



# The Authority

Connecticut Authors & Publishers Association—Since 1994

Connecticut's Source for  
Writing, Publishing &  
Marketing Information

Volume 17 Issue 2

February 2010

## 16th Anniversary Dinner Planned For March

We're having a party  
to celebrate  
CAPA's 16-Year Anniversary  
Members! Spouses! Friends!

### Annual Writing Contest Awards

Please join us on March 20 for a catered gourmet dinner.  
DJ with dancing  
Dinner and dancing from 6:00 pm to 9:00 pm  
Date: Saturday, March 20

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## Meet A Member - Cara Simmons



*(Editor's note: Here's  
new member Cara Sim-  
mons, telling her story in  
her own writer's words)*

I was born and raised in the hills of Vermont, in a little town called Westford. I lived on a dead-end dirt road, where I spent

many hours riding my bike and playing games with my five siblings and neighborhood friends. I practically lived in the woods behind our house and dreamed up stories and ideas that I hoped would one day become an actual book with my name on it.

In my sixth year, I began homeschooling, using a program called Summit Christian Academy based out of Texas, and graduated in 1993. I took a few writing courses at Community College of Vermont and worked many different temp jobs until I landed in the Community Health Department of Fletcher Allen Hospital in Burlington, Vermont.

I moved to Connecticut after I met and married my husband, who has been a resident of Wallingford all his life. After living in Vermont all those years, I had a major life shock to find myself in the bustling state of Connecticut. We will celebrate our 12<sup>th</sup> anniversary on May 30<sup>th</sup> of this year.

My current profession is wife, mother, homemaker, and homeschool teacher to four of my five children. I write when I can find the time to squeeze it into my busy schedule. Some weeks go by when I don't get to write anything. Summer is my best time to write.

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## Meetings

Southwest Division  
Shelton  
February 8, 6 pm  
Program to be announced

Main Meeting  
Avon  
March 20 6-9 pm  
16th Anniversary Party

Southeast Division  
Groton  
February 15, 6 pm  
Program to be announced

Check the CAPA website  
for details.

## Baking With Barb by Barbara Klein



I will never forget where I got the recipe for Blackberry Wine Cake. I was visiting my sister, Tince, who lives in Virginia. It was summer time, a time for relaxation and reunions. Well, I love reunions because they give me a chance to see family and friends that I wouldn't see for another year. I get to catch up on all the latest gossip—a chance to see who is going to have a baby or who has been added to the family tree. It also gives the opportunity to experience the old favorite southern recipes remembered from my childhood—banana pudding, chocolate cake, rhubarb pie, peach cobbler, fried chicken, chicken and noodles, and the list goes on. Truthfully, though, I would be disappointed if there weren't a few new recipes to savor, and this time I was not disappointed in the least. New foods were added to the table just like babies were added to the family. However, the recipe that I wrote and remembered was my sister Tince's recipe for Blackberry Wine Cake. Moist, rich and a little decadent, it is one of my favorites. Since this was the recipe most asked for last month I will share it here. If there was another recipe that you really want to make, just email [barb@kleinfamily.us](mailto:barb@kleinfamily.us) and I will send it to you.

### Blackberry Wine Cake

*Preheat the oven to 350 degrees Fahrenheit*

*1 box Betty Crocker white cake mix*

*4 eggs*

*1 cup of oil (or substitute half applesauce)*

*1 small box of blackberry Jell-O*

*1 cup of Manachevitz Blackberry Wine*



*Place all five ingredients in large bowl and mix by hand or mixer until smooth. Spray a fluted pan with baking spray and flour lightly. Pour cake mixture into pan and bake for 55 minutes or until a toothpick inserted in the center comes out clean. Place on rack and pour half of glaze over cake.*

*Let it set until glaze is absorbed, about ten minutes. Loosen around edges and transfer to cake plate. Pour or spoon remaining glaze over cake.*

#### Glaze

*1 cup of powdered sugar*

*½ cup of Manachevitz Blackberry Wine*

*Mix the two ingredients with a wire whip to eliminate lumps. Enjoy!*

## Article Submission

The Authority welcomes articles written by members. Here are some guidelines that we would encourage.

Articles should be about 500 words in length. If the article is larger, 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.

Every aspect of writing, publishing and marketing is of interest to readers of The Authority. Your personal slant on this business is of interest to all of us and welcome.

Please submit articles to editors Peggy Gaffney - [gaffney@kanineknits.com](mailto:gaffney@kanineknits.com) or co-editor David Garnes—[davidgarnes@msn.com](mailto:davidgarnes@msn.com).

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## CT Authors Association and JCC Partner for Talk With Acclaimed Author



The Connecticut Authors and Publishers Association (CAPA) partners with the Mandell Jewish Community Center (JCC) in West Hart-

ford for the Jewish Book Festival with acclaimed novelist Chris Bohjalian, and a writing workshop prior to the talk by award-winning CAPA editor and writer Adele Annesi.

Chris Bohjalian is the author of twelve novels, including *Skeleton at the Feast*, a World War II love story and *New York Times* bestseller. His novel *Midwives* was a bestseller and an Oprah Book Club selection. His work has been translated into over 25 languages. His new book, *Secrets of Eden*, will be published in February

and will be a Lifetime television movie. Mr. Bohjalian's talk will begin at 7:30 p.m.

Preceding the talk is the innovative "Art of Editing in Writing" workshop for fiction and nonfiction writers by award-winning editor and writer Adele Annesi. Sponsored by CAPA, the workshop uses the six "Rs" of editing — reading, revising, rewriting, restructuring, researching and re-reading — to help writers hone their work for today's competitive market. A former development editor for Scholastic Publishing, Adele is a fiction and nonfiction book

editor specializing in business, religion and memoir. For a preview, visit her Word for Words blog, linked from [adeleannesi.com](http://adeleannesi.com) website,

For more information about the JCC book festival, visit The Jewish Book Festival, contact Elana MacGilpin or call 860-231-6316. For more information about CAPA, visit [AboutCapa.com](http://AboutCapa.com).

## THE EXOTIC WORLD OF BALI FILLS A WELL By Ames K. Swartsfager



I had been having a very dry creative spell. I was spending long hours at the computer, but with little results. The well was dry.

Alaina, Judy and I went to Bali for five days and stayed at a beautiful hotel. It was called Puri Saraswati, Bungalos, and was located next door to a Hindu Temple for the Goddess of Education and Music. It was very exotic and yet peaceful.

We toured around the island with a driver Alaina had hired. He was

very nice to us and invited us to visit his home and family. They live almost completely outdoors. Not in palm thatched huts but in very nice areas, one two walled that includes a dining room, living room, kitchen, rice storage area and then one

four walled larger house in which they sleep.

Perhaps it was the nearness of the Goddess of Education; perhaps it was nothing more than the exotic peacefulness of the place, but the juices of creativity started pouring in again. We returned to Singapore for Christmas and my waking hours were disturbed with story ideas. It was driving me crazy.

The whole family, Enrique, Alaina, Austin, Rachael and we old folks flew to Thailand, where we

stayed in a fantastic hotel by the ocean. The second day I paced the floor in our hotel room while Judy was dressing for breakfast.

"What's wrong with you?" she asked. "Aren't you having fun?"

"Of course, I'm having a great time," I replied. "It's just that I keep getting stories in my head. I have a hard time going to sleep because they keep running through my mind. I have to do something about this."

"Well," she said, "go right ahead. Write some out. Alaina and I are going shopping and will be gone all morning."

I sought out the business lounge and borrowed a computer. Here I stayed for most of the day. I wrote two short stories and started on a new book, *Voices from Prison*. The pressure to write had dimin-



ished, like the air was being let out of a balloon.

I could sleep now and enjoy the sights. Still the stories came, some of which I have already forgotten and some of which I have drafted after returning home.

I did not want to leave Bali. I hope to return there soon and open my creativeness again. My well was full to overflowing.

[h t t p : / / swartsfagerbetweenthe-devilandthedeep.blogspot.com](http://swartsfagerbetweenthe-devilandthedeep.blogspot.com).

## "Old Conductors Never Die: Editing in Motion" by Adele Annesi

Old conductors never die, so the saying goes; they just take the midnight train to Georgia.

I'd like to take credit for that, but somebody else said it, someone on the Friday commuter train from Grand Central to Connecticut. You never know what you'll hear on a train or elsewhere, so if you're writing contemporary dialogue, it's important to listen to how people speak, especially when they think no one's paying attention. Then you can go back and edit for two essentials—sound and content.

Not only did the comment about conductors give all within earshot a good laugh, but somebody picked up the thread and started singing *Midnight Train to Georgia*.

Nobel laureate Ernest Hemingway had a minimalist approach to dia-

logue learned during his stint as a reporter with *The Kansas City Star*. He wanted to get at the meaning behind the words and reveal the essence of his characters—still a good practice. So, let's look again at the train conversation. Not only is it a reminder that sound bites make great titles, but it also reveals a lot about the people speaking. To recap, there's the comment about old conductors never dying, just taking the midnight train to Georgia, then laughter, then somebody singing a few bars of *Midnight Train to Georgia*.

From this exchange you hear wry commuter humor, slightly sarcastic, a little jaded, and you hear relief that the end of the work week has finally come. You also get a sense of the age of this crowd from the framing of the observation about conductors and its connection with dy-

ing. You get a further sense of their age from the varied segues from one topic to another. You also realize they know each other pretty well; the observations were a collaborative effort—they finished each other's sentences.

As for content, what you leave out of a conversation or character's inner thoughts is as important, or more so, than what you put in. Here's an example of external dialogue from a restaurant scene in a contemporary novel in progress:

Lia settled herself in the chair. "So, why the good mood?"

"Now that you ask ..." Zel turned and swung one leg over the other. "I've come up with a new theme for my broadcast. Connections, is aging, love, and be-

lieve it or not I'm actually running out of them, connections, that is. I'm thinking of opening things up with an arts segment—Cultural Club—doesn't that sound retro?"

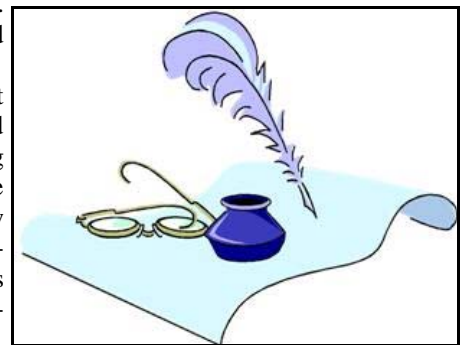
"It does." Lia started to reach for her napkin.

Zel glanced at the slip of white gauze. "What's that?" She nodded at Lia's wrist.

Lia dropped her bandaged hand to her lap.

"Well?" Zel was staring at her.

*Continued on page 7*



## Southwest and Southeast CAPA—Opportunities To Speak And Learn

For those of you who are just beginning to speak in public but would love to be able to practice talking about your writing in a non-threatening venue, we have excellent venues for you: Southwest or Southeast CAPA. They are small gatherings that, despite their size are still lively and enthusiastic. This is a chance not only to speak but to get involved with your audience.

CAPA members who attend the meetings in Avon to learn might want to wander to Shelton on the 2nd Monday of the month and to Groton on the 3rd Monday.

Pictured here is CAPA member Shirley Webb, who re-

cently spoke at Southwest CAPA. Shirley writes Young Adult stories that are tales of Native Americans who are part of her heritage. Shirley is one of the speakers at CAPA-U on writing for Young Adults. This is a very popular field. Not only do you have a market through the normal outlets, but school libraries are constantly in search of new YA authors.

Be sure to take advantage of the additional chances to speak or learn with not one, not two but three CAPA meetings each month. Connecticut is a small state. It is not far to drive to attend all three events.

Give them all a try. Better yet, go with a friend.



## ABCs Of The Editing Process

By Roberta J. Buland



the year 2012. A book can take a year or two to “sell” to a publisher and at least that long to finally make it to bookstores.

**Control.** Did you know that once you “sell” a book to a publisher, the publisher actually owns it, and by extension, you! That is, the publisher can decide to change the title, cover design and book contents without even consulting you, let alone get your approval. In other words, by the time your book is published, it may not even look like the book you sold to the publisher!

**Marketing.** You can do a better job of marketing or “selling” your book to businesses, particularly if it is a book that will benefit particular fields, such as mental health, how-to or education. Whether fiction or non-fiction, you, the author, know the book best. Therefore, you are the

best person to market it, except perhaps your mother! If you self-publish, you have total control over the way it should be marketed. Also, commercial publishers don’t always do the marketing for you.

**Can’t find a publisher or agent.** Your book may be the best one available on your theme or storyline. You’ve spent several months looking for a publisher or agent, but no one has bought it. Yet, you believe it has value and that readers will enjoy it and/or find it useful for many reasons. Then, it may pay you to publish it yourself.

**It’s a book that is intended only for a small audience,** like a memoir to leave to your family, or a book on a subject that will have a specific initial audience.

There are many

other reasons why you might want to self-publish. Today, it is often the way to go for an author.

If you are set on self-publishing, don’t you want your book to be the very best it can be? Or, to put it another way, do you want a book to be published, at your own expense, in multiple copies, say 500 or 1,000 or more copies, that has errors? What will your readers think of you as an author if they find blatant errors that an editor might have caught? Amateurishness is not an acceptable way to gain readers. Whatever the reason, whether you are planning to seek a commercial publisher or publish yourself, you will most need an editor.

Do you want your published or printed book to appear AS IF Random House or McMillan published it?

*Continued on page 6*

### Do You Need an Editor if You Plan to Self-Publish?

The answer to the title question is “Why not?” Authors self-publish for many reasons:

**Time.** The book’s theme is time-sensitive, like Joe Wactowski’s 2012. If Joe had waited for a commercial publisher to buy it, he might have waited past

## 16th Anniversary Dinner Planned For March

*continued from page 1*

CAPA is celebrating its 16th anniversary on Saturday March, 20, by having a party for all members. Over the years we have grown so that we now number over 200 active members sharing our expertise in the fields of writing, publishing and marketing.

The party will be held in Avon at our usual meeting site: the Community Room at the Avon Senior Center, 635 West Avon Road, Avon, CT. It will be held from 6 pm to 9 pm with a catered gourmet dinner, dancing with music

supplied by the wonderful DJ we had last year and an excellent chance to have fun with all your fellow CAPA members.

This year the event will include the Awards Ceremony for the annual Writing Contest.

The price for the evening is \$20.00 per person. Soft drinks will be provided, but members are invited to bring their own beer or wine if they wish it with their dinner.

This will be a great time to renew old acquaintances, to network with other

people in the publishing business and to rekindle your desire for getting published. But the overwhelming goal for the evening is for all CAPA members to have fun. If you know of others from the past, either members or speakers who might be interested in attending, please tell them that they are welcome.

For more information or to make a reservation contact BrianJud@comcast.net or at P.O. Box 715, Avon, CT 06001-0715 RSVP by March 9. You may pay by cash, check or credit card.

Get the REGISTRATION FORM on-line at the CAPA Website. Just download the pdf of the form and send it to Brian. Be sure to include the names of all the people attending and make check payable to CAPA.

We look forward to seeing everyone there.



**Meet A Member - Cara Simmons**

Continued from page 1

I began writing when I was just a young girl, and wrote many silly stories that never made it out of my room. I did most of my writing by hand and so I developed quite the writer's bump on my middle right finger. I still have some of those stories put away today (I get them out once in a while to see the progress I have made over the years). I also kept diaries/journals during my teen years, which are also still "put away". I took a creative writing course in Community College, which really helped me learn how to use description to make my stories exciting and believable. That is something that has stuck .

Why do I write? I love to write simply because

it allows me to communicate much better than I can speak to somebody. I've always loved to put my thoughts and feelings down on paper. There were many times when I would just sit and observe everything that went on around me, jotting down actions and conversations of the people in the same room, usually my own brothers and sisters. I found it very relaxing, and it was a way to get my emotions written down and out of my head.

As far as the writing process is concerned, I would have to say I enjoy the actual writing part the best. I do not like the endless hours of editing, or seeing my work all marked up. I like to see how the story develops over time and becomes a polished masterpiece as it is completed.

I've done a little bit of research, and found it very rewarding. It is interesting to study a topic and find out all kinds of information you never knew about.

So far I've published two novels in a three part series entitled, *The Orphans of Mordecai's Castle*. The two books are *Book One: The Haven* and *Book Two: The Leviathan*. I have also written some poetry and some songs

My goal is to write the third book in the Orphan series this year. I also have some plans to write a small workbook to go along with each of my books for homeschool families to use as part of their curriculum.

I joined CAPA last summer and was able to attend the book signings once at the Big E in September. That was

a really neat experience and I look forward to being at the Big E in 2010. I am also looking forward to what I can learn during CAPA University 2010 in May.

And... I could always use some help when it comes to marketing my books. I have learned a lot in the past year about marketing and was featured on Harry Rinker's show, "Meet the Author" on WXCI, back on Thanksgiving of 2009. I need more good ideas as far as how I can advertise and market the book without costing me a fortune, or taking me away from my family for very long.

(For more information on Cara, please check out her website at [www.carasimmons.com](http://www.carasimmons.com))

**ABCs of the Editing Process By Roberta J. Buland continued from page 5**

Do you want to be sure that your book "looks like it was professionally published?" Are you sure that you have found every typo, misspelling and other technical error? Are you sure that your work flows, paragraphing is good, and sentences are complete and not awkward? Are you sure that your book is well organized, has a reasonable plot and realistic characters (even if your novel is sci-fi, romance or paranormal)?

If you have answered "yes" to all of the above questions, go ahead and self-publish now. If you answered "no" to any question above, think about hiring a professional editor to "fix" the problems or concerns that the

above questions might suggest.

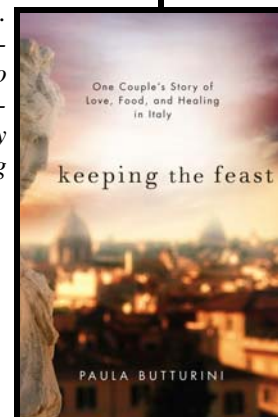
Many CAPA members have self-published their books with the intention of selling them to a commercial publisher or finding an agent to help them do so. A book that "looks like" it has been commercially published stands a better chance of finding a buyer and/or agent than one that looks "self-published."

So, if your goal is to produce the best book that you can and one that looks commercially published, "Yes, you need an editor if you plan to self-publish."

Remember, your goal is to

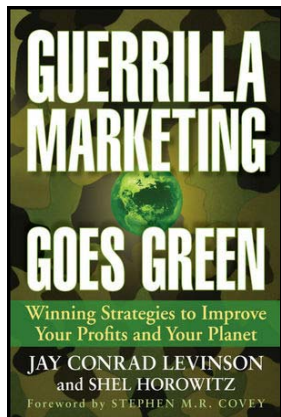
produce a book that is the best it can possibly be.

*Roberta Buland is the owner-operator of RIGHT WORDS UNLIMITED in Avon. She is a past president of CAPA and an experienced editor who can be reached at 860-214-5367 or at [rjbuland@comcast.net](mailto:rjbuland@comcast.net) She is always happy to answer questions about any aspect of editing and publishing.*

**Brag Board**

***Keeping the Feast*** (Penguin) A memoir that traces the path of a single bullet that upended my family's life as my husband was shot and nearly killed. We went through years of serious trouble once he developed post traumatic stress syndrome. Ultimately, though, it is a memoir that celebrates the healing to be found in the sharing of food, three times a day, among friends and family in Italy and France. Further details can be seen at: <http://www.paulabutturini.com>

## Brag Board



John Wiley & Sons just published **Shel Horowitz's** eighth book, *Guerrilla Marketing Goes Green: Winning Strategies to Improve Your Profits and Your Planet* (co-authored with Jay Conrad Levinson, who has about 60 Guerrilla Marketing books to his credit).

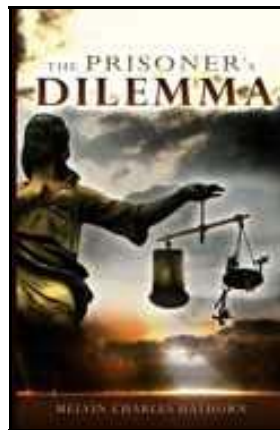
Shel says that, "Of the eight books I've done, I think this is far and away the best, and the most important—one with the potential to create a society where future Bernie Madoffs won't be able to find new victims, and where Green companies that

'get it' can thrive and prosper. This book demonstrates the importance of Green and ethical practices not only because they're the right thing to do, but because they're the easiest path to a successful business."

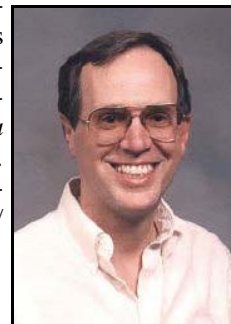
You can read more about the book at <http://www.guerrillamarketinggoesgreen.com>, or view the press release at <http://www.prweb.com/releases/2010/01/prweb3484924.htm>.



**Mel Hathorn** has been asked to present a workshop, "The Hero's Journey;



The Use of Jungian Archetypes in Literature" at the Fiction Fest Conference of the CT Romance Writers Association in Meriden on 4/24 at the Four Seasons Sheraton. There will be a cocktail party and authors' book signing at the end of the day. Mel's latest book is *The Prisoner's Dilemma* (see [www.authors-den.com/mel](http://www.authors-den.com/mel))



Award-winning writer Adele Annesi has two short stories published in literary magazines. "Entertain Strangers," about lost opportunities, appears in Issue 9 of *34th Parallel* and is available at Lula. "All the Pretty Places," about the cost of second chances, appears in *Tertulia Magazine* and can be viewed at [Tertulia.com](http://Tertulia.com). A former development editor for Scholastic Publishing, Adele is a book editor, specializing in business, religion and memoir. Her work regularly appears in blogs, columns, literary journals, magazines and newspapers. She also teaches editing and writing workshops. Visit her Word for Words blog and her website [adeleannesi.com](http://adeleannesi.com).

## "Old Conductors Never Die: Editing in Motion" by Adele Annesi cont'd from p. 4

Lia moved her hand; her wrist was starting to stiffen. "I could tell you it was Oz."

Zel shook her head. "The dog—that benign creature? He should sue."

"Oh, I don't know, Oz can be a pretty tough character sometimes."

"Come on, Li, you're going to have to do better than that."

### Revised:

Lia settled back.

"Why the good mood?"

Zel swung one leg over the other. "Got a new theme for my broadcast. Connections is aging, love, and I'm starting to run out of them, connections. So it's either go global with a new call-in show or nix the theme. I'm thinking of something on the arts—Cultural Club—totally retro, no?"

"It is." Lia reached for her napkin.

Zel gasped. "What's with your wrist?"

Lia dropped the bandaged hand to her lap.

"Well?" Zel stared at her.

Lia moved her hand. Her wrist had begun to swell. "I could tell you it was Oz."

"That sweet dog? He should sue."

"I don't know, he can be pretty tough."

"Come on, Li, we both know better than that."

In paring down the dialogue, the meaning of the scene is

exposed and so are the characters. It also flows better, and there's heightened tension—always a good thing.

**Editing Prompt:** The next time you're out in public listen for sound bites that spark ideas for titles and stories. Keep a list for inspiration. Also, review something you wrote a while ago, and edit the dialogue. Pare it down to only what reveals the essence of characters and the real purpose of the scene.

## Social Networking: Your Best Marketing Tool by Peggy Gaffney

Have you ever looked at a spider's web? No, I mean really looked. The way it grows is layer upon layer until the spider is satisfied that he has achieved his goal.

Well, when you decide to market using social networking as your base, your methods are very similar. You might start small, signing up for a social network where you are already aquatinted with most of the members, such as through a club like CAPA. Our social network now consists of 100 members but not only members of CAPA, but people who want to know more about what we do here in Connecticut.

I remember many years ago signing up for my first Yahoo Group, Samoyeds of course, and being delighted with the fact that I could become friends with people of like interest around the world. Now, I've been on the internet since it began so I took to this form of communication like a duck to water.

When I went to write my first knitting book *The Crafty Samoyed Knits*, it was to these lists (I was now on several) to let people know that I was writing the book, that I was looking for photos to include, and that I would be interested to know what types of designs they would like to see.

Since these were my friends, they got very active and soon I had my book finished, printed and could begin to market it. Of course the obvious first

place to let people know it was available was the now several social networks. The people on these lists had been waiting since I had been posting about this journey into writing and the orders came flowing in.

When I began my second book, *The Crafty Labrador Retriever Knits*, the first thing I did was check out and sign up on several Labrador Retriever lists. I posted to the list what I was doing and asked if any of them would like to share photos of their dogs with me to include in the book. People had gotten to know my background and I immediately made friends with a number of breeders and club members plus I linked up with a professional field trial photographer who was delighted to share photos she had taken of Labs hunting in the field with me. She later went on to supply photos for the Golden Retriever book as well. Again, my first marketing effort was the lists and the orders came in.

One of the most interesting experiences I've had stems from signing up for Martha Stewart's *Dreamers Into Doers* social network for

women who are building their own businesses. Becoming active with this group has given me friendships that will last a very long time plus it has presented me with an opportunity to share marketing information with dynamic women who, though they are all in different fields, approach marketing as a challenge to be met with joy.

This fall we were chatting about getting together (physically) so that we could pick each other's brains. We decided that those interested should meet in NYC in January and maybe we could attend the *Martha Stewart Show*. Well, as I told you, this is a very dynamic group. By the time the final arrangements were made, there were 39 of us getting together out of the more than 4,000 members. The project grew that we would be having a luncheon for women in the Safe Horizons battered women's shelter with each of us presenting the women with gifts. For my part that became knitting 54 scarves. I was one of the five who spoke at the luncheon, which was ca-



tered by our own member chefs after our Rachel Gaffney (no relation) gave a demonstration of genuine Irish cooking.

The next day we attended the show and then had the opportunity of touring Martha Stewart Living Omnimedia which is so large it takes up two floors of a building's entire city block. We met everyone involved in the magazines, books, television and learned what was involved in bringing it all together. For me, the biggest thrill was meeting Executive Vice President in charge of Crafts, Hannah Milman, who had seen one of my books, thanks to Martha bringing it to her attention, and who wished to stay in touch with me for the possibility of working with them in the future.

Hurray for social networking!



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