



The Authority

Connecticut Authors & Publishers Association—Since 1994

Connecticut's Source for
Writing, Publishing &
Marketing Information

Volume 17 Issue 7

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CAPA Panel Speaks On Writing, Publishing, & Marketing

Traditionally the June meeting at CAPA Central is a panel discussion and this year it featured Beth Bruno, Peggy Gaffney and Mike Kilday.

Beth, who is the author of *Wild Tulips*, has had a long career as an editor. She spoke on the importance of submitting a perfectly edited

manuscript to an agent if you want to get published.

Peggy Gaffney, the author of *Do It Yourself: Publishing Nonfiction In Your Spare Time*, plus seven knitting books in her *Crafty Dog Knits* series, spoke about the different types of publishing: mainstream, print on demand and do it yourself. She discussed the pros and cons of

each type of publishing, what is needed to achieve success and differences in profit margins for each approach.

Mike Kilday is the author of *Truth Never Changes: Earth Changes*. He spoke about the personal approach to marketing, stressing the bene-

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Meet A Member—Gillian Collings, a.k.a. Frances Gilbert by Dawn Aldrich



Frances Gilbert, pen name for Gillian Collings, found story weaving a means of escape from her

wartime childhood in London and Liverpool, England. She entertained herself for hours beneath the iron table that was meant to shelter her family if the house collapsed, or under the stairs in her grandmother's house, playing with words and creating characters until finished stories emerged.

It was not until years later, at the passing of a sign post birthday, that she celebrated her first published

children's book, *Turtle on a Summer's Day* (GreenBark Press, 2004). Since then, she has published five additional children's books: *Celeste and Regine in the Rain Forest*, *To Know the Sea*, *A World of Numbers*, *Goodnight World Outside*, and *Elephant Blue*. Although she preferred the use of her creative brain, Gilbert pursued a degree in econom-

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Baking With Barb by Barbara Klein



Rhubarb Time

Spring time was rhubarb time in West Virginia.

I remember running for the garden shed as soon as we arrived at Grandma's house with a salt shaker in hand. I'd pull off a stalk of that sour juicy stuff, sprinkle it with salt and go to chomping. The only thing I loved more than that was the tradition of going barefoot on the first day of May. Well, that was then and this is now — I rarely take my shoes off outside, but I still love rhubarb season.

Fortunately, Connecticut yields some of the biggest,

juiciest, most plentiful rhubarb I've ever seen. I have a friend who gives me all I want — and that's a lot!

Now, there are two kinds of people in this world, rhubarb lovers and rhubarb haters. But I am here to say it is a highly versatile stalk and can even be used in a barbecue sauce in place of vinegar or lemon juice. Try it!

As I've aged, my taste has become a little more refined in the rhubarb department. I have several recipes besides 'sprinkle with salt and chomp.' My daughter, Becky, makes the best rhubarb pie I've ever tasted, and she shared the recipe with me. If you're nice, maybe I'll share it with *you* another time; but for now, I'll just talk about the Rhubarb Crisp that disappeared faster than you can

say "Jack Sprat."

As for all you rhubarb haters, next time speak up at the CAPA meeting so you will get the recipe you want! Or if you simply cannot live without the Snicker Doodle recipe, feel free to email me. Maybe I will post it on my blog.

Rhubarb Crisp

Ingredients:

5 cups rhubarb, sliced in small pieces
2 tablespoons flour
2 tablespoon water
¾ cup granulated sugar

Topping:

1 cup oatmeal
¾ cup brown sugar
½ cup flour
¼ teaspoon salt
1 teaspoon cinnamon

½ cup butter

Directions:

Mix first four ingredients and put in large oblong baking dish. Mix all topping ingredients and crumble over rhubarb mixture.

Bake at 350° for 45-50 minutes. Serve warm or cold. It's great with vanilla ice cream.

If you have any great rhubarb recipes you'd like to share, let us know; or, better yet, whip it up and bring it to the picnic next month.



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Article Submission

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

Topic may cover any aspect of writing, publishing or marketing. Your personal slant on this business is of interest to all of us and is most welcome.

Articles should be no more than 400 words in length. If the article is larger, the editor reserves the right to reduce the size or divide it into sections that would be run in successive issues. All articles are subject to editing. Submit single-spaced articles with no built-in formatting.

Submit general-interest articles to editor Peggy Gaffney via email at gaffney@kanineknits.com.

Meet A Member articles should be sent directly to Carol Healy at carolhealy@comcast.net.

ARTICLES ARE DUE BY THE 28TH OF EACH MONTH.

Meet a Member

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ics, law and statistics from Liverpool University as a young adult.

In the mid 1960s, Gilbert moved to America with her husband and four children (three daughters and one son). Today she lives in Connecticut with her husband, enjoys her grown family and six grandchildren (five grandsons and one granddaughter).

Gilbert is a middle-school special-education teacher whose passion is language, the reading process and writing. She is also working on another children's story with her six-year-old granddaughter, entitled *Sparkly Girl*.

Gilbert stresses the importance of story for developing healthy emotional children. On her website (www.FrancesGilbert.com) you will find this quote: "*rhythm binds language, language binds emotion, and emotion binds meaning.*"

Gilbert explains that the rhythm of children's literature, when read aloud, directly appeals to the emotions of children. "The language patterning, the awareness and anticipation of unfolding theme and plot are critical factors in developing literacy and learning

in children. If they cannot grasp the words, how can they be brought to question and wonder at the world around them?"

While she has enjoyed the success of six published children's books, Gilbert completed her first adult psychological mystery in 2008, *Where Is She Now?* (Amazon, available on Kindle). It was awarded Honorable Mention at the 2008 London Book Festival and received a glowing review from Nina Sankovitch (www.readalday.org). Gilbert's novella, *She Should Have Come for Me*, is also

available on Kindle from Amazon.

Her newest working title is another adult mystery, *Murder in the Gun Room*. Says Gilbert, "I love when one starts to write the story it takes on its own momentum. Characters inhabit their own roles and surprise me at every writing session. I really believe they have their own reality somewhere and we writers are allowed to tap into it."

To read more about Frances Gilbert and her writing, visit her website: www.FrancesGilbert.com.

Presently, Gilbert is actively seeking a literary agent.

Local Author Wins Silver Medal at Book Awards - Catherine Gibson

Local children's author and CAPA member Cathy Gibson was honored in New York City recently at the Independent Publisher Book Awards Convention.

A number of children's book authors were recognized at the convention for their literary achievements.

Cathy received a silver medal for her book, *Through Sophie's Eyes*, in the Interactive — Children category.

Through Sophie's Eyes is a story about a deaf girl who wants to take dancing lessons with hearing children.

Initially, the other girls in Sophie's class are not accepting of Sophie and the fact that she is different.

As the story progresses, the girls discover what it is like for Sophie not to be able to hear. Throughout the tale, Sophie perseveres, learns to dance and the girls

in her class learn to accept her, forging a new and special friendship.

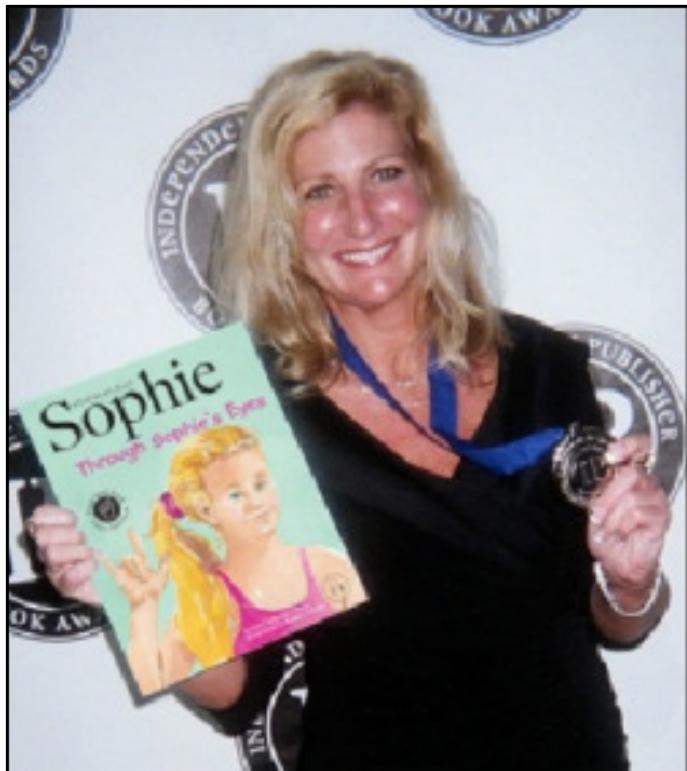
The book has easy-to-read graphics that show the finger-spell alphabet and how to put sample words together in sign language.

Cathy taught dance at The American School for the Deaf in West Hartford. She began dance lessons as a child with Helyn Flanagan, who still teaches dance at the age of 91.

Cathy and her mother, Joan, still participate in Miss Flanagan's dance recitals, held each year at Saint Joseph's College in West Hartford.

Cathy honors her former teacher in *Through Sophie's Eyes*; a portion of the proceeds from the sale of each book is donated to local children's causes.

For additional information about Cathy Gibson, check out her YouTube channel *Through Sophie's Eyes* or her website www.forthchildrenwithlove.com.



Catherine Gibson shows off her silver medal — and the book for which she was honored, *Through Sophie's Eyes* — at the recent Independent Publisher Book Awards Convention in New York City.

Building Your Author Platform — by John Fayad

When evaluating your book proposal, literary agents and acquisitions editors will zero in on two sections with laser-like focus: your Book Concept and your Author Platform.

Platform is the term literary agents and publishers use to describe an author's marketability, relevance to a target audience, recurrent public visibility and the aptitude and willingness for self promotion.

There are many things you may do to begin building your author platform — or take your current platform to the next level. These six categories of activities are the most effective and are of the highest relevance to agents and publishers.

1. Define Your Audience

Have a clear idea of your target audience and direct all

your platform-development efforts toward that audience. These will become the readers most likely to identify with, find value in and learn from you and your writing.

2. Develop Your Web Presence

Launch a website with a domain name identical to that of your book's title. If you currently have a website with a domain name other than that of your book's title, strategize how your book will be promoted on your existing site.

3. Step Up Your Speaking Engagements

Record and transcribe selected speeches, presentations or workshops. This process immediately generates copy for you to use in your articles and may even become editable copy for various chapters of your book.

4. Write and Post Articles

Write articles on your topic and submit them widely to both online and offline publications. Offer a recurring column to trade publications or business journals. Articles may include blogs, newspaper, magazine columns, press releases, white papers, case studies or essays.

5. Engage in Social Media

Social media is a strong promotional consideration on the part of publishers — especially those with marketing departments populated by Nexers and New Millennials who will be looking for such things as your LinkedIn "connections," Twitter "following" or Facebook "friends."

6. Gather Endorsements

Your target audience will be inclined to associate you



with your endorsers, accelerating the development of your own platform. If you're relatively unknown as an author, consider a leading endorser as a foreword contributor for your book.

*John Fayad
The Literary Coach
Bringing Your Book Concept to Life!
Learn how to become a published author:
www.TheLiteraryCoach.com/Newsletter
770-414-0415 — office
404-414-3557 — cell*

Tips for Selling Books at The Big E

The following DOs and DON'Ts may be used with equal success for selling at other locations, but the Big E is likely the largest venue you may ever encounter.

The Don'ts are common sense:

Don't ever assume customers even realize you are the author of the book in front of you. You must tell them.

Don't waste your time on people rushing by. If they look and turn away quickly, they probably have no intention of buying. If they make eye contact, en-

gage. If they stop and read your poster, start your pitch immediately.

Don't give up. In 17 days, approximately one million people will walk by our booth. It stands to reason every author will have his or her fair share of selling opportunities.

Don't assume an engaging personality and clever phrases are enough to sell your book. Use props, visual aids and a poster to get your point across. These represent words you don't have to say. Nonverbal communication can be highly effective if used properly.

The Dos are more challenging:

Do know your book; you only have a minute or so to stimulate interest in the book you are selling. Develop a pitch. Pick keywords and phrases that are attention getters right off the bat.

Do know your audience. Experience will teach you which types of people are the best customers for your book. Concentrate your effort on them. Learn how to size up your potential customer. Use your intuition.

Do know when it's pointless — try to avoid engaging

in long conversations with customers. Think of ways to cut conversations short gracefully.

Do know how far to go with your pitch... but don't spill the beans. If someone wants to debate or wants you to explain the premise of your whole book, they really aren't interested in buying it.

Do know how to connect with your public — no matter what your book is about. You attract more flies with honey than vinegar. Charm, an engaging personality and affability definitely work.

Selling in a Niche Market

by William Muttart

Several years ago, after I discovered I was descended from several passengers on the Mayflower, I read several conflicting articles about the Pilgrims — including one that questioned whether or not they had landed on Plymouth Rock.

I decided to discover for myself the truth about some of these disputed facts that I could then assemble in a book for my children and grandchildren.

My research subsequently led to the writing and printing of about 20 copies of a book I entitled, *One Hundred Eleven Questions and Answers Concerning the Pilgrims*, which I planned to give to members of my family and a few friends.

As a courtesy for information the research staff at Plimoth Plantation had given me on several questions, I left a courtesy copy with a clerk at their book store.

Imagine my surprise when, a week later, I received an order for 30 books from Plimoth Plantation with a notation that “the book should

sell well from year to year” and an expectation that they would buy many more books in the future.

Since the date of that initial order, Plimoth Plantation — probably the most recognized center dealing with Pilgrim history — has been, by far, the largest volume buyer of *One Hundred Eleven Questions and Answers Concerning the Pilgrims*. Sales of my book at the center’s bookstore should exceed 1,000 books by this Thanksgiving. They have described the book as being “a huge success.”

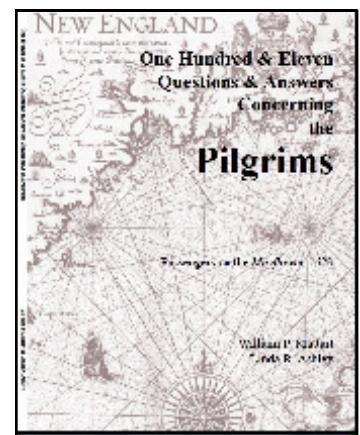
The Governor General of the Mayflower Society (Edward Delano Sullivan) has recommended that “anyone remotely interested in American history as well as the 27,000 members of the Mayflower Society should read this book”; and the New York Mayflower Society ordered 100 books to give to all of their new members.

Upon checking the circumstances behind an order

for 25 books by a woman in Utah, I discovered she was a teacher in a Mormon school for gifted children and planned to give a copy to each of her eighth-grade students. Although no effort has been made to sell to libraries, I’ve received unsolicited orders from many public libraries, including the Harvard Library and the New York Public Library.

It is difficult for me to imagine that thousands of readers have developed a greater awareness of the facts of our nation’s beginning solely because I was motivated to discover the truth about the story of Plymouth Rock for my children.

For the first year after self publishing this book and before joining CAPA, I would acknowledge that I had “written” the book but couldn’t bring myself to say I was the author. At my first presentation about the book, I was reluctant to sign the book, believing that only recognized authors should be expected or entitled to



sign their books.

I have been a member of SECAPA for over two years and have been most impressed with the speakers we have had at meetings. While I haven’t been able to attend CAPA-U, the material in *The Authority* and online has been most interesting and helpful.

Tom Santos has been doing a terrific job with SECAPA and our attendance seems to average about 30 lately with many guests who will very likely become members. The camaraderie of being with people with similar interests and problems has been most rewarding for me.



the Litchfield Education Connection. For more information or to register, contact:
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Fax: 860-567-3381. Email: luchene@educationconnection.org.

Step Write Up! Creative Writing Institute for Young Writers

Nikoo and Jim McGoldrick — the award-winning, best-selling authors who write under the pen name Jan Coffey — will be offering STEP WRITE UP, an intensive, week-long creative-writing workshop for intellectually curious, motivated middle and high school-aged students.

Working with published authors, poets and screen-writers, students will have learning opportunities for writing, sharing, brain-

storming, drafting, revising and publishing. Each session will have limited enrollment to ensure ongoing individual attention.

Nikoo and Jim are the authors of 28 novels and two works of nonfiction. They’ve received numerous awards — including the 2009 Best Fiction Award from the Connecticut Press Club.

Nikoo and Jim have conducted hundreds of creative writing workshops for all age groups at conferences and

universities throughout the country. Jim, a former tenured professor, has been teaching creative writing in college and high school classrooms for the past two decades.

The Creative Writing Institute will meet in three sessions in July, Monday through Friday, 9 a.m. to 12 noon. Session 1, July 12-16; Session 2, July 19-23; Session 3, July 26-30. Fee: \$200. Participants may choose which week-long session they would like to attend. Classes will be held at

CAPA Southwest Meeting- July 12, 2010 Shelton

I am pleased to announce that our speaker for our Monday, July 12, 2010 meeting at the Plum Library in Shelton, will be **Joanne Marcinek of Ask Joanne, LLC.**

Joanne will walk us through the search engine marketing maze and show us how to get the best possible visibility on the internet for our budgets. She will also show us how we can help make our book websites user-friendly to allow our visitors to move from being strangers to friends to customers and

even, evangelists for our books.

Joanne Marcinek of Ask Joanne, LLC, is a woman with a mission. Her passion is helping people get the relevant information they need on the Internet. Her expertise is translating techno-babble into straightforward, easy-to-understand language. Ask Joanne, LLC can help you implement a complete, frugal and effective internet marketing plan.

Joanne has been searching and researching on the

internet since 1992 and has developed an intuition about how to find what she's looking for. She began developing websites in 1999 and when her clients asked "How do I get listed in the search engines?" she began her studies into Search Engine Optimization. Joanne has been optimizing websites professionally since 2003.

Joanne also has ten years experience in Corporate Finance and Systems Integration, and another nine years experience as an independent business consultant.



For more information about Joanne, see her website at www.askjoanne.com.

See you at the meeting!

Steve Reilly

CAPA Central Meeting - July 17 - Avon

CAPA's main meeting in Avon will be hosting the **Annual Club Picnic**. This is a great time to get together, bring your favorite picnic dish or dessert, and spend time getting to know your fellow authors and marketers on a relaxed, informal basis. You can brag, talk to people without feeling rushed because there

is a speaker scheduled.

To top it off, there is the annual CAPA shuffleboard competition. For several years in a row, this has been won by our esteemed secretary, Rita Reali, so we are really looking to the new members to take on the champ and battle it out.

As far as what to bring to the picnic, the need is for

side dishes and desserts. The club will provide a choice of sandwiches plus the drinks. This is your time to shine with that 'special' recipe you've been meaning to try but only works for large groups.

So come, relax and bring



your appetites because the CAPA Annual Picnic is the place to be on July 17th at 10:30 am.

CAPA Southeast Meeting July 19 - Groton

Brian Jud will be the featured speaker for July on the topic: "Selling to Non-Bookstore Buyers"

Whatever the content, Brian Jud will offer dozens of suggestions on how to resell to many markets. For the non-bookstore buyer, the key is to recognize that different groups buy for different reasons.

Find groups where people can use your content. His many helpful hints included the distributor to hospital gift shops, the military exchanges, and regional airport stores. While warehouse and discount clubs might appear to be good venues, Jud suggests that one not start there – these giant companies often require too large a capital outlay.

The meeting will be held on Monday, July 19, 2010, 6:30 P.M. (as pot luck social). It will be held at the home of SECAPA Chairman Tom Santos, 6 Frank Street, Pawcatuck, CT 06379.

RSVP at 599-5067 or for more information and/or directionsemail at santostom@comcast.net .



Brag Board

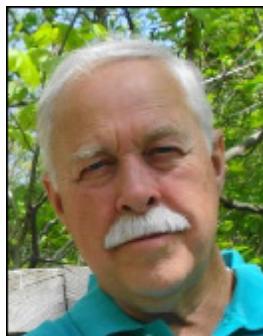
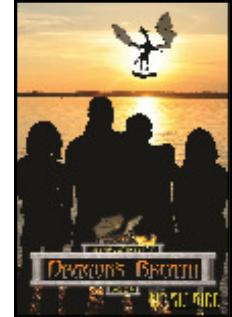


Judy Mandel signing copies of her book *Replacement Child* at Book Expo America in May. The book is her memoir of growing up as a replacement for her sister who was killed. "It was a fantastic event," Mandel said. "I ran out of books in a half hour and got to talk to book sellers, librarians and bloggers who were interested in reading *Replacement Child*. Just being at the event and seeing all the true interest in books and reading was inspiring."



M.J. Allaire has some brag news... finally!
Book four in my dragon series went live June 20th... 532 pages! :)
I really AM the drag-oooooooooon lady!

Title: *Dragon's Breath: Denicalis Dragon Chronicles — Book Four*
http://www.amazon.com/Dragons-Breath-Denicalis-Dragon-Chronicles/dp/0981936822/ref=tmm_pap_title_0
 I'll also be participating in the Subfest on the Sub base again this coming weekend... all weekend long.



A Good Time Was Had By All

On June 9th, the Litchfield Writers Guild (LWG) sponsored *A June Coffee House – Seventh Edition* at the Litchfield Community Center in its great hall. Square coffee tables, each with four chairs, graced the large room and an accent candle burned in the center of each. The event began at 6:30 p.m. with a half hour of musical ambience by local pianist Matt Lefevre, played on the Center's Steinway as the guests filed in. At 7 p.m., author **Richard O. Benton, president and moderator of the guild** began the evening readings by briefly summarizing the history of the LWG, mentioning the production of its second anthology of short stories, due out in September, and introducing its first reader. The packed house responded to a variety of original stories and poems written by its members with enthusiasm and much applause. During the Intermission, piano mood music again filled the room while guests partook of the lavish offerings at the hors d'oeuvres table. Mr. Benton ended the upbeat evening by inviting the entire audience to *A June Coffee House – Eighth Edition* next year.



A Mother's Song — Janet Lawler's Latest Picture Book

Special moments occur when parents slow down and take time to enjoy the wonders of nature with their children. This is the theme Janet Lawler shares with readers in *A Mother's Song*, (Sterling, spring 2010). The warmth, joy, and fine detail of Kathleen Kemly's art are a terrific complement to her story. Janet's dog, Patches, is a silent star in this book. After seeing his adorable puppy picture, Janet's editor decided Patches should be included in the book.



CAPA member **Barry Eva**, author of *Across the Pond*, has been asked to be a panelist for "We're Not in Kansas Anymore: Launching Your Book in Cyberspace." This is a large publishing/authors conference at Mt. Holyoke College in Massachusetts in October.

The **Write Angles Conference 2010** is now in its 25th year in Western Massachusetts. The link is <http://writeanglesconference.org/home.html>

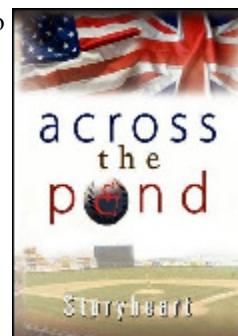
Barry's links are:

Radio Blog: <http://abookandachat.blogspot.com>

Humor Blog: <http://laughithoughtmytrouserswouldneverdry.blogspot.com>

Across the Pond Blog: <http://acrossthepond-storyheart.blogspot.com>

Blog Talk Radio Show: <http://www.blogtalkradio.com/Across-the-Pond>



ABCs of the Editing Process: “Things are Different Now, a Challenge for You” by Roberta Buland

Recently, I read a book published in 1979. My professional career in editing and publishing began about then. I journeyed back to explore how different publishing was then!

For example, electric typewriters (remember them?) were all the rage! The wonderful thing about them was that the ribbon was half black and half white. The white part was a tape that allowed you to “erase” content by back-spacing over it and re-typing on it!

A manuscript could not be “saved” in the typewriter. Rather, when you finished typing a page, you took it out of the typewriter. If there were errors, you probably re-typed the whole page!

How did you check the spelling or meaning of a word? You looked it up in a hand-held dictionary and/or thesaurus. They weren’t in your typewriter as they are in today’s computers.

How did you know how many words your manuscript had? You counted each one — counting to 40,000 or more could be

tedious and time consuming! Or you could estimate. Either way, you had to do arithmetic.

Duplicate your manuscript? You took the pages to a store that did photocopying. It made a copy of the entire manuscript to “send” by “snail mail” to a publisher or agent.

How easy it is to write, re-write, edit and email today — without using a single sheet of paper!

Yet, there were some advantages to publishing back then:

- There was no spell check on the typewriter. You, your mom, an editor or proofreader was the spell checker. Errors like the use of “their” and “there,” for example, were less frequent.
- Publishers had paid editors and proofreaders on staff to be sure a manuscript was as perfect as possible before it went to the page designer and on to the printer. At each step, an editor and/or proofreader would check for errors. Today, many publishers rely on the

computer to ensure a manuscript is error free. Does this really work?

- You might think that today construction errors will be caught by grammar check on your computer. My experience with it is that it tends to be inaccurate about 50% of the time. If you tend to rely solely on spell check and grammar check, you actually court errors!

Here’s my challenge: Read two books: one published 30 years ago and one recently. Count how many spelling and/or grammar errors you find in each one. Or, try the same challenge with a newspaper or magazine published 30 years ago and one today. I’d be interested in hearing your results. And, you can simply email them to me — no paper or postage involved!

One more thing: Professional, independent editors and proofreaders are available today to make sure that your errors will not be emailed or “sent” on to a publisher or agent. Remember, there are usually no



“helpers” on a publisher’s staff to check for accuracy of content and grammar. Rather, when publishers or agents receive a manuscript with errors, they are more likely to reject it out of hand. And, with all the hard work you put into your book, you wouldn’t like that, would you?

“ABCs of the Editing Process” appears as an occasional column in The Authority.

Roberta Buland is the owner-operator of RIGHT WORDS NLIMITED in Avon. She is a past president of CAPA and an experienced editor who may be reached at 860-214-5367 or via email at rjbuland@comcast.net Roberta is always happy to answer questions about any aspect of editing and publishing.

CAPA Panel Speaks On Writing, Publishing, & Marketing cont. from page 1

fits of one-on-one meetings with book buyers, along with The value of talks at libraries and bookstores, as well as dynamic opportunities such as CAPA offers with the 17-day Big E. Here is a chance for an author, in just a few hours, to meet thousands of potential readers.

Peggy mentioned that she had to take a different approach with her knitting books because they were written for such a focused niche market, which limits those she could meet face to face. Since her customer base is dog lovers who knit, she had to find readers

around the world and, therefore, relied heavily on various social networking opportunities to get her message out.

Everyone was enthusiastic about the discussion. Members eagerly posed their questions to the panelists and offered additional points using their own unique and varied experiences.

There were far more questions than the time permitted the panelists to address; however, those in attendance whose questions could not be answered during the discussion session may speak with the panelists on a more informal basis at the annual CAPA picnic, slated for July 19.