffed by a talented group of people, and I was pleased to be apart.” It gave me the impression that the author wanted to distance herself from the group. What she most likely meant to say was, “The project was staffed by a talented group of people, and I was pleased to be a part.”

In another example, a “backlog” is an accumulation of things that need to be handled, such as papers to be sorted or mail to read. The “back log,” however, is the piece of wood farthest from the front of the fireplace. (Perhaps I should put my backlog of junk mail on the back log the next time I see a bonfire.)

A “wild cat” is a feline that is misbehaving while a “wildcat” is a different animal altogether, and may also refer to an irresponsible financial institution (a “wildcat bank”) or workers violating a contract without union approval (“a wildcat strike”).

“Greenhouses” are warm, sunny spots for growing plants indoors, while “green houses” are simply residential dwellings in a verdant hue.

“Hothouse” is often used as a synonym for “greenhouse” – especially as a place for growing produce such as tomatoes indoors during winter months. By contrast, a “hot house” is a home where the thermostat is set too high.

A “bookkeeper” maintains the accounts payable and receivable, while “a book keeper” is a well-meaning individual who borrows your books with the best of intentions but never quite gets around to returning them. By the way, maybe I should check *my* bookshelf to see if any of *your* books are still there...

Sometimes it makes a big difference how the compound word is formed. Consider the following example: Although from a bygone era, “lighthouse keeping” sounds adventurous and intriguing – perhaps fertile ground for a historical novel. “Light housekeeping,” on the other hand, is quite the opposite. If only that were a bygone activity too.

Query Writing & You

Melissa Flynn

Look at your query letter as an interview. We know that first impressions are important. Making the wrong one could send your manuscript to the trash pile. You have worked tirelessly for months or years, and now you have one more page to write. That one page can determine your publishing path.

Your query needs to be short and succinct. In just a few paragraphs, you have to sell your book, your experience that qualifies you to write it and your book’s potential for popularity.

Here is a list of things to think about before you query an agent or editor.

- Be sure your work is submission-ready – edit and re-edit your work (Do you need a professional editor?)
- Know your audience
- Know the editor, agent, publisher or publication that you are querying – do your homework
- Be sure you can explain your work in one good sentence – does it convey the voice of your piece? (which should be your voice)

Keeping all of these things in mind, good writing is also a must. And do not forget to include a good arc.

All you need is three good paragraphs.

The hook

The synopsis – for ideas you can read book jackets

The ABCs of the Editing Process: *Mini-Beginnings and Old Clichés* By Roberta Buland



September is often synonymous with new beginnings! Although January 1st is the official beginning of the new year, ask people what the word “September” means to them, and the answers will range from “the beginning of school,” “the beginning of fall,” “the beginning of serious exercise (if one has slacked off all summer),” “the beginning of a new diet,” perhaps in preparation for the holidays and even “the beginning of the year.”

Keeping in mind “beginnings,” it is the time of year to take stock of your writing goals and for me to encourage you to begin again what you might have slacked off writing over the summer, or what you intended to write but haven’t gotten around to it.

Seven-Step Process to Writing

If you are serious about a writing accomplishment, I propose the following seven steps to a new beginning – whether it is a novel, a story, an essay, a memoir, a poem or a nonfiction book.

1. Sit down at the computer and bring up a blank page in Word.

2. Type in a title—whatever comes to mind. It’s ok to let your mind wander a little.

3. Type in your byline.

4. Skip two line spaces and indent to begin your first paragraph.

5. Begin writing whatever comes to mind that could be related to the title. It could be a word, a sentence, a few sentences, a paragraph, a full page, or more.

6. After you have written something, think about it. Ask yourself some questions:

- Is what I wrote the beginning of a new manuscript?
- Or, is it a continuation of one I have been working on?
- Or, does it belong in the recycle bin?
- Can it become something other than these few (or many) words I have written?

7. Now that you have something written, print it out and save it (if you haven’t deleted it, in which case go back to numbers 1-5 and re-start the process).

Mini-Beginning

So, what will all this accomplish? I like to call it a “mini-beginning.” It is an easy, almost painless way to re-start the writing juices, to make them begin to flow again. Even if what you have written doesn’t seem like anything worthwhile, be assured that your brain is probably now in full gear and ready to go!

This column is intended to motivate you to 1) write, 2) re-write, 3) improve your writing and, 4) finish what you start. You may not think you are the next J.K. Rowling of *Harry Potter* fame, or whatever pseudonym she is currently using, and that’s okay. Most of us are not in her league. But, think about how she got there—with a first novel that brought her fame and fortune.

Clichés

Now that you’ve read the above, make a list of all the clichés included here. These are the kinds of boring phrases you don’t want to write in your work! And, here is the best part. Even if you find only one cliché* (look elsewhere in this newsletter for a partial list), you will have progressed from “beginning writer” to more polished. And, that, my friends, could be the lesson for today.

Comments? Questions or topics you might like me to address in future columns? Please 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

CAPA member **Dave Robbins'** novel, *The Tutone DeSoto* (written by Dave and expertly edited by Roberta Buland), is the first in a series of novels called *The Silver Generation Chronicles*. The planned eight-book series revolves around the lives of eight Midwestern "Boomers."

Award-winning author **Catherine Gibson** has published her third children's book, *Sophie Discovers Synchronized Swimming*.

Lou Norton has had two non-fiction maritime history manuscripts accepted for publication: "Constitution's Presentation Pieces and Souvenirs" for *Naval History* published by the US Naval Institute and "Of a Snuffbox, a Ship and Sheep: A Tale of William Jarvis" for the *Vermont History Journal* published by the Vermont Historical Society.

Says **Mel Hathorn**: "I have written a new course, Critical Thinking: Parts 1 through 3. I have taught Critical Thinking for several years."

Jason Alster: I am happy to announce that an educational video I have produced is now published and I have begun a lecture tour. "John Singer Sargent: Secrets of Composition and Design."

Adrian Stroud: My book is *Prisoner of War Number 2378*. The book is about my dad as a WWII POW. Its official release date is Oct 1. Our first talk/book signing was September 3, 2013 at St. Rose Church in Newtown. My dad is a deacon there.

David Garnes' new book, *Waitin' For The Train To Come In: A Novel of World War II*, is now available on Amazon and from David directly (davidgarnes@msn.com).

Frances Gilbert: *She Should Have Come For Me* is a brilliant, 23-page novella which you will find extremely difficult, if not impossible, to put down.

Brian Jud and *Writer's Digest* reached an agreement to have Brian's company, Book Marketing Works, sponsor their 2014 Self-Published Awards competition. This is the seventh year Book Marketing Works has sponsored the event.

The bio – don't mention you work at Starbucks unless it is relevant to your story

Flynn - Query Writing

Continued from page 4

Here is a more detailed explanation of what your query should include.

- The opening – research and send your query to a name, not a title or organization
- First sentence should have a hook – it may be a fact, a question, an anecdote or a platform-based line (it may also be an excerpt from your manuscript, so make sure it's a good one)
- The pitch sentence
- Content – synopsis

- Your experience and credentials
- The book title
- Your competition – show how your book is different
- The close – state if the manuscript is complete and "I look forward to hearing from you. Thank you, Lanora"
- Contact info – address, phone, secondary phone, email, web address, LinkedIn, fax number

Above all else, be sure your query conveys your passion for the work.

Melissa Flynn is the owner of MOVING AND OTHER MATTERS (MAOM). Services include inspirational workshops/presentations, seminars, coaching, youth goal setting workshops and moving, editing, writing, speaking and platform building instruction.

Membership Renewal

It's September – and that means it's membership renewal time for the Connecticut Authors & Publishers Association. Memberships are \$48 for individuals; and family memberships are \$60.

To ensure smooth continuation of your CAPA membership, please be sure to pay for your renewal by

Some clichés found in "The ABCS of Editing." See Page 5

To take stock
Slacked off
Haven't gotten around to it
Almost painless way
In full gear
In her league
Fame and fortune

Tips for a Successful Big-E Event MJ Allaire

After actively participating in the CAPA booth at the Big E for the past seven years, I thought I would share some tips I've learned.

1. Bring bookmarks and business cards to share. Hand them out like candy.
2. Bring a poster (18x24" is a good size) that combines your book's cover, your author name and a website link. Display it on an easel or tape it to the front of the table.
3. If you have a children's book, offer stickers to the little ones. Or have a bowl filled with individually wrapped candies. Do what you can to get people to stop and LOOK.
4. Author Etiquette: It's undeniable that authors want to sell their books, but when participating in a multi-author book signing, fairness is KEY.
 - a. Know your space. If you have a full table, it's not hard to define it. However, if you are sharing a limited area with other authors, you really need to understand what space is yours. Only display your books, bookmarks, etc. in this area.
 - b. MOST important: Know the space of a potential reader. If someone is actively speaking to the author next to you who is also trying to make a sale, **DO NOT** interrupt that interaction. "Do unto others!" Don't start talking about your book or try to give that person a handout until 1) the author has completed their sale or 2) the potential buyer has moved into YOUR space. I've lost sales because another author has crossed this line, and I've seen

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Schedule of Upcoming Meetings

CAPA CENTRAL



Sycamore Hills Park Community Center Avon, CT 10:30 am (<http://www.aboutcapa.com/avon.htm>)
 September 21 – Eric Kampmann — book distribution **Meeting at the Avon Free Public Library**
 October 19 – Tanya Goodwin
 November 16 – Nikoo and Jim McGoldrick
 December 21 – Annual Holiday Party



CAPA SOUTHEAST

Location: Member's home — TBA 6:30 pm (Tom Santos, santostom@comcast.net; find current meeting information at <http://www.aboutcapa.com/capase.htm>)
 September 16 – Jim Littlefield, history writer
 October — Date and presenter 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>)
 September – Date and presenter TBA
 October – Date and presenter TBA



CAPA BOOK-NETWORKING MEETINGS

Location: Wethersfield Public Library, 6:00–8:00 pm (Jason Alster, jasonalster@gmail.com)
 September – Date and presenter TBA
 October – 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; find current meeting information at <http://www.aboutcapa.com/capane.htm>)
 September – Susanne Davis
 October – Date and presenter 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/>).

October

4-6	Berlin	Lions Agricultural Fair
4-6	Hartford	Hartford Home Show
4-6	Southington	45th Apple Harvest Festival
5	Cromwell	K of C Art/Craft Show 4th
5-6	Southington	Elks Craft Show 22nd
6	Shelton	Shelton Day Festival
12	Groton	Groton Fall Festival
12-13	Bethlehem	Garlic & Harvest Festival
13	Guilford	Harvest Festival
19	Wolcott	Arts & Crafts Fair 30th
19-20	Vernon	"American Made"
26-27	Hartford	Holiday & Crafts Show
27	Shelton	Shelton Autumn Craft Festival

November

12	West Hartford	Craft Fair 21st
12	Waterbury	Santa's Workshop
10	Southbury	Autumn Craft Festival
23	Canton	Canton Holiday Craft Fair 4th
23	Shelton	Cookie Express Christmas Fair 31st
24	Glastonbury	"American Made"
29	Middletown	58th Annual Exhibit



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MJ Allaire

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other authors lose sales as well. Please respect those around you.

5. Don't like talking to strangers? If you want to sell your book, you really have to. If you're lucky, people will stop to look without effort on your part. This is rare. Say hello, comment on cute kids, ask how the food is. Just do it, Nike!
6. Watch what other authors are doing. You can learn a lot from your peers. Something may not work for them, but it might work for you. Keep those eyes peeled for new ideas!
7. If you can engage the potential reader/buyer in conversation, you may not make the sale but do your best to show them you love what you do. Sometimes it's not about the sale – it's about the people you meet.
8. Have fun!