



# The Authority

Connecticut Authors & Publishers Association—Since 1994

Connecticut's Source for  
Writing, Publishing &  
Marketing Information

Volume 17 Issue 9

September 2010

## Jo Ann Deck to Speak at September CAPA Meeting in Avon "Insider Information: Writing Book Proposals That Sell"

Jo Ann Deck, former vice president of Ten Speed Press, publisher of imprints Celestial Arts and Crossing Press and now agent and publisher of Gather Insight, will discuss the insider information you need to know to write a book proposal that sells.

"Having sat through at least 100 acquisition meetings, and having also been a sales and marketing executive, I bring a unique perspective on how to write an effective and compelling

proposal," Jo Ann says.

She will discuss who sits on the acquisition committee and what each person wants to see in a proposal, the elements of a powerful proposal, how to position yourself in your bio, what really sells in a marketing plan, why a comparative title can work for you, how to get an endorsement when your book isn't even written and the best way to present your self-published book to a publisher.

Jo Ann is also a member of CAPA.



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### Meetings

Southwest Chapter  
Shelton — 9/13/10  
Speaker to be  
announced

Main Meeting  
Avon — 9/18/10  
Speaker: Jo Ann Deck

Southeast Chapter  
Groton — 9/20/10  
Speaker to be  
announced

Check the CAPA  
website for details:  
[www.aboutcapa.com](http://www.aboutcapa.com)

## Meet A Member — Jason Alster

by Roberta Buland



Many Jews maintain connections with their ancestral homeland. Jason Alster's memoir/travelogue, *Leaving Home, Going Home, Returning Home: A Hebrew American's Sojourn in the Land of Israel*, describes his experiences of going to live in Israel, experiencing the culture there, and returning home to America.

Jason was born in Hartford. At age 28 he moved to Israel. Personal circumstances

brought this psychologist-physiologist researcher back to the USA twenty-three years later.

A year ago, Jason introduced himself to me at his first CAPA meeting. He showed me his memoir about his life in Israel. We immediately clicked because meeting him was like "going home" for me, too. I was born in the USA, moved to Israel and, after a sojourn, also returned. Jason and I became professional colleagues and networkers.

Over the years, Jason has helped hundreds of learning-challenged students cope with ADHD and test anxiety to succeed in school. His unique experiences are chronicled in his books, *Leaving Home(...)*; *Being In Control*; *Creative Painting for the Young Artist*

and *Anyone Can Improve Their Handwriting*, which he said he wrote to "share my knowledge with a larger audience than individual help could."

Jason has made several discoveries about writing. "Before starting anything," he said, "you have to have a writer's statement answering the question, 'Why are you writing this book or doing this project?' It is similar to the beginning of a business proposal."

Another thing he pointed out is that anxieties and stress repress us from the creative process, what we call writer's block, even though we are naturally creative. We handle that by learning relaxation

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## Baking With Barb

by Barbara Klein

### Black & White Brownies

I must say there were a lot of hungry people at the CAPA meeting last month. The Barbara-Q chicken (Sorry, I stole Rita Reali's line) was devoured — as were the potato salad, the peach cobbler and the black & white brownies.

I forgot the butter, so we slathered the onion bread with Rita's cream cheese and consumed that as well. If Rita hadn't brought the bagels I don't think we would have had enough to eat. Thank you, Rita! Be it jokes or food, you are always there when we need you.

Judging from the food consumption, I can't decide

which dish was the most popular; but since there were some great pictures taken of the Black & White Brownies, I will give you that recipe. If you can't live without the versatile cobbler recipe, just go to my blog and find it. My blog address is: <http://www/barbswritingsandrecipes.blogspot.com>.

#### Black & White Brownies

##### Ingredients:

1 box Betty Crocker dark chocolate brownie mix  
2 eggs  
1/3 cup water  
1/4 cup canola oil  
1/2 cup chopped pecans or walnuts

##### Topping:

1 8-oz. package light cream cheese (softened)  
2 eggs  
3 1/2 cups powdered sugar  
1 teaspoon of vanilla

##### Directions:

Spray bottom and sides of a large oblong cake pan with cooking spray. Preheat oven to 350°. Combine brownie mix, eggs, water, oil and nuts in a medium-size mixing bowl. Stir until all ingredients are incorporated — about 100 strokes. Spread into prepared pan.

In another bowl, combine cream cheese, vanilla and eggs and beat until smooth. Add powdered sugar a little at a time and mix until smooth. Evenly

spread batter over the first layer of brownie mixture in the cake pan. Place in the oven and bake until the top is light brown about 45 to 50 minutes.

Cool and then refrigerate for several hours until it is chilled and serve to your delighted guests. After all, aren't brownies and cheese-cake the most popular deserts ever?



#### 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.

**Article topics may cover any aspect of writing, publishing and marketing.** Your personal slant on this is of interest to all of us and is 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 run in successive issues. All articles will be edited. Submit single spaced with no built-in formatting.

Submit articles to Peggy Gaffney at [gaffney@kanineknits.com](mailto:gaffney@kanineknits.com).

**Meet A Member** column information should be sent to Carol Healy at [carolhealy@comcast.net](mailto:carolhealy@comcast.net)

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

*Authority Staff: Editor—Peggy Gaffney, Meet A Member Column—Carol Healy  
Copy Editor—Rita Reali Staff Photographer—Deborah Kilday*

**Meet A Member — Jason Alster**

continued

techniques and writing down our plan — breaking down barriers and letting creativity shine through.

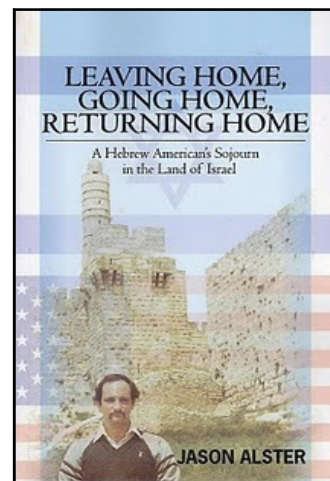
One reason Jason wrote his latest book on Israel is to bring a better view of daily life in the country and help improve Israel's unique image from what people see in the news.

Jason believes strongly in keeping a journal to “collect information even if you don't know the end product.”

I asked Jason, “Why write?”

“Writing is a fantastic way of helping you to get to know yourself better and has an element of healing in it.” He was sad to leave a country he loved, Israel, but does not regret moving there or coming back to his other home, the USA.

From Jason's own experiences, the best advice to non-fiction writers is that you should know or consider your market before writing instead of saying, “I'm going to write my book and hope people will like it.” Successful non-fiction writers, particularly, know why they are writing and do the research ahead of time. The writing statement cements your purpose in words. “Read many books on your subject. Compile what you've read. Then write,” Jason says. While writing can be relaxing, it doesn't necessarily make you an author. An author is a professional who shares his knowledge with others.

**Egads! E-books and E-readers**

by Robert Trexler

“Egads!” may be a typical reaction for CAPA members when considering e-books and e-readers. There is strong market for e-books, but how does one sort it all out? Should your book be compatible with the Nook, or the Kindle, or the next device from Google? Should you wait until the dust settles

or jump onto the moving train as soon as possible?

I've been monitoring e-book news for over a year, but no clear path presented itself until recently. As a small publisher (Zossima Press & Winged Lion Press) I didn't want to miss an opportunity to sell more books. After all, it's hard to ignore the fact that 4.5 million people currently own Kindle e-book readers, a customer base that is expected to grow to 7 million by the end of 2010! I decided to jump on the train and I'll tell you why.

With prices less than half the price of last summer, the Kindle3 (at \$139) is bound to be a popular holiday gift. It is beyond the scope of this article to compare the strengths and weaknesses of various e-book devices, but here's my bottom-line conclusion: You can't go wrong by casting your lot with Amazon/Kindle. As the largest book distributor in the world, Amazon is the odds-on favorite in any fight (they control 70-80% of the e-book market). I'm not especially concerned if people own a Kindle reader because

Amazon provides free apps (or applications) to read their e-books on a computer, iPad or BlackBerry.

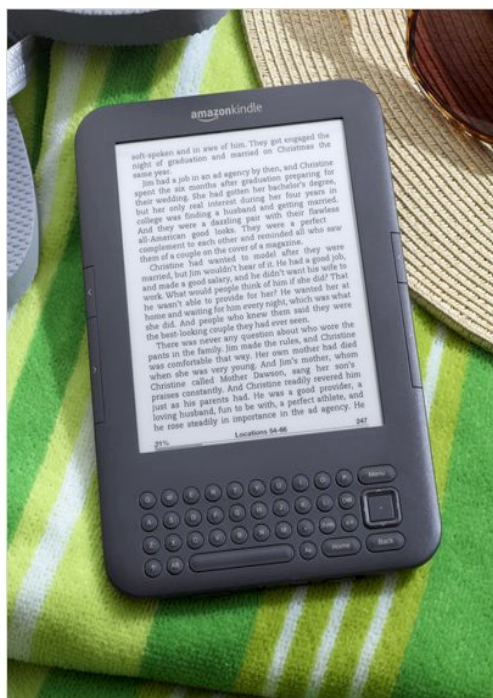
My first problem to solve was the high cost of converting books into e-books. Some companies charged \$400-600 to convert a simple text. Now there are companies charging as little as \$40-\$60. Or you can try doing it yourself.

Here are a few informational websites to visit: <http://www.jutoh.com/>, <http://www.mobipocket.com> and <http://www.innodata-isogen.com>.

My second problem was regarding distribution and profit margin. However, on June 30 of this year, Amazon changed its price structure to give authors/publishers a 70% profit.

Amazon has easy-to-follow instructions to upload files (Amazon's Digital Text Platform) and there are no fees. You need to open an account and register an ISBN for your book; if your book already has an ISBN you don't need a second one.

I hope to make the transition from “Egads!” to “Elated!” very soon. When that happens, I'll be sure to share my e-book success story at a future CAPA meeting.



**Do you want to sell more books? More profitably? Now you can!**

by Brian Jud

CAPA is collaborating with IPNE (Independent Publishers of New England) to sponsor a three-part series of webinars to show you where to find more buyers for your books, present your recommendation and negotiate large-quantity, non-returnable sales. CAPA founder Brian Jud will be the speaker for these webinars on three consecutive Mondays beginning on Nov 1.

The webinars will run from 6:00 to 7:30 p.m. Nov. 1, Nov. 8 and Nov. 15; they

are free for CAPA members. You may even listen free if you go online instead of calling in.

Following is a description of each webinar and the link to register for them.

**Nov. 1: How to Find More Buyers for Your Books in Non-Bookstore Markets**

Brian will begin with a general introduction to special-sales marketing. Every year, more books are sold to buyers in market segments outside of bookstores than are

sold in bookstores. And they may be sold more profitably on a non-returnable basis. Are you getting your share of these sales? In this webinar, you will discover how to find new markets for your existing titles and increase your sales and profits.

Brian will also show you how to prospect (search) for corporate buyers. Selling books is a matter of numbers: The more people you contact, the more books you can sell. Unfortunately, many authors miss out on potential sales because they do not know

where to find the names of potential buyers. In this webinar, you'll also learn where to find the names of buyers willing and able to buy your books.

Register free at <https://www1.gotomeeting.com/register/894384960>.

**Nov. 8: Preparing For & Making Presentations For Large-Quantity Sales**

At some point you have to meet face to face with the buyers and tell them

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**An Afternoon at CAPA Launches a Successful Authoring Career** by Cynthia Bercowetz

My mind is blurry as to when I first joined CAPA. I do remember there were raffle prizes at the meeting. However, the location escapes me.

The prizes were intriguing, mostly large plants. After I had won most of them, a charming member said: "Well, you might as well join CAPA."

I agreed. I could not take all of these plants home and not join. I did and that was the best decision I ever made.

I had retired from my posi-

tion as columnist at the *Journal Inquirer* where I wrote the "Get Help! Tell It to George" column.

I didn't want to write a book. But Dan Uitti, our current president, said I should.

Everyone wants to write a book. Why not? But it wasn't that easy for me.

My first editor was Beth Bruno. We met many times, discussing my book, *Don't Get Ripped Off! Get Help! Tell It to George*. It was a consumer survival guide.

At our first meeting, Beth said, "It is good, Cynthia. But you don't have any chapters."

Back I went to include chapters about my work at the *Journal Inquirer*. I wrote about my big investigations at the newspaper, including mail-order scams, the downside for timeshares and funeral homes.

That was it. No more books. But President Dan told me I had to write more.

"No more," I insisted. But he won.

I decided to write about identity theft; but a former editor of the *Hartford Times* told me, "No. Write a cook book." This former editor, Nat Sestero, said that readers wanted a cook book.

So *Unforgettable Recipes* was born. However, I had to somehow manage to get my consumer tips into the cook book.

I had some of my favorite recipes in the book, including ones contributed by chefs from the many cruises I had taken. I also was able to put in some tips about identity theft.

There was no stopping me. My cousin told me about his cat, Tiger; and I wrote two books about this extraordinary animal. I have a third that I am writing now.

*Scams* is one of my favorite books, which includes Ponzi scammers Bernie Madoff and way back to Charles Ponzi in the 1920s. This book was released this year.

My new book, *Oliver*,

*the Lion Who Wants to Be A Lion*, is the most difficult book I have attempted; I needed the clearance for this book from Lions Clubs International.

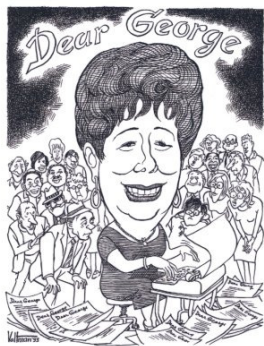
I flew to Chicago to get the okay from one of the CEOs. There are many restrictions to be worked out. LCI wants \$100 upfront, royalties and other requirements before LCI will give its approval. I am still working on it and hope to get the book released by this year.

I have an excellent editor, the Word Guy, who writes a column on "words" for *The Hartford Courant*. I also have a publisher in Naples, Florida.

My advice on editors is to have a working relationship with your editor. Know what they charge from the beginning. One rabbi ended up with a bill of \$1,500!

So, thank you, dear CAPA, for giving me a start on my writing career. It has been the best support I ever have had.

**Don't Get Ripped Off!  
Get Help! Tell It to George**  
A consumer survival guide  
by Cynthia S. Bercowetz



Cover Artwork provided by  
Pulitzer Prize winning editorial cartoonist Edmund Valtman  
visit [www.DearGeorge.org](http://www.DearGeorge.org)

## Why Should I Join CAPA? A Success Story

by Tom Santos, SECAPA Chairman

Everyone has a dream; everyone says, "I'd like to write a book"; or "I have an idea for a book... but I don't know where to go from here."

In June of 2009, I was contacted by a long-time friend, Glenn Rupert; we hadn't talked in probably 20 years. But we had a lovely reunion over the phone.

During our conversation, the subject of book writing came up. I told him I had written and self published a book, *My Son Todd & My Guardian Angels*, and my second book, *Mystic in the 1950's*, was coming out in July. I also told him I was the Chairman of SECAPA.

Glenn said, "My ex-wife [Nancy] has a book her deceased husband wrote and she is trying to get it pub-

lished. Do you think you can help her?"

He gave me Nancy's phone number and asked me to call her.

I have known Nancy as long as I have known Glenn. I called her that day. She explained to me that her late husband had written a manuscript about his battle with cancer and she would love to get it published for him, to carry on his legacy.

I invited Nancy to our upcoming SECAPA meeting in July, where I would introduce her to some other authors and publishers and get her started networking with them.

Nancy came to the meeting; the guest speaker that night, as fate would have it, was Richard LaPorta, owner and publisher of Husky Trail

Press. I introduced them.

Richard was excited at the prospect of receiving the (then) four-inch-thick manuscript.

And the following month, Nancy joined CAPA through the SE chapter.

On August 18, 2010 (one year later), Nancy held a gala debut of her new book at the Plant Mansion located at UConn, Avery Point. It was attended by around 100 people, by special invitation, complete with a band (The Cartells), hors d'oeuvres, drinks and sweets. What an absolutely gorgeous evening with a beautiful sunset over the Long Island Sound. A truly first-class debut for a first-class book.

Congratulations, Nancy; you are a classy lady. I am proud to know you.

Try CAPA with over 250 authors, publishers, printers, editors and other people who can help to get your book into print. Become a published author. We now have three locations: Avon, Shelton and Groton. Come to a meeting and see how many new friends you can make.

**CAPA Central** meets the third Saturday of each month at the Avon Senior Center.

**SECAPA** meets each month the Monday after the CAPA Central meeting at the Groton Public Library.

**SWCAPA** meets the second Monday of every month at the Plumb Memorial Library in Shelton.

Visit [www.aboutcapa.com](http://www.aboutcapa.com) for more information.

## Jan Kardys Captivated the CAPA Membership at the August Meeting



Jan Kardys held the packed audience enthralled with her knowledge and insight into marketing a book once it is written. Her background as an agent, in various roles for some of the top publishers and even her work with Google, allowed her to share some of the best

tips for an author who wants to get his book noticed.

We must learn to repurpose our material. You may no longer just write a book; you must be prepared to have your topic available in articles, in teleseminars and other ways to generate interest in your book.

An author must have a website and/or blog and must be active in social marketing to make a difference in today's competitive publishing world.

More and more, authors of fiction and nonfiction are turning to YouTube to get better known by potential book buyers. Short videos that put the message out will be view by potentially more than 200,000 book buyers.

Other online sources for potential publicity are Facebook, MySpace, Digg, Twitter, Flickr, Blogcatalog, Reddit, Mixx, Ning, LinkedIn, Catheer, Squidoo and Shelfari. The biggest of these is Facebook, with more than 250 million visitors.

Other suggestions were to build an email list of potential readers. The addresses may be collected by having an email signup with a 'free' giveaway on your website. You can use 'teaser' bits from the book on your site to build interest. You might even post your first chapter on your site with a link to buy the book.

With her experience at Google, Jan was able to point out some of the tools that are available to help authors: eve-

rything from Google Alerts, to Google AdWords, Google AdSense and Google Products — all of which may be used to get attention to your book.

Radio and television also should be included in every writer's repertoire.

Now, most of these venues may be used by writers who are independent, as well as by those with publishers. Most publishers today have neither the time or money to publicize any but their most famous authors. The rest are expected to get out and create a following for themselves. This is much easier with today's online tools, which should be employed by every author looking for success.

## Regression For Writers Block Is Better Than Sex

by Barry Eva

As a radio (blog talk-radio) show host, I get to chat with authors, covering many different subjects and styles of writing, in fact I celebrated my 200th radio show in August. One of the subjects that I have been bringing up over the last several months was the “string theory” or parallel universe for writers.

At the time this was really tongue in cheek; now, with what has happened to me over the last few weeks, I just wonder how farfetched it really is.

My theory is that there is a parallel universe where the stories we writers put down on paper exist; they are waiting there, for some author to come along and be the conduit that enables them to be shared in this world.

Ninety-nine percent of fiction authors will tell you that — no matter how detailed their plan is and how much they sketch out the plot — the characters, once you start to write, lead the author off on numerous tangents. Charac-

ters that originally were there just as background suddenly take over the story, leading a merry dance through the next few chapters if not the rest of the book.

I have spoken to numerous show guests about this very thing, some have even shared that such a character has taken over the book completely, nagging at their subconscious if they dare to stop, or spend time on another story.

This character pressure can take place during the creation period, or even, as some have shared, during moments of sleep. Several authors have explained that they keep a paper and pencil next to them during the night, to catch the moments of clarity when waking from a dream.

This creating from your subconscious, which is basically what it boils down to, took on a different aspect these last few weeks.

For some time I’ve been pondering statements made by fellow stall holders at a few

book signing events. For some reason us authors tend to get put next to, or close to people doing palm readings, tarot cards and such. A few times, when business was slack (quite often), fellow authors and I have gone for readings from these stall holders. Each time I’ve had whichever type of reading, I’ve been told, “You are a very old soul and have been around a long time.”

What does that mean, “been around a long time”? Does it mean I’m even older than I thought? Or am I, as the old music hall song goes, “one of the ruins Cromwell knocked about a bit”?

Quite by chance I heard of a lady living not that far from me who does a readings, healings and past-life regression. Up until now I’ve never really thought much about such things; however, with the previous statement about being the “old soul,” I contacted her

about a “regression session.”

Just a little skeptical, wondering if I could even relax enough to be a good subject, I went to the lady’s house. It was a three-hour session; we spent the first hour just talking about things, how things worked and what was I expecting, etc. To be honest I didn’t know what to expect. I’ve heard of people going through two or three regressions at one session, and had no idea what was ahead of me.

When you think of events like regression sessions, you perhaps think of being hypnotized like the TV shows, you know, the “when I mention food, you will quack like a duck” sort of thing. This is actually far from what actually happened.

You relax, being stopped just above the point of going to sleep, you know where you are, you know what is going on, you can hear the person

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## Do you want to sell more books? More profitably? Now you can! continued

why they need to buy your books. You will be more successful selling books in large quantities if you organize and give your presentations effectively. In this webinar, Brian will show you how to write a proposal and prepare a professional, successful sales presentation. Then he will cover simple ways to give your presentation and convince more prospects to buy. This process is effective for both fiction and non-fiction titles. Sign up for this free session at <https://www1.gotomeeting.com/register/501375280>.

### Nov. 15: How to Negotiate Large-Quantity Sales

This is the last of the three webinars sponsored by Brian Jud, CAPA and IPNE. Brian will talk about how you can negotiate profitable or-

ders. Rarely will buyers accept your initial proposal, so you must negotiate the final terms. If you want to make large-quantity sales to corporate buyers, you must be ready to deal. There are a variety of ways to do that effectively — and in a non-threatening manner. It is not difficult, but you have to know where to give and take — and when not to buckle. And once you get the order for your books, there is still more to do in your post-sale followup. This free webinar will provide you with all the basics you need to know about creating a long-term relationship with recurring revenue to you. You may register for this session at <https://www1.gotomeeting.com/register/468433912>.



## Brag Board

### Adele Annesi Promoted to New Post.



Top-producing editor Adele Annesi is promoted to senior editor for the global IT-analyst firm Gartner, Inc., based in Stamford, Conn. An award-winning editor with Gartner, Adele was the top-producing editor for the company's Research division in 2009, and worked as lead editor on one of the firm's most extensive special reports for international publication.

### CAPA Member Reaches 200 Radio Shows

CAPA member, author and host of the popular internet radio show "A Book and a Chat" Barry Eva celebrated his 200th radio show on Saturday August 14th. Starting from one show a week in February 2009, his laid-back style and format of "a chat over a cup of tea" has received nothing but rave reviews and quickly his shows increased to the current four a week. During the 200 shows, he's had writers and bloggers of every genre as guests, including many CAPA members. The writer of a successful young-adult romance book, *Across the Pond*, Barry has himself appeared on a large number of radio and TV programs. You may find out more about "A Book and a Chat," including the upcoming "YA MALE AUTHOR MONTH" at <http://abookandachat.blogspot.com>.

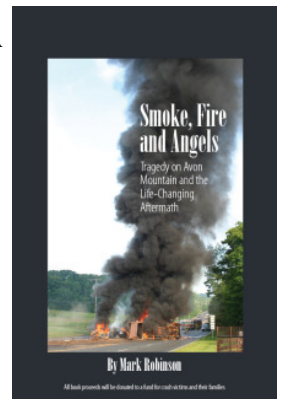


### Mark Robinson Will Be Part of Speaker Series



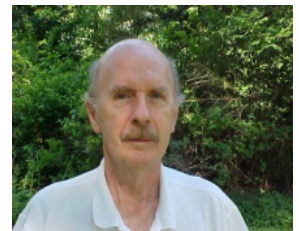
As part of the Connecticut Authors Trail speakers series, brand-new CAPA member Mark Robinson will be the featured presenter Tuesday, Sept. 21, at 6:30 p.m. at the Guilford Smith Memorial Library, 17 Main St., South Windham, Conn. He will talk about his book *Smoke, Fire and Angels — Tragedy on Avon Mountain and the Life-Changing Aftermath*. Since its publication one year ago, Robinson has spoken at more than 50 events, including appearances on WNPR's "Where We Live," WTIC-AM's Ray Dunaway Show, WVIT's Morning Show with Tom Monahan, WFSB's Better Connecticut with Scot Haney and Fox 61's Stan Simpson Show. His book was also reviewed by Lary Bloom in the December 2009 issue of *Connecticut Magazine* and by Tom Condon in the Nov. 15, 2009 issue

of *The Hartford Courant*. All book proceeds are being donated to the families who lost loved ones as a result of the July 29, 2005 Avon Mountain crash. More information about the book is available online at [smokefireandangels.com](http://smokefireandangels.com).



### Joe Vojt Spoke to SECAPA About Science Fiction

Joe Vojt recently addressed the Southeast Chapter of CAPA about a topic of prime interest to himself and many attendees: science fiction. His novels include *Mystified Humanity*, *Wings of Air*, *Enduring Prophecy* and *Threshold of Consciousness*. Joe previously worked in the quality manufacturing arena, which included NASA projects like the Apollo program and a variety of space satellites for Hughes and other technical industries. He lives in the Farmington Valley, Connecticut. Joe is a Vietnam-era veteran; after joining the United States Air Force, he served three out of the four years in SAC, working on the B-52. Joe says, "I like to paraphrase Joseph Conrad. **Illusion: "Words, as is well known, are great foes of reality."** His interests cover a broad area: writing, reading, photography, the sciences, history and music. Email [ctwriter@snet.net](mailto:ctwriter@snet.net)



### Meet Author Jason Alster Thursday, Sept. 16, 7:00 p.m. Wethersfield Public Library



In *Leaving Home, Going Home, Returning Home*, Wethersfield author Jason Alster shares his adventures of moving halfway around the world to Israel. Mr. Alster will read from his memoir and share his experiences of anticipation and discovery at the Wethersfield Public Library, Thursday, Sept. 16 at 7:00 p.m. All are invited to attend.

## ABCs of the Editing Process: Spell Check Does Not Lie!

By Roberta Buland

It had to happen one day! In one of my columns there had to be a blatant proofreading error that anyone could pick up. And, it seems, not anyone, but everyone, at the August CAPA meeting did just that. I heard questions: “Who proofreads your column, Roberta?” “How could such a mistake occur in the headline/title?” “How could you let it go?” But, the kicker was, “Spell check lies!”

When I showed my son, Josh, the article and told him about spell check being a lie, he said, “Spell check tells the truth. It does not think, though.”

He’s right, of course. As long as spell check recognizes a word as an accepted spelling, it will pass as correct. The problem is that spell check does not think and does not get inside the brain to comprehend what the writer intended to write or say.

So, one of the very first rules of editing is to proofread carefully. It could actually be the “A” in “ABCs

of the Editing Process.” No writer wants to find, after her book is published in multiple copies, that a word, although it may be spelled correctly, is not the homonym she meant. A homonym is a word with the same pronunciation as another but with a different meaning, origin, and, usually, spelling. For example, the words “cite,” “site” and “sight” come to mind. They sound the same, but oh, the different meanings they each have!

Homonyms abound in English. Refer to the book, *Common Errors in English Usage*, by Paul Brians, and you will have a field day with homonyms and their appropriate meanings. For example, how many times have you seen the words “coarse” and “course?” Or, think about a common error when it comes to “complementary” meaning something that goes well with something else, or “complimentary” that is a positive word to describe a person or thing. You could say “The colors are complementary,” that is, they go well

together with each other. Or, “What she said is complimentary about you” would mean she said something nice about you.

Another common mistake may be made between the use of “defuse” and “diffuse.” The first refers to avoiding a bad situation; the second refers to spreading something out. Perhaps you can think of a time when you used the incorrect homonym, but spell check didn’t pick up on it.

So, how do you avoid the problem of using the wrong homonym? First, you have to know the definition(s) of each homonym you use. Second, be sure to proofread everything several times. To answer the questions, “When do you proofread your work?” Or, “When should a proofreader proofread your work?” The answer is every time there is a change, every time the work goes to another person in the chain of publishing, and every time you send a book to an agent or publisher. That’s already three times. But, there is no limit to how many times. The final answer is “until it is



as excellent as it can be!” This may sound tedious and boring. If you can no longer look at your own work, hire a proofreader or an editor to be sure everything is as it should be. Remember, you only have one opportunity to make a good first impression — and your writing gives you that opportunity. So, make your writing right!

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## Regression For Writers Block Is Better Than Sex

continued

talking, the air-conditioning unit and people out in the street. You are there but not there.

Some people I’ve heard of take you to a room with many doors, others to a road with many paths. I was taken to a library in a very old castle, and there found a shelf of books, each one being one of my past lives. Two books stood out, one blue and one red; the others were all dull grey. I took

the blue book, placed it on the floor and watched it grow until there was a door through which I stepped into a past life.

Okay, some folk are saying, load of rubbish; and, to be honest, I had much the same skepticism. However, as I moved through the past life, sometimes being able to touch things, sometimes hear things, sometimes even smell things, I knew I was there, I was part of it. I remember at

the time thinking, is this real or am I just a storyteller narrating a story that is being created in my subconscious? Is this how stories come to writers? Be it in dreams or perhaps when they start creating their novels?

After what seemed to be about fifteen or twenty minutes, I was brought back from my past life, with a greater understanding of some of the issues in my present life — as well as many questions.

Upon completing the session, I was totally shocked to find that, instead of the fifteen minutes I thought I’d been in regression, it was, in fact, over an hour and a half. It was as though I’d jumped into a different time line. Perhaps this is how alien visitors are able to travel so far and so fast? But I guess that’s a story for another time.

*Continued in the October Issue*