



# The Authority

Connecticut Authors & Publishers Association—Since 1994

Connecticut's Source for  
Writing, Publishing &  
Marketing Information

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## The Speaker at the September 20 CAPA Meeting Is Okey Ndibe

**Okey Ndibe** teaches African and African Diaspora literatures at Brown University. He earned MFA and PhD degrees from the University of Massachusetts at Amherst and has taught at Connecticut College, Bard College, Trinity College, and the University of Lagos (as a Fulbright scholar). He is also the author of *Arrows of Rain* and has served on the editorial board of the "Hartford Courant," where his essays won national and state awards. He lives in West Hartford, CT, with his wife, Sheri, and their three children.



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## Author Branding - We all have a Brand Jason Mark Alster, M.Sc

According to Karen Kang, the author of *Branding Pays: The Five-Step System to Reinvent Your Personal Brand*, not having a strategy is the number one mistake both corporations and people with personal businesses make. Just like having your own business, an author too needs a business plan and an author/artist statement of purpose. Kang says people just want to get things done and do not do the hard work of planning a strategy.

This is a case of "just do it" versus "first things first" or, rather, just do the first thing, first. Karen says that in her experience, people usually do not have a clue when it comes to personal brand and positioning.

From my own personal experience, this may be especially difficult if you have multiple careers and services, have changed locations, or have added a new career. Thus, I researched the concept of personal branding. According to Karen, you need to re-position yourself from time to time and be proactive about your reputation and your image before others decide for you what you are all about. In making video book trailers for authors, I have seen the same things Karen has. Many authors are not clear as to what the message in their book is, or what message they have as an author, especially authors who have written books on different subjects. I have personally heard authors say, "My book should speak for itself."

## Contributors

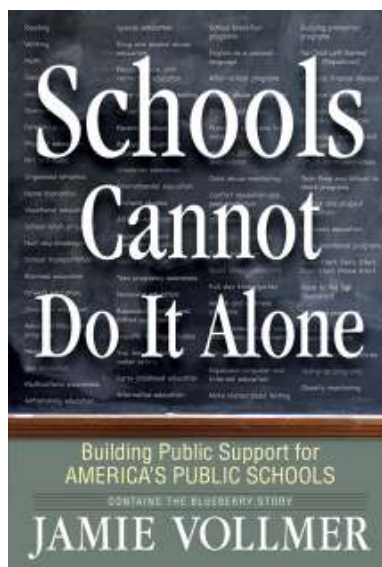
Eileen Albrizio  
Jason Alster  
Adele Annesi  
Cynthia Bercowetz  
Dan Blanchard  
Roberta Buland  
Ruth Crocker  
Tanya Detrik  
Bob Englehart  
Wayne English  
George Foster  
David Garnes  
Frances Gilbert  
Christine Ieronimo  
Ann Jamieson  
Brian Jud  
Debbie Kilday  
Elaine Kuzmeskus  
Jerry Labriola  
Dick Margulis  
Lisa Samia  
Tom Santos

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## Cover Design Strategies — George Foster

(George Foster has designed the covers for more than a thousand books and is contributing author to "1001 Ways to Market Your Books". Contact him at [www.fostercovers.com](http://www.fostercovers.com))

This book is aimed at school administrators and policy makers and we want to convey that the author knows the challenges they have. The scene depicted is a classroom chalkboard with a list of schools' ever-increasing tasks and responsibilities written on it. The title is very large but a yellow subtitle jumps out. There is a reference to the famous blueberry story, meaningful to school professionals. The title's seriousness is supported by a subdued color scheme.



## Media Tips

*The hosts are not there to hurt or torpedo you. They've invited you because you have expertise to share with the audience and you have as much talent as the person interviewing you.*

Benita Zahn, Noon News anchor and talk-show host on WNYT-TV, Albany, NY

*I don't go on as a guest. I go on as an expert.*

Eric Marcus, Author of *Breaking the Surface* and former producer for *Good Morning America* and *CBS This Morning*

## CAPA Board of Directors

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Copy Editor—David Garnes, Staff Photographer—Deborah Kilday,

## 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](mailto:brianjud@comcast.net).

Send submissions for the **Meet-A-Member** column to Jason Alster at [jasonalster@gmail.com](mailto:jasonalster@gmail.com)

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

## Author Branding — By Jason Alster Continued from Page 1

According to Karen, you need to develop clear and consistent messages that support your position. Today, you need both rational and emotional intelligence (EI) for a strong brand. You need to develop a two-part action plan: a brand improvement plan and a brand communication plan. If you do not have a clear value message, you will not break through the noise. “A great brand will give you the recognition that you deserve.”

If I use myself as an example, I personally have had this issue when I had to join a business networking group that wanted me to focus on one business concept. At first I could not. I work in different fields of medical research; I am a personal life and business coach; I am a biofeedback therapist; I tutor students; I teach art; I offer memory improvement workshops; I have authored books and videos for each subject; and I make book trailer videos.

How do I market my services and resources without confusing people? What do I say at an author signing or on social media when I have seemingly different resources to market? What connects them other than myself? How do I stand out from the crowd in each of my titles and yet keep a unifying theory of Jason Alster?

That was tough. I did not have a strategy at first and “just did it”. What happened was that people at different network meetings were not clear about what I did or stood for since I did many different things. It took me many years until I could brand myself into one understandable and recognizable unifying concept, which is RainbowCloud Learning Strategies for helping people surpass their own po-

tential. All my efforts—from teaching art to tutoring to making author videos for author branding to medical research—are about coaching people in a unique way that helps them to surpass their own potential.

My different hats were and are actually my strong points for being able to integrate knowledge from the many fields in which I am involved, and to transfer this knowledge. So yes, if you want to be a successful author / business today (publishing, marketing, engaging others), you need to make a business plan, strategize, and brand yourself first. Just do it!

## Using Simile and Metaphor to Enrich Your Writing By Eileen Albrizio



Have you created a simile or metaphor today? I’m not asking if you have used an already established simile or metaphor. I’m asking if you have created your own. To answer that, let’s define the two. Many of you may already know this, but there’s nothing wrong with a little reinforcement.

A simile is a figure of speech in which two unlike things are compared, using the words “like” or “as” to link the comparisons.

A metaphor is a figure of speech in which a term or phrase is given the attributes of something to which it is not related in order to give a comparison.

To simplify, with a simile, something is “like” something else, whereas with a metaphor, something “is” something else.

A great example of a simile is from Louisa May Alcott’s *Little Women*. “. . . she tried to get rid of the kitten which had scrambled up her back and stuck like a burr just out of reach.”

One of my favorite metaphors comes in the form of a poem called *Fog* by Carl Sandburg.

“The fog comes / on little cat feet. // It sits looking / over harbor and city / on silent haunches / and then moves on.”

I use these two examples to show that although both use a “cat” or “kitten” as a comparison, their use is completely different, evoking a unique and tangible image.

When creating your own simile or metaphor, keep these important tips in mind:

Be simple and clear. Don’t over-complicate the image or make it so obscure, the reader doesn’t understand the reference. Make sure the image you create evokes the emotion you intend. Don’t mix the images within the scope of the simile or metaphor. If you are using the cat image, stay with it. Don’t throw another animal at us in the next sentence. Be original.

Some attempts at creating an original simile or metaphor will result in something that sounds forced or over complicated. Don’t worry. It’s all a part of the process. After all, creative writing can’t always be a stroll through an August sun shower. Sometimes it’s like sitting out in a storm, getting pelted in the face with pellets of sleet. Just keep working at it. Write down the bad, and the good will come.

Eileen Albrizio  
[www.facebook.com/EileenAlbrizio](http://www.facebook.com/EileenAlbrizio)



## Internet Connections

By Adele Annesi

**Book Country** [www.bookcountry.com](http://www.bookcountry.com): This writing and publishing community enables writers to find and connect with other writers, workshop their manuscripts, learn about the craft and business of writing and publishing, and build an audience as they prepare to publish.

### Field Office [www.fieldofficeagency.com](http://www.fieldofficeagency.com):

The Field Office is a literary speaking agency that builds conversations between poets and readers. Field Office helps poets with new media and traditional marketing, event planning and literary citizenry, and they work the old way—with attention.

### NoiseTrade Books <http://books.noisetrade.com>:

This platform helps authors and publishers build audience share by distributing free e-books and audiobooks in exchange for reader data (email addresses and postal codes). Authors can promote giveaways, or embed a custom widget on their website or blog. More helpful marketing information is available online.

**Scribd** [www.scribd.com](http://www.scribd.com): This personal digital library features e-book subscriptions for virtually unlimited access to the world's largest collection of e-books and written works. Works include everything from classics to bestsellers to landmark court filings. The books are synced automatically, so you can download anywhere.

**Spreaker.com** [www.spreaker.com](http://www.spreaker.com): Spreaker enables writers to share content online. You can record a scene from your novel, tips from your business book or a reflective

## Interior Design (Part Two)

By Dick Margulis

### A picture is worth a thousand words.

**Maybe.** This is a continuation of a discussion begun in the last issue of *The Authority*



Some images are okay to use in books and others are not. There are three general criteria to consider:

1. Does the content and composition of the image add value for the reader (even if the value is purely decorative)?
2. Is the image legally available to use?
3. Is the image of a technical quality that can be successfully printed?

*Is the image printable?* The number one confusion I find with clients who submit photos they want included in their books has to do with image resolution. A picture that looks fine on a computer monitor at 72 or 96 pixels per inch turns into a jagged, pixilated mess when it is printed on paper. Learn to inspect the properties of any image you want to print. If you want it to be three inches wide on paper, the image needs to be at least 900 pixels wide (300 pixels per inch). The size of an image in pixels is called the resolution, and when someone says they need a high-resolution image, they mean they want lots and lots of pixels—at least 300 pixels per inch of final size. You can start with more and reduce the resolution successfully. Going the other direction

(starting with a few pixels and faking an increase) almost always results in unsatisfactory results.

Brightness, contrast, and other overall characteristics can be manipulated to some extent. But if you start with a very poor image, it is unlikely that you'll end up with a great one. On the other hand, if you begin with a photo that looks great hanging on the wall, it is going to have to be manipulated to look its best printed in a book. Every printer provides guidelines on adjusting the tonal range of an image for their presses. It is the compositor's job to compensate for what's called dot gain—the tendency of a dot on the printing plate to print a little bit larger. Fortunately, modern software makes this a pushbutton operation, but omit that step at your peril.

Finally, remember that line art (diagrams, cartoons) has to start out at much higher resolution than photographic images, typically 1,200 pixels per inch, to prevent jagged lines on the page.

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

## Ridgefield Writers Conference

The Ridgefield Writers Conference, will be at the new Ridgefield Library on Main Street on Fri., Sept. 26, and Sat., Sept. 27. This is an opportunity for poets and YA writers to work in workshops with former Crazyhorse editor-in-chief Carol Ann Davis, and premier Scholastic YA author Steve Otfinoski. For registration contact Adele Annesi [a.annesi@sbcglobal.net](mailto:a.annesi@sbcglobal.net)

## The ABCs of the Editing Process: What's The Story About Proper Use Of Punctuation, Part 1, By Roberta Buland



Consider how you might react if you, as a reader, who had never seen any popular western languages, saw the various squiggly forms on a page of text. Sometimes, in editing, I wonder where a writer is coming from when he/she incorrectly uses the various squiggles in an otherwise informative work.

Punctuation, or squiggles, is complicated. Yet, punctuation is one of the most important means of written communication because it governs how words are used, including definitions and style.

In my work as an editor, I devote a lot of time and energy to correcting punctuation and, in the process, teaching it to writers. So, it seems appropriate now that summer is over and that you may be gearing up to write a paragraph, chapter, book or an article, to discuss how to use punctuation to communicate more clearly with your readers.

In this and future columns, I plan to give punctuation standards that will help you communicate bet-

ter with your readers and, at the same time, improve your writing.

### Punctuation marks

The **apostrophe (‘)** marks possession, as in “Shakespeare’s book.” It may also be used to inform that letters have been omitted in contractions, such as “**it’s**.” For example, note the difference in this sentence, “**It’s** a beautiful day, but **it is** my call as to how to spend it.” The use of “**it’s**” above is a contraction. However, when it is written out, “**is**” makes the clause more emphatic.

**Brackets** can stumble anyone. Most common is “**()**” used to signify parenthesis or a parenthetical phrase, explanation, or comment. In the sentence, “Raoul (the husband of Jane) is out of work this week,” the brackets contain parenthetical information about Raoul that identifies him, but could easily be omitted from the sentence without changing its meaning.

A **colon (:)** is tricky. It is used to explain or start an enumeration, such as “Three men were at a bar: Jackson, Grey, and Hal.”

A **semi-colon (;)** breaks up a listing with commas. Enhancing the sentence above, write: “Jackson, the youngest; Grey, the tallest; and Hal, the wisest, were together at the bar.”

A **comma (,)** is perhaps the most confusing as to use. Mostly, it is used to clarify meaning. For example, “Woman, without a cell phone, is nothing these days.” “Without a cell phone” signifies how important

a cell phone is. If the sentence was, “Woman: without it, is nothing these days,” the clause “without it” emphasizes the importance of woman. The comma clarifies interpretation.

A **dash (-)** looks like a hyphen or minus sign, but differs from both of these symbols primarily in length and function. The most common versions of the dash are the en dash (—) and the em dash (—). The en dash indicates spans or differentiation, often replacing “and” or “to” such as “the US-Canadian border.” The em dash is two hyphens joined together to indicate a longer pause than a comma.

An **ellipsis (...)** is three periods together (unless it occurs at the end of a sentence when a fourth is added). It marks omitted text. It should not be used in place of a dash.

An **exclamation mark (!)** is used mainly for emphasis. It takes the place of a period at the end of a sentence. It should be used sparingly.

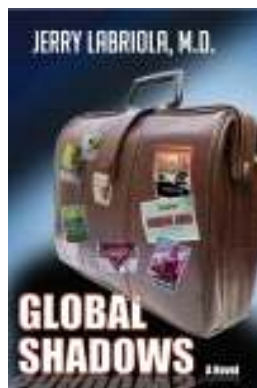
A **period (.)** is mainly used to mark the end of a sentence. It is also used to mark abbreviations of names or initials.

Comments? Contact Roberta at [rjbuland@comcast.net](mailto: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 who may also be reached at 860-308-2550.*

## CAPA Members Celebrating Success

**Jerry Labriola's** 14<sup>th</sup> book, *Global Shadows*, was reviewed in the *Waterbury Republican American*. This mystery novel revolves around a set of stolen stem-cell research papers. The hunt to retrieve them takes protagonist Paul D'Arneau to Germany, where villains are attempting to build a master race. Jerry is already well into his next book, which he plans on calling, *Diamonds & Pirates*.



**Wayne English** is looking for a writer's group that includes published authors and writers. If you know of one please e-mail [WayneAEnglish@Charter.net](mailto:WayneAEnglish@Charter.net)

*Today the Teacher Changed Our Seats* by **Frances Gilbert** is a finalist for the CLIPPA Award in the K-2 grade category. This is a CT award for excellence in independently published books. The book is dedicated to teachers everywhere who help make the classroom friendly. Ben Quesnel's eloquent illustrations of the diverse classroom, draw young readers into the book prompting empathy and discussion.

**Tanya Detrik's** non-fiction story, "The Little Bus", has been chosen to receive an award in the Literary Competition of the 36<sup>th</sup> Annual Trumbull Arts Festival. The award ceremony will be held on September 14<sup>th</sup> at the Trumbull Public Library, 33 Quality Street, Trumbull, Connecticut, with the Arts Festival following. Detrik's piece, will be published in "Pen Works", the literary publication of the competition. Excerpts of the winning entries will be read on Monday, September 15<sup>th</sup>, at 7 p. m. at Bijou Theater, 275 Fairfield Avenue, Bridgeport.

**Lisa Samia** was on Connecticut style on Friday August 22. Discussing the CAPA writing contest award for her essay, *My Tiny Pieces of Wood*.

**Ann Jamieson**: "I have a new Kindle that is being released. "Theodore, Musings of A Small Dog." The "intro" version, "Meet Theodore," immediately went to the top 100 of its category, so fingers crossed for this one. It's adorable!"

**Cynthia Bercowetz**: "I have found out that you have to sell yourself and your books no matter long you have been in the business. Two classic examples. I am in Naples, Fla. and while here, I found a steak and seafood restaurant that recently opened. The owner is from New England. He has heard of "The Legend of Charter Oak" I have written about as he is a native New Englander. He will feature my book in December, and advertise it before I book sign at his restaurant. Also, one of the hospitals in Cape Coral, Fla. will be featuring children book authors. My books will be included."

**Bob Englehart** will be at the Mark Twain House and Museum Tues. Sept. 16 at 7 p.m. to sign and sell his book "Trackrat: Memoir of a Fan." The evening starts with a panel discussion featuring race car drivers Renee Dupius, Ed Flemke Jr. and Sean Foster. They'll be bringing two race cars to display, a Late Model and a Modified. Shawn Courchesne, RaceDayCT.com auto racing reporter and blogger will moderate.

Circle your calendars for October 9th. CAPA member **Elaine Kuzmeskus** will be doing two events at the Mark Twain House and Museum in Hartford CT. The first is SEANCE 101 Program at 6:30 p.m. where she will explore the fascinating world of physical mediumship and Victorian Séances. The second is The Private Séance at 8:30 p.m. Call (860) 280-3130 or visit [http://www.marktwhainhouse.org/visitor/events\\_programs.php](http://www.marktwhainhouse.org/visitor/events_programs.php)

**Adele Annesi's** essay "The Bel Paese and a Writer's Voice" is slated for publication this fall in *Essays on the Success of Women*, from Chatter House Press. Adele is also writing a new book on the mentoring process in creative writing.

On Memorial Day 2014 **Ruth Crocker** attended a breakfast at the White House during which she was able to present her memoir, *Those Who Remain: Remembrance and Reunion After War*, to President Obama. She just received a letter of thanks from him!

**Christine Ieronimo's** children's picture book *A Thirst For Home, A Story of Water Across the World* was released this spring and is moving steadily along. It took me five years to get published. I am speaking at the Terryville Library March 21st at 2pm about my journey to get traditionally published.

## Internet Connections By Adele Annesi Continued from Page 4

passage from your memoir. Spreaker also sends updates to social networks for live broadcast in seconds from a mobile app or desktop.

**TextAloud [www.nextup.com/](http://www.nextup.com/)**  
**TextAloud:** This Windows-based, text-to-speech (TTS) software app lets your computer talk with AT&T Natural Voices. TextAloud reads text aloud from emails, Web pages, reports and more on your PC.

**WIX.com [www.wix.com](http://www.wix.com):** This free, cloud-based website builder enables you to create free HTML5 websites and mobile sites via easy-to-use, drag-and-drop tools. You can also customize your look without the need for coding skills. If you're looking for a quick and easy way onto the Web, WIX works.

Adele Annesi is an award-winning writer, editor and teacher. Her book is *Now What? The Creative Writer's Guide to Success After the MFA*. Visit her editor's blog, [wordforwords.blogspot](http://wordforwords.blogspot), and at [www.adeleannesi.com](http://www.adeleannesi.com). Contact her at [a.annesi@sbcglobal.net](mailto:a.annesi@sbcglobal.net).

## Book Marketing Tip

Writing your business plan as you would write a novel can be a fun way to complete your plan. It can help you identify and deal with hidden assumptions and the people (characters) that impact your business. Your subplots help you recognize the value of previously unsought opportunities, perhaps in non-bookstore markets. And your narrative can point out the interdependencies of market segments rather than dealing with them as isolated groups.

## Schedule of Upcoming Meetings

### CAPA CENTRAL



**Sycamore Hills Park Community Center Avon, CT 10:30 am (<http://www.aboutcapa.com/avon.htm>)**  
September 20: Okey Ndibe  
October 18: Jerry Labriola  
November 15: Panel Discussion

### 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>)**  
September 15: Groton Inn & Suites  
October 20 Groton Inn & Suites  
November 17: Groton Inn & Suites

### 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>)**  
September 8: Chris Gallo  
October 13: Topic TBA

### CAPA BOOK-NETWORKING MEETINGS



**Location: Wethersfield Public Library, (Jason Alster, [jasonalster@gmail.com](mailto:jasonalster@gmail.com))**  
September: Date and topic TBA  
October: Date and topic 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>)**  
Sept 10: Julia Pistell (from Mark Twain House)  
October 15: Topic TBA  
November 19: 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/>).

### October

3-5	Berlin	Berlin Lions Agricultural Fair
3-5	Hartford	Hartford Home Show
4	Branford	The Apple Festival W/Crafters 12th Annual
5	Shelton	Shelton Day Festival
11	Groton	Groton Fall Festival
11	Windsor	Fall Arts & Crafts Fair 23rd
11	Bethlehem	CT Garlic & Harvest Festival
18	Wolcott	Arts & Crafts Fair 31st
26	Shelton	Shelton Autumn Craft Festival
21	New Haven	Celebration of American Crafts 46th

### November

1	Oxford	Oxford Arts and Craft Show 42nd
2	Waterbury	New Age & Craft Expo
8	Cheshire	Christmas Bazaar 11th
8	Southington	First Lutheran Holiday Fair 4th
8	West Hartford	Craft Fair 22nd
9	Groton	Groton Arts & Crafts Fair
9	Southbury	Autumn Craft Festival
15	Cromwell	Holiday Craft Fair
16	Waterbury	Waterbury Arts & Crafts Show 3rd
22	Bolton	Sleigh Bells Ring Christmas Fair 44th
22	Canton	Canton Holiday Craft Fair
23	Madison	Christmas Boutique
23	South Windsor	South Windsor Arts & Craft fair 1st
30	Southington	Southington Arts & Crafts Show 20th



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

## 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 next free CAPA webinars are:

**September 11:** How to Sell Your Self-Published Book to a "Real" Publisher, by Shel Horowitz; Sign up at <http://tinyurl.com/onlz3hw>

**September 25:** Making Persuasive Presentations For Large-Quantity Sales; Sign up at <http://tinyurl.com/m8dvvbqr>

The APSS 2014 Sales Conference will be held on October 24—25 at the Embassy Suites Hotel, Philadelphia airport. Take advantage of the Early Bird Special — discount ends Sep 19. For more information, please visit <http://tinyurl.com/kxucber>