



The Authority

Connecticut Authors & Publishers Association—Since 1994

Connecticut's Source for Writing, Publishing & Marketing Information

Volume 17 Issue 5

May 2010

7th Annual CAPA-U Issue

Doctors Henry Lee & Jerry Labriola Speak



Jerry Labriola, CAPA's co-founder and retired doctor and professor of medicine. They have built their partnership writing about true crime cases, recent and those that have fascinated readers down through history. Their three books to date are: *Famous Crimes Revisited*, *Dr. Henry Lee's Forensic Files* and *The Budapest Connection*. Dr. Labriola also is the author of seven mystery novels, the most recent being *The Strange Death of Napoleon Bonaparte*.



Rosemary Harris - Writing Mysteries, **Eileen Albrizio** - Writing Poetry, **Shirley Webb** - Writing Young Adult, **Peggy Gaffney** - Do-It-Yourself Publishing, **Eric Kampmann** - Marketing Out-

The writing team of Drs. Henry Lee and Jerry Labriola works together to create stories that chronicle some of the most puzzling crimes of all time. Dr. Henry Lee, internationally known forensic scientist, is the author of thirty books, three of them co-authored with Dr.

Also teaching as part of the writer's conference are

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Meet A Member

Jay Worsham

By Ursula McCafferty



When I received contact information for this month's "Meet a Member" candidate,

listing his email address as BigTVStar@yahoo.com, I wondered. Now I know! Jay Worsham is the one who did those zany commercials for Bedding Barn!

Well, I have found out a lot more about Jay: He is also an author. The road to creative writing was not a romp but a complex journey.

Jay originally hails from Tulsa, Oklahoma. His primary school years were spent in many locations from Oklahoma, Arkansas, and California to Connecticut. Later he

earned his bachelor's degree at Florida Atlantic University.

He began his broadcasting career as a radio announcer and progressed to weatherman on a Hartford station. The exposure led to his "BIG TV STAR" status when he became the zany Bedding Barn spokesman. This all occurred during what he refers to as his "first life" while married to his first wife. Thanks to the Bedding Barn checks, they and their three sons became "Disney World junkies," mak-

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Meetings

Southwest Division
Shelton 5/10
Lou Norton—Building Web Presence

Main Meeting
Avon 5/15
Brian Jud—Marketing

Southeast Division
Groton 5/17
Marisa Nadolny, Editor of the Times

Check the CAPA website for details.

Baking With Barb by Barbara Klein



Judging from the appearance of the table at the end of the C A P A meeting on April 17th,

all the food was a hit. We had only the picture of the Danish Orange Cake, taken before our guests arrived, to remind us of what had been. The cake plate with only the sliced orange ornaments, said it all—not quite—all the homemade bagels were gone, too.

For months now I have scoured my recipe files looking for this old recipe and thankfully just found it last week. Meanwhile, I looked online for the recipe, but could not find one ex-

actly like it. Some 40 years ago this recipe was translated from a Danish cookbook, by a Danish friend of mine. I hope you enjoyed it as much as I did. I have been tempted to add a little orange liqueur, but haven't yet. If you try it with the liqueur, let me know how it tastes. Happy baking!

Danish Orange Cake

You will need a greased and floured spring-form pan, a large mixing bowl, a rubber spatula, a wire whip, a knife, and a rasp or grater for the peel.

Ingredients: 2 ¼ sticks of butter (no substitutes)

1 ¼ cup sugar

3 eggs

2 cups flour

Procedure: Cream the butter and add the sugar. Add the eggs one at a time and beat

until fluffy, using a wire whip. Add the flour a cup at a time. Pour the batter into the prepared spring-form pan and bake at 350 degrees for about 50 minutes. When the cake is done, remove it from the oven and allow it to cool for about 10 minutes. Next, remove the cake from the spring-form pan and place it on a serving plate. Now prepare the topping.

Topping

1 large lemon

2 oranges

1 cup sugar

Grate the rind of both oranges and lemon and set it aside.

Make sure you get only the colored part of the rind. Cut one orange in half and keep it for garnish. Juice the remaining 1 ½ orange and the lemon. You should have at least 1 cup of juice, if not,



add regular orange juice to make 1 cup. Put the juice and the sugar into a small sauce pan and bring it to a boil. Next sprinkle the peel over the warm cake, slice the remaining half orange into half circles and decorate the cake. Spoon the sweetened warm juice over the top. Cool it completely before serving.

Hint: Choose the heaviest oranges with glossy peel. Make sure there are no dents or flat spots on the oranges or it could indicate they have been around a while.

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.

Articles should be about 400 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. Please do not do fancy formatting, such as indents, as it will be removed to fit into columns.

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 editor Peggy Gaffney at her email gaffney@kanineknits.com

Meet A Member

Jay Worsham

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ing two to three trips to Florida each year. Jay claims he can sing all verses to "It's a Small World" in its entirety. (I can relate to that because my daughter and her friend memorized it and used it to torture us.)

In his "second life" (second wife), Jay became a Florida weatherman, continued doing zany commercials, and went to college. He took a creative writing course, and the writing bug bit him.

Jay's first novel was a fantasy, *The Knotted Sword*, which he pitched through the mainstream publishing system, thereby learning a bitter lesson called "the query letter." To quote Jay, "That's

when I learned that your book can be rejected before anybody has read a single word of it. Apparently a lot of the magic of being accepted is in the query letter. If you can't hook them with the query letter, your book is doomed."

Ten years passed before he tackled another novel. In the interim he left TV and worked at a local newspaper in South Florida as a reporter/editor/columnist. In 1994 his daughter Rebecca was born in a small town west of Palm Beach named Loxahatchee Groves. That will take up a lot of space on any application form requiring "place of birth."

Jay's second novel is titled *Florida Freeze: A Rick*

Fortune Adventure. Jay describes it as a humorous thriller which he self-published. Jay's comment on this experience: "What an education that was!"

Florida Freeze is now on Amazon in paperback or e-book form, which, in Jay's words, "by itself is not enough to turn it into a best-seller. If a good query letter is the key to mainstream publishing, promotion is the key to self-publishing." I think many of us have discovered that selling your book is a labor of love.

Jay is near completion on the next Rick Fortune adventure, *Florida Green*. And he's working on another humorous thriller,

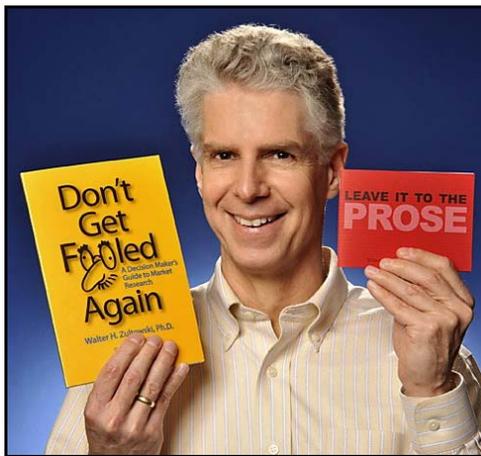
Blood Red Ruby.

Music is Jay's hobby. He studied trumpet in high school, later played saxophone, and is now studying piano. Before his radio career, while working in a recording studio in New York City, Jay recorded a Christmas novelty song called *Hey You, Get Off Of My Roof*, a comedy spoof of the Rolling Stone hit, *Hey You, Get Off Of My Cloud*. While at the same recording studio he had the pleasure of working with Jimmy Hendrix in a recording session. That was about a year before Hendrix became famous.

Jay also gives free editing advice to writers who "usually ignore it because it's free!"

Business People Write, Too

by Chris Amorosino



One local community college is screaming about writing. The college has a business department that creates and delivers courses to large Connecticut employers specifically tailored to their employees' needs. The college is hyperventilating because many employers worry

about employees who write poorly. Writing skill in the corporate cubical is a crying need.

Employees write more than ever these days. Everyone has a computer. We all access to the Internet. E-mails fly out in huge numbers every work day. The phone rings less because employees do more business online. On the web, content is king. But many employees lack writing training. Others rush through writing assignments making embarrassing errors. Still others bury compelling business ideas in mundane prose.

Now here's the sur-

prising part. Business writers can learn from Stephen King. We can learn from journalists like Roy Peter Clark. And we can learn from glitzy sales writers like Joe Vitale.

Good business writing shares most of the same characteristics of good fiction, poetry, novels and other non-business forms.

Speak the reader's language. Grab attention. Be clear. Tell the truth. Write in ways that employ the senses. Place gold coins along the reader's path. Those tactics and others will make any writing sing. Even a business e-mail.

For those of you who would like to learn more about business writing, Chris Amorosino will be conducting a writing workshop at the

Millrace Bookshop, 40 Mill Lane, Farmington, Sponsored by Farmington River Literary Arts Center (www.frlac.org) on May 13, 7 p.m. to 9 p.m., \$50

**Business Writing
Workshop:
Tools and Inspiration
from Master Writers**

Do books on writing inspire you? Spend an evening reviewing key ideas from nine business writing books by nine master writers. We'll pick out the most useful ideas and tactics; question the most questionable; add our own writing perspectives; and discover which books we most

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Better Writing ABCs: Avoiding Clichés, Banishing Trite Words, Creative Expression

By Rita M. Reali

Writing is an art; there's no doubt about that. It's a skill that often only comes through years of practice. Yet why is it children often come up with the most creative, inventive stories?

Because they haven't had clichés yammered into their brains for years and years... because they describe things in their own way, on their own terms, in words that make sense to them... and because they haven't had it pounded into their skulls that they can't write.

Below are three simple rules to follow, to keep your writing fresh, creative and innovative. These rules will empower you to flex your "imagination muscles," helping you to spark up your writing and make your prose come alive... and virtually dance off the page to charm and captivate your readers.

First rule: Strike the word very from your vocabulary. It's quite possibly the weakest word in the entire English language. It's the literary equivalent of adding sand to your tea. It offers zero in the way of nutritive value and even less in the way of flavor. There are so many other words that are more deserving of usage than this trite, flat, nondescript literary leftover. Try out a few other less-common adverbs. Go ahead. Give exceptionally a whirl. Or how about remarkably, tremendously or phenomenally? Don't be afraid to use new words or phrases.

Second rule: Avoid clichés. Now, I could have said, "Avoid clichés like the plague," but that would have been what you would have expected. When you run across a cliché in your writing, pluck it out of there like a tick from your dog's neck. Flush it

down the toilet if you wish, or simply crush it beneath your heel. I don't much care how you do it; just get rid of it.

Now that you've got a nice little cavity in your page, rummage through your imagination file cabinet for a fresher phrase. Instead of saying, "as rough as sandpaper," take a moment to think about other things that are rough, things that are less commonly referred to: your grandmother's elbows... the skin on the bottoms of a beach lifeguard's feet... a gravel driveway... even badly poured concrete.

Let your creative side run wild... as wild as the blueberries your Aunt Meg makes into jam every summer. Yes, that wild! Fashion a fresh simile (a comparison using the words like or as) and watch your words take

flight.

Third rule: Steer clear of the ordinary. When there's a more creative way to say something, use it! This goes along with the "Avoid clichés" directive. For instance, instead of calling rush hour in Boston "bumper-to-bumper mayhem," which would be an ordinary way to describe the twice-daily madness, a writer friend of mine wrote, "Cars beeped and swerved along Storrow Drive." A beautiful bit of prose. Simple. Fresh. Creative.

Keep these three rules in mind as you begin your next writing project and your words will practically get up and dance off the page.

Rita M. Reali is a professional writer, editor and proofreader. She serves as secretary for the Connecticut

Doctors Henry Lee & Jerry Labriola Speak

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side The Box, **Toni Andrews** - ing / Platform Building .

Writing Paranormal Romance,

James King - Entering Con-

tests, **Nikoo & Jim**

McGoldrick - Breathing Life

into History, **Richard La**

Porta - Publishing with a Local

Small Press, **Harry Rinker** -

How to Get On Radio Shows ,

Jean Stone a.k.a. **Abby**

Drake - Writing Women's Fic-

tion, **C. Marina Marchese** -

Your Book Promotes Your Busi-

ness and Your Business Promotes

Your Book, **Elizabeth Bear** -

Speculative Fiction, **Shel**

Horowitz - Grassroots Market-

ing, and **Adele Annesi** - Brand-

Agents who will be attending are representing the following agencies: Ethan Ellenberg Literary agency, Foundry Literary & Media, Helen Rees Literary Agency, Irene Goodman Literary Agency, Jeanne Fredericks, Jessica Sinsheimer, Linda Roghaar Literary Agency and Loretta Barrett Books.

We hope that everyone will have a wonderful day.



THINGS TO REMEMBER.

1. VISIT THE CAPA-U BOOKSTORE.
2. GET YOUR APPLICATION FOR THE BIG E.
3. STAY TILL 4PM TO SEE IF YOU GET YOUR REGISTRATION FEE BACK IN THE CAPA-U RAFFLE.
4. HAVE FUN!!!

“Can You Explain Your Book In One Sentence?” Asks Eileen Albrizio

What Eileen Albrizio was asking when she spoke at the April CAPA meeting was not if you could create a blurb for your book cover but, if you could define your plot, the who, what, why and how of your story, into one forceful and compelling sentence.

The reason to do this is to help you to understand the plot. This will help you develop the conflict and, of course, plot is conflict. You need to know what is blocking your character from achieving his goal.

You must know your characters not only as we meet them in the beginning of the story but before in order to understand why they behave the way they do.

You must know how the story is going to end. You can't just wander through the plot. Eileen suggests that you find the conflict and put it up front. When you write your plot sentence, include one conflict. Everything else is a subplot and carries other conflicts.

The sentence is not

written for others to read. It is for you. It is your guide or focus. Use strong verbs to show the conflict.

Remember that you are GOD when you are a writer. You create the world in which your characters live. You create your characters, be they heroes or villains. This is your universe in 300 pages and you may control everything within.

The plot sentence is a tool to force you to understand what you are writing.

Eileen did a brilliant job with her talk and inspired the members to work on their own sentences to hone their writing.

On Saturday, May 15, from 1-3 at **The Buttonwood Tree**, 605 Main Street, Middletown, Connecticut - 860-347-4957 Eileen Albrizio is presenting a workshop entitled

**Elements of Style:
Immediacy and Point of View, Present or Past Tense, Narrative vs. Dialogue**

The cost is only \$15

How many times have you found yourself struggling with point of view, limited by that first person narrative perspective, or dizzied by that third person omniscience in which you tend to jump from head to

head? What's more effective, present tense or past tense? When writing dialogue, how natural should it be to everyday speech, and how do you know when your characters talk too much? When is description too much description? These are fundamental questions that all writers ask themselves as they delve into creating their masterpiece.

Join prize-winning writer and former NPR journalist Eileen Albrizio for these two exciting workshops that will answer those



questions and explore styles of writing that will make your story jump off the page and place the reader in the center of the action. Whether you are writing genre fiction, such as romance, mystery or fantasy, or you are writing literary fiction, or even nonfiction such as memoir, these techniques will help you create a story that is vibrant and exciting, compelling and meaningful.

Email her at: EileenRain@aol.com to register!!"

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by Chris Amorosino

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want to read next. Participants will read and review one page of 6-10 quotations from the expert authors to pick out the most and least helpful tools and tactics. We'll repeat that process with other pages and other book excerpts. At the conclusion of the night we'll reveal which quotations come from which authors.

Discussion demanded. Debate encouraged. Brains must be engaged.

Content provided by:

- *On Writing* by Stephen King
- *Writing to Change the World* by Mary Pipher
- *Spunk & Bite* by Arthur Plotnik
- *Keys to Great Writing*

by Stephen Wilbers

- *Writing Tools: 50 Essential Strategies for Every Writer* by Roy Peter Clark
- *Stein on Writing* by Sol Stein
- *The Elements of Business Writing* by Gary Blake and Robert W. Bly
- *Web Copy That Sells*

by Maria Veloso

- *Hypnotic Writing* by Joe Vitale

Sign up at www.frlac.org

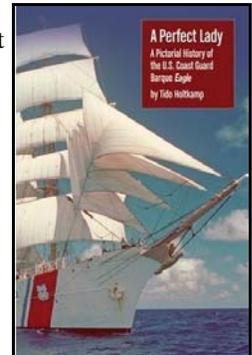
Moderated by Chris John Amorosino, www.amorosinowriting.com
Questions?
860.673.0089
chris@amorosinowriting.com

Brag Board

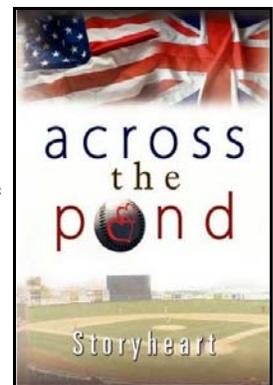


We have an abundance of member brags for the month of May. It is good to see so much activity in the membership. Keep the good news coming.

To begin with, **Tido Holtkamp** wrote us that, he has sold out the first edition of his book *A Perfect Lady - A Pictorial History of the U.S. Coast Guard Barque Eagle* and has been eagerly awaiting the books from the second printing. He has developed a very attractive "Book Talk" presentation of over one hour and has lined up a number of such presentations for the coming months. All he needs is more books.

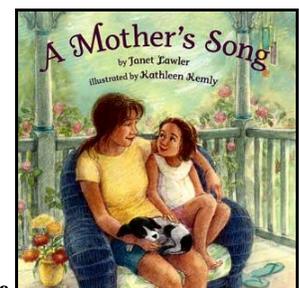


We also heard from **Barry Eva**, that his book, *Across the Pond*, now has 110 reviews on Amazon, and is now available in E-Book, Kindle etc format His second book to be called *Across the Pond and Back Again*, is underway. Visits to several locations to talk about the book, including England, social networking etc have taken place and are booked for the future. His radio show "A Book and a Chat" has reached 150 broadcasts since February 2009 with several CAPA members appearing on the show. He is now running 3 sometimes 5 shows a week and is booked up until mid August.



Janet Lawler's 5th book was released by Sterling Publishing in April 2010. A mother and child share the wonders of nature throughout the season in *A Mother's Song*. The book received an excellent *Publishers Weekly* review and makes a great Mother's Day gift.

It is being featured for Mother's Day at B&Ns nationwide, and is also available in indie bookstores and on-line.



This past weekend **Karlee Etter** attended **Connecticut Chapter of Romance Writers of America's Fiction Fest** and while there pitched her historical fiction to an Associate Editor from Berkley Publishing/ Penguin Group. The editor requested a Synopsis and the first three chapters. So, she's busy making both "submission-ready". Hopefully, this time the sun, planets and stars are all lined up in her favor and next the editor will ask for a the whole book. She's keeping her fingers crossed!

Authority editor **Peggy Gaffney** took some time to travel into New York City again to visit the **Martha Stewart Living Omnimedia** offices for the launch of *Martha Stewart's Encyclopedia of Needlework*. It gave her a chance to chat again with Martha Stewart and to spend time with her friend Executive Editorial Director for Crafts for Martha Stewart, Hannah Milman, pictured here with Peggy. They were able to discuss Peggy's *Crafty Dog Knits* book series, the *Portraits of Dogs in Knitting* Patterns, and her new books about cats and llamas and alpacas. MSLO then posted on Twitter, "Peggy Gaffney great knitter. We love her. Martha is a big fan of Kanine Knits."



News From The Board



Two members of CAPA are now moving on and retiring from the board. Adele Annesi, who has been the publicity chairman for the

last year, is leaving.

Adele Annesi wants to thank you all for the privilege of serving on the CAPA board for the past year. "As I mentioned to Dan, I'll be stepping down, with April as my last formal board meeting as publicity chair and last official duties at CAPA-U in May. However, if I can help informally, please let me know.

It's been an honor and a pleasure to work with you all, and I'll miss seeing everyone early, although not always bright, on Saturday mornings."

The second board member who must be leaving the board is *The Authority's* co-editor, David Gannes. David's weekend work schedule change at the Emily Dickinson Museum has made it impossible for him to continue. He will be sadly missed as an active board member but most especially

by your editor.

We wish them both very well. They were wonderfully active members of



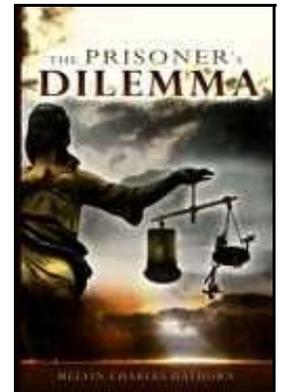
Brag Board



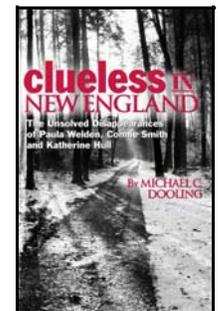
Ordinary Americans take on a powerful corporation and change everything. CAPA member **Mel Hathorn's** *The Prisoner's Dilemma* is now here!!!

For this novel, Mel has written a complete "Discussion and Study Guide" that includes background and overview of the plot; analysis of major characters; chapter review; themes, motifs and symbols; and key facts. Two sets of discussion questions are also included, for middle and high school students, and for college students and adults.

The Prisoner's Dilemma is available at Amazon.com, Barnes&Noble.com, and at various other websites, as well as in bookstores. For more info visit Mel's website at www.authorsden.com/mel

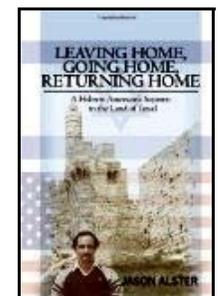


On May 14, 2010 **Michael C. Dooling's** new book, *Clueless in New England*, will be published. Michael relates the stories of three young women who disappeared while hitchhiking and were never again seen alive. Two of the disappearances are the oldest cold cases in Vermont and Connecticut. He presents a detailed account of each case and takes a look at them through 21st century eyes. Using information from the only case in which remains were found, he draws conclusions as to what might have happened to the other two young women. The book will be published in hardcover by The Carrollton Press and retails for \$22.95.



Jason Mark Alster announced that Amazon.com top 500 reviewer Norm Goldman gave *Leaving Home, Going Home, Returning Home : A Hebrew American's Sojourn in the Land of Israel* a thumbs up.

See review . <http://www.americanchronicle.com/articles/view/152711>



ABCs of the Editing Process: Identifying and Eliminating Errors

by Roberta Buland



One of the most fun things to do when I give a workshop on any aspect of editing is to have participants identify simple errors in writing samples. Invariably, no one finds all the errors. That's ok, because my goal is to increase awareness of the kinds of changes needed to improve writing. An editor can help you correct and clarify messy phrases and sentences. The examples below might help you learn to recognize common errors.

1. What is the most glaring error in the following sentence? "Millions of Americans express a belief in extrasensory perception, or ESP, they believe that certain people have psychic abilities."

There should be two sentences. Two changes will clarify the problem. Insert a period after "ESP." Change the lower case "t" in they to a capital "T."

Let's go a step further. Are there words you can eliminate without changing meaning?

Tweak the first sentence to read: "Millions of Americans believe in extrasensory perception, or ESP." By changing "express a belief" to "believe," you not only eliminate two words, but you also make the sentence crisper.

2. Is there anything wrong in the following? "Movies like *The Sixth Sense* and commercials for telephone psychics add to the common perception. That psychic abilities are real."

If you've typed on the computer, "That psychic

abilities" will probably be underlined in green or whatever color your computer uses to indicate something is incorrect. The second "sentence" is actually a phrase, a continuation of the sentence before it. Eliminate the period after "perception" and change the upper case T in "that" to lower case.

Is anything else incorrect? Movie titles should be surrounded by quotation marks, as should magazine, newspaper and TV titles. Write book titles in italics without any quotation marks.

3. How many sentences are there in the following? "People trained as magicians scoff at the performances of television psychics. Insisting that the techniques used are nothing more than cold reading tactics long favored by fortunetellers. Which any competent actor can learn."

If you type this on the computer, from "Insisting" to "learn" will probably be underlined in green also, indicating at least one error.

A sentence must

have a subject and verb and express a complete thought. Is "Insisting that the techniques used..." a complete sentence? The subject is in the sentence before. It is "People." Change "Insisting" to "They insist that..." and the sentence is complete.

Is "Which any competent actor can learn" a complete sentence? If you answer no, what would you change? Eliminate the period between "fortunetellers" and "Which." Insert a comma after "fortunetellers" and lower-case the "W" in "which."

Read the revision: "People trained as magicians scoff at the performances of television psychics. They insist that the techniques used are nothing more than cold reading tactics long favored by fortunetellers, which any competent actor can learn."

Could you improve the flow? How about: "Magicians scoff at performances of television psychics. They insist that the techniques used are cold reading tactics long favored by fortunetellers, which any actor can learn." By eliminating "People trained as," "the," "nothing more

than," and "competent," the writing is crisper and meaning is unchanged.

If you wish to enhance your writing, make it crisp and concise, and improve word flow, the examples and suggested changes above might help you.

"ABCs of the Editing Process" appears as an occasional column in "The Authority." 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 She is always happy to answer questions about any aspect of editing and publishing.



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