



The Authority

Connecticut Authors & Publishers Association—Since 1994

Connecticut's Source for
Writing, Publishing &
Marketing Information

Volume 27 Issue 8

www.aboutcapa.com

August 2020

CAPA Virtual Meetings in August

The meeting places for all three CAPA chapters (Avon, Shelton and Groton) are closed through August. However, we will still supply you with book-marketing information with virtual meetings. Email BrianJud@comcast.net for the links to any or all of these events:

August 10 (6:30 pm - 8:pm): *Use Performing Arts to Enhance Creativity and Writing Ability*, By Jack B. Levine (Author, Playwright, Actor, Improv Performer, Standup Comedian). Writers seek to develop plots, characters, dialogue,

twists and turns, and a compelling story to attract readers. Learn how to easily develop these writing techniques with tips from the stage. Link to attend: <https://zoom.us/j/3671572517>

August 15 10:30 am to 11:30 am): Dennis Scheicher will tell us *How To Get And Work With An Agent* Topics he will discuss include: Why You Need a Strategy to find an agent, and how to: Identify how your book fits into the publishing world, find agents that are looking

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Meet August Member Jack Levine: Invigorated Writer

By Joe Keeney

Jack's passions are not passing infatuations. He immersed himself in acting, improv, standup comedy and writing books and plays right after he retired. And, his dedication to the performing arts has not faltered one bit since he left the business world as a chief financial officer.

It began with his desire to write a memoir. Jack shared, "I found the whole process to be so invigorating, I continued to write." Though energizing, he admits it is not easy to develop an idea into thought provoking and entertaining literature. It may not be easy, but this author has penned four books despite the effort he had to put forward: *Laughing Out Loud: A Memoir*, an endearing story of an insecure boy growing up and building his confidence

while poking fun at his experiences; *Primer for the Performing Arts*, a guide to trying the performing arts and finding the journey to be a lot of fun; *Tales of Mirth and Madness*, drama and comedy fictional short stories; *Parodies and Comedy Skits*, an assortment of on-stage, radio and Zoom presentations.

With a volume of writing output like this, it begs the question how



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SW CAPA Report By Joe Keeney

The SWCAPA meeting held on July 13th with 13 members in attendance. Brian Jud sponsored and moderated the online meeting.



Author Jim Bennett, co-chairman of SECAPA, shared, how we can turn dreams into reality using media. He talked about how he began his writing journey and how he reached his goals. Hosting the SEC-TV show *Books and Beyond*, is one of the accomplishments he attained.

Jim is also a prolific writer with a series of books he authored, entitled the William Gillette series: *The*

Case of the Flying Corpse; Accounts of William Gillette and The Floating Corpse – all published under the pseudonym, James Michael Walker.

An Overview of the Book-Writing Process

By Dan Janal

See how these steps fit into writing your book in a flash. Here are the steps to create your masterpiece quickly.



1. Get focused. Write an executive summary, which is a short 400-word description of the book. Identify your ideal readers,

and describe their main problem. Your book should provide an answer to that problem.

2. Name it! Create a working title.
3. Explain it to other people by creating a Fool-Proof Positioning Statement.
4. Overcome limiting beliefs. We all have them. Let's tame them.
5. Create ten chapter topics. These are your big ideas.
6. Write a comprehensive outline for each chapter. Include lots of descriptions and examples to prove your points.
7. Research the book.
8. Write the first draft.
9. Get feedback.
10. Revise, edit, and finish.

Article Submission

The Authority welcomes articles written by members. Here are our guidelines.

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

Articles should be no longer than 400 words. If the article is longer, the editors reserve the right to reduce the size or divide it into sections that would be run in successive issues.

All articles will be edited. Submit single spaced with no built-in formatting. Submit articles to Brian Jud at brianjud@comcast.net.

Send submissions for the **Meet-A-Member** column to Joe Keeney at jkeeney9267@spamarrest.com or Barbara Meredith dbmeredith@charter.net

ARTICLES ARE DUE BY THE 28TH OF THE MONTH

CAPA Board of Directors

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Meet A Member Continued from Page One

does the author view the writing process? Jack said, "You should fully understand your character, be true to your creation. All actions, dialogue, reactions should be authentic...even if it means changing the plot direction or creating a new character."

For plot re-directions, Jack uses a pad of paper and marker to make lots of notes, instead of outlining. He writes most of the time without editing to get a first draft; he leaves the draft alone for several days to re-edit. He repeats the process again before sending it to his editor; and re-edits again after the editor makes suggestions.

The author's approach to the process of writing came from being an avid reader and listening to professional writers, not writing courses; though, he acknowledges an academic background in accounting with a Master's in Business Administration.

Jack's other passion besides the performing arts is his family. He says, he does everything for his wife Susan (47 years married), three daughters, son-in-law and six grandchildren.

This talented artist who is currently writing ten-minute one-act plays for publication, gives the following advice to novice writers: Forget about the fear of failure; commit to writing with energy and enthusiasm.

*Give characters a valid grievance.
A character without a purpose is a
story without a cause.*

John Long

What Do You Expect From Us?

By Brian Jud

Many CAPA members have participated in our Big-E exhibit to sell their books. It has always been a major book-selling event, but it has been canceled this year.

In lieu of that, we want to make sure we are providing you with the services you want and need to be successful with your book. In addition to the monthly *Authority* newsletter filled with tips and topics on book publishing and marketing we have these speakers scheduled for the remainder of the year (presented virtually until the facilities reopen)

- **August 10: Jack B. Levine:**
Use Performing Arts to Enhance Creativity and Writing Ability
- August 17: SE CAPA speaker to be announced
- **August 15: Dennis Schiecher:** *How To Get And Work With An Agent*
- **August 20: Brian Jud** *Use Your Sell Phone to Increase Your Sales,*
- September 14: SW CAPA speaker to be announced
- **September 19: Lisa Lelas** *How to find/work with a major publisher*
- September 21: SE CAPA speaker to be announced
- **The APSS Virtual Book Marketing Conference** (Sept 10 – 11). Discover how to sell to non-bookstore buyers you never thought of for profits

you never dreamed of. No charge to attend. For more information email BrianJud@bookapss.org

- October 12: SW CAPA speaker to be announced
- **October 17: Sandy Greenberg:** *writing screenplays*
- October 12: SW CAPA speaker to be announced
- November 9: SW CAPA speaker to be announced
- November 16: SE CAPA speaker to be announced
- **November 21: Simsbury publisher Robert Mandel**
- December 14: SW CAPA Holiday Party
- December 19: Holiday Party
- December 21: SE CAPA Holiday Party

What other events would you like to have us create for you?

In addition to these virtual meetings every month (Avon, SE CAPA and SW CAPA) what other events and services would you like to have as a membership benefit? Here are some ideas to get your creative juices flowing:

- Virtual book-signing events
- Virtual meetings with a mentor/expert on publishing and/or marketing
- Virtual mastermind meetings with other authors in your genre
- A CAPA Speakers Bureau

Please send your suggestions to me at BrianJud@bookapss.org and we will discuss them at the August 15 CAPA Board meeting.

Book Writing Class Tool: The First BookMap – Your Personal Story

By Nancy Erickson

Book Writing Class
Tools to Help Organize Your Thoughts Onto Paper



When I was a child, we took family vacations, and each of my parents had a role. Dad was the driver; Mom was the navigator. Poor Mom. Dad wasn't a patient man, and he had little tolerance for anything but instant, on-point answers. At that time, we used the fold-up maps that gas stations sold, which were a challenge unto themselves.

Most of us don't use physical maps anymore because we have fabulous phone apps and GPS devices that tell us where to go, turn by turn. All we have to know is our starting and ending points.

And that's exactly what you know about your book right now. Your starting point is here, where you have nothing. Your endpoint is the purpose of your book, which is reflected in your Purpose Statement. With The Book Professor, we'll help you create a BookMAP that will show the step-by-step route to that final destination—without all the clutter of the side roads. It's a Method And Process (MAP) that you'll use to save time, energy, and emotion—and it's the shortest route to delivering your audience to the purpose of your book.

“When you're open and honest you give the reader permission to be open and honest too.”

-Nancy Erickson

BookMAP 1: It's Personal

When you take our book writing class, you'll learn that your personal story is one of the most important parts of your book. Some writers, particularly if they're writing a business book, want to leave out this part and simply share their knowledge or instruct the audience. That would be a mistake.

Before you can tell your readers anything, you must earn the right to be heard. Nobody likes to be told what to do, especially if they don't know anything about you. What makes you an authority on this subject? Why should they listen to you? Those are the questions you answer when you share your own story.

And your readers don't want the whitewashed version of you. Share your high points and the deep canyons, the wins and the demoralizing losses, the beautiful and the ugly. You must be real and transparent. So shuck off your pride that tells you if they know who I truly am, they won't like me. That's bunk. When you're real, people will love you. When you're open and honest, you give the reader permission to be open and honest, too.

I'm not saying it's easy. It takes a lot of courage to be this vulnerable. We all want to put our best foot forward to make a good impression. We like to hide the messes we've made, but sometimes the mess has become your message.

That's what's so effective about my Executive Group Coaching classes. In this book writing class, you get to share your failures and foibles in a safe place, test out your message with others in the class, and gain strength from doing so—before you bare your skin to the world. ●

Book-Marketing Tip

By Guy Ahtzahn

Did you ever see an optical illusion? Initially, you see only one image and you assume that is all there is. Then suddenly, a different image appears. One example is an old lady with a big nose (image here). When you look at it a little longer it appears to be a young woman with her head turned (or you may see it in opposite sequence). Voila! There is more here than first meets the eye.



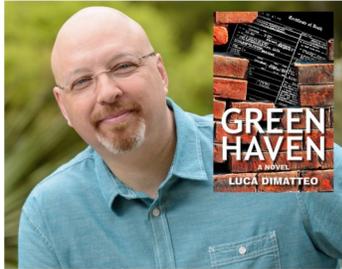
Doesn't that remind you of non-bookstore marketing? Initially, people see selling books only through bookstores. Then the moment comes when they say, “I see it. There is another way and that is selling to corporate buyers and through non-bookstore retailers.” That is when real book marketing begins, and sales start to happen.

We veered round a glistening minaret of blue ice, rearing from the deep like frozen doom,” is an example of an author trying too hard. “Ice, mast high, floated by,” shows that a writer is letting the image, rather than the words, do the work.

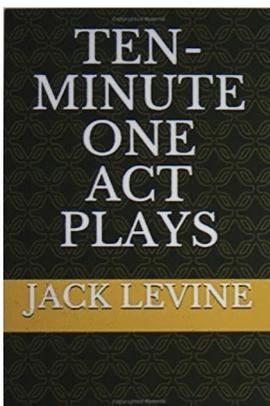
John Long

CAPA Members Celebrating Success

Luca DiMatteo says, "My novel *Green Haven* is now on Amazon. The ebook is for sale and the hardcover is on pre-order and will launch on Oct 6, 2020. I have been receiving 5-star ratings and sales are growing daily."



Jack B. Levine proudly announces the publishing of his fifth book, "*Ten-Minute One Act Plays*" on Amazon.com. Levine has created seven short plays, which deal with romance, comedy, relationships, murder, modern art, and the future of humankind. One of his plays, "*Floating Bubbles*", was produced by Jon L. Peacock's 'Play Readings With Friends' on July 5, 2020. Two professional actors played the characters. Jack's play received high praise from several Directors and other Playwriters, who watched the Zoom production.



Jack started to write his plays when the Cheshire Community Theatre decided to postpone its production of "Twelve Angry Jurors" in early March. With all theaters closed, Jack found an outlet for his creativity by writing ten-minute one act plays. Jack hopes his plays will be produced on the stage when the theaters are opened again.

Jack teaches an online course for the Osher Lifelong Learning Institute, an adult education program at UConn – Waterbury, entitled "Performing Arts and Creative Writing for the Novice". Jack uses his acting, improv, standup comedy, personal storytelling experiences to help write. He finds the 'techniques' of making a character in a play 'come alive' can be used to great effect in creating multi-dimensional characters in a playscript (or a book, short story, or any written piece).

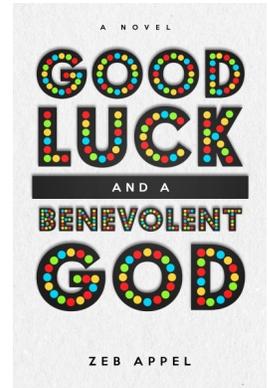
Levine has appeared on several cable television and radio programs to talk about his successes in writing and on-stage performances. He was a guest on "Conversations with Jerry" at the COMCAST Studio, "Nerd Talk" at Citizens Television, and "Nutmeg Chatter: The CLAW's Chatter Edition" at the WAPJ Studio.

Jack performed to a sell-out performance at the Waterbury Palace Theater's Poli Club on March 3, 2020. He called his show "Laughing Out Loud". Jack did some standup comedy, performed comedy skits with volunteers from the audience, and told his story about what he has been doing for his "2nd Act" (since retiring in 2016).

Jack has also published "*Laughing Out Loud: A Memoir*", "*Primer for the Performing Arts*", "*Tales of Mirth and Madness*", and "*Parodies and Comedy Skits*". All of these books are on Amazon.com. Jack lives with his wife in Beacon Falls, Connecticut.

Robert Kerson said, "I was interviewed by Rabbi Chanoch Wineburg about the exact site of the Jerusalem temple location. The program was recorded and can be viewed on [chabadofwestville's Facebook page](https://www.facebook.com/chabadofwestville)."

Good Luck and a Benevolent God, a contemporary literary novel (debut) by CAPA member Zeb Appel, was awarded first place for novel in the 2020 Connecticut Press Club (CPC) Communications competition. As a first place winner, the novel qualified for entry in the National Federation of Press Women (NFPW) competition where it won third place for adult fiction. Although the CPC banquet was postponed indefinitely, the NFPW held a virtual award ceremony on June 20. CAPA members should note that the annual CPC Communications competition is open to any Connecticut writer and includes categories for poetry, novel, and memoir but most awards are geared toward recognition of work by professional journalists. The next contest opens October 1, see <https://ctpressclub.org/annual-contestent/> for more info.



Good Luck and a Benevolent God features a diverse cast of oddballs and their predicaments to portray quirky Mandy Flanagan's life from 1924 Boston to New York City to her retirement in Wallingford Connecticut as the neighborhood eccentric. The novel is likened to the

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Member Success Stories

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linked short-story form used by Elizabeth Strout in *Olive Kittridge*. A second edition of the book will be released in August onto new platforms and an audiobook is planned.

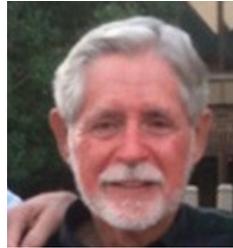
Appel's next novel, *The Median* (suspense) is about the consequences of professional failure when a woman breaks down, disappears, and finds comfort in the strangest of places, upending her family and an innocent trucker. Appel is also knee-deep in the weeds of a memoir about the highly-publicized scandal that led to her grandparent's divorce. Appel is seeking literary representation and publication with a traditional press. For more info, see www.zebappel.com or contact her at zeb-writes@gmail.com.

Literary and inspirational suspense novelist Dr. Len Mattano has been selected by the Douglas Library of Hebron as guest speaker for its 2020 Connecticut Authors Trail virtual event on Tuesday, August 25th, beginning at 6:30 p.m. Len will discuss the medical premise behind *Celtic Crossing* and share his perspective as a childhood cancer specialist on finding life's meaning in the context of human mortality. Registration is via email (info@DouglasLibrary.org). Details are available at DouglasLibrary.org and CelticCrossingBook.org. Personalized copies of *Celtic Crossing* can be ordered at BankSquareBooks.com (860-536-3795). Visit ConnecticutAuthorTrail.org for information on other CAT events this summer.

What is Success?

By Dr. Tom Hill

Google the phrase "What is success" and you will get 1.13 billion results. I'd like to examine each of those with you today (not really). Much has been said about success. Everybody seems to want it, but it is surprising how few actually can define it.



One dictionary defines success as "the accomplishment of an aim or purpose, the attainment of popularity or profit, or a person or thing that achieves desired aims or attains prosperity." But what should be the aim or purpose? And how do we define prosperity? Here are some serious attempts at defining success.

Zig Ziglar: "Success means doing the best we can with what we have... reaching for the highest that is in us, becoming all that we can be." But to know what is best, don't we have to know what is good? And reaching for the highest what? Did Hitler reach pretty high? Or not? How do we measure? Winston Churchill: "Success is going from failure to failure without losing enthusiasm." Enthusiasm. But why should I be enthusiastic about anything? Especially in the midst of repeated failure. And what the crud is failure anyway? How can I know what that is until I know what success is?

Maya Angelou: "Success is liking yourself, liking what you do, and liking how you do it." Liking stuff. So "I" am the judge of success. If I am easily amused, apparently I have a great chance to be successful.

Ralph Waldo Emerson, "Success: To laugh often and much, to win the respect of intelligent people and the affection of children, to earn the appreciation of honest critics and endure the betrayal of false friends, to appreciate beauty, to find the best in others, to leave the world a bit better, whether by a healthy child, a garden patch, or a redeemed social condition; to know even one life has breathed easier because you have lived. This is to have succeeded!" I don't even know where to start with this one. I guess I need some fake friends to betray me, and I need to start a garden.

John Wooden: "Success is peace of mind, which is a direct result of self-satisfaction in knowing you did your best to become the best you are capable of becoming." Again, what is best, what is good? Did you ever know someone who had total peace of mind, and were satisfied with themselves that they had done their best to become their best... and yet they were totally incompetent? Peace of mind can be deceptive.

Stephen Covey: "If you carefully consider what you want to be said of you in the funeral experience, you will find your definition of success." In short, what others think of you defines your success, and you won't know if you did it right or wrong until you are dead—and that's only if you show up for your funeral. On time.

Deepak Chopra: "Success in life could be defined as the continued expansion of happiness and progressive realization of worthy goals." Two things: happiness—but only if it is continually expanding (bummer if it stops), and realization of worthy goals. Great, but what the crud makes something "worthy"?

SE CAPA: Winners of the Children's Book Contest

By Elizabeth Saede



James Bennett, who co-chairs our Southeast CAPA group with Patti Brooks shared on our SE CAPA Facebook page, "We just wrapped up our July 20th ZOOM meeting. Kathleen Sweeney was our guest speaker and she walked us through an amazing tool for us authors to use for marketing and book design in all forms. Brian Jud was kind enough to record the session for us again and the link to that meeting is now available at AboutCAPA.com.

Drumroll please.... and the winner of our Children's book contest this month was Patti Brooks with *Baby Bear helps Santa*. First runner up:

Gwen Marinai for *Lizzie Light Star Fisher*. Second runner up: Judy Rickets-White for *The Slater Mountain-Yellowstone Rescue*. Congrats to all. Next month's contest will be Poetry and we will announce the winners at our meeting on August 17th. Stay Safe. Stay healthy and keep writing folks!"

August Virtual Meetings Continued from Page 1

for books just like yours, refine your list of target agents, personalize your query letters, send your query in batches, and why and how to follow up (Don't skip this step!). **Register** at <https://attendee.gotowebinar.com/register/2547495182951587342>

August 17 (6:30 pm - 8:pm): SE CAPA speaker and topic to be announced

August 20 (6:30 pm to 7:30 pm ET): Webinar: *Use Your Sell Phone*

to Increase Your Sales, by Brian Jud. Your telephone can be your most effective weapon in your marketing arsenal – if you use it correctly. You can use it to reach more people, more economically, more directly than almost any other promotional tool. You can increase your sales significantly if you use it to get on more TV and radio shows, sell more books on the air, reach more prospective buyers, network, conduct research and other means. **Register** at <https://attendee.gotowebinar.com/register/3620742776474811918>

August 25: One-on-one consultations (3:00 to 4:30 pm ET): Would you like to have a customized list of buyers for your book? Two special-sales marketing experts will give you a personal, 30-minute consultation on August 25 at 3:00, 3:30 or 4:00. get. The fee for APSS members is \$39.95 (\$49.95 for non-members). To register, contact Brian Jud at BrianJud@bookapss.org.

Schedule of Upcoming Meetings (Until the meeting sites reopen, these will all be virtual meetings. See information below to access them.)

CAPA CENTRAL (Avon)

(Until the Senior Center reopens these will all be virtual meeting. Watch them live and ask questions of the speaker. For more info contact BrianJud@bookapss.org)

August 15: Dennis Schleicher: How To Get And Work With An Agent

September 19: Lisa Lelas How to find/work with a major publisher

October 24: Sandy Greenberg: writing screenplays



CAPA SOUTHEAST (Groton)

(Until the meeting site reopens these will all be virtual meeting. Watch them live and ask questions of the speaker. For more info contact Jim Bennett, jimmyb5559@gmail.com)

August 17: Speaker and topic to be announced

September 21: Speaker and topic to be announced

October 19: Speaker and topic to be announced



CAPA SOUTHWEST (Shelton)

(Until the Library reopen these will all be virtual meeting. Watch them live and ask questions of the speaker. For more info contact Joe Keeney, jkeeney9267@spamarrest.com)

August 10: Jack B. Levine: Use Performing Arts to Enhance Creativity and Writing Ability

September 14: Speaker and topic to be announced

October 12: Speaker and topic to be announced



CAPA's Co-op Connection

Save money as you market your books by sharing the cost of events with other CAPA members. Want to participate in one of these sales opportunities with other CAPA members? Log on to the CAPA social network (<http://authorsandpublishersct.ning.com/>).

Check with an event to see if it has been postponed or canceled

September

| | |
|-------------------|--|
| 5-10 Lebanon | The Connecticut Renaissance Faire |
| 10-13 Hebron | Artisan & Craft Show @ Hebron Harvest Fair |
| 10-13 North Haven | North Haven Fair |
| 11-13 Bethlehem | Bethlehem Fair |
| 11-13 Norwalk | Oyster Festival |
| 12-13 Glastonbury | On-the-Green Show |
| 12 Hamden | CT Folk Festival and Green Expo |
| 12-13 Monroe | Apple Festival |
| 12-13 Stamford | Arts & Crafts on Bedford |
| 12-13 Suffield | Suffield On The Green & Craft Fair |
| 26 Redding Center | Church Artisan Fair |
| 26-27 Trumbull | Apple Festival |

October

| | |
|------------------|---------------------------------------|
| 3 Groton | Groton Fall Festival |
| 3 Wethersfield | Old Wethersfield Arts & Crafts Fair |
| 9-11 Goshen | Black Bear Americana Music Fest |
| 9-11 Southington | Apple Harvest Festival |
| 10-11 Bethlehem | Connecticut Garlic & Harvest Festival |
| 10-11 Greenwich | Outdoor Art Festival |
| 10 Riverton | American Legion Craft Fair |
| 11 Bristol | Pequabuck River Duck Race Craft Fair |
| 17-18 Woodstock | Roseland Cottage Fine Art |

Free Book-Marketing Webinars

Marketing professionals will host webinars that can help you sell more books, more profitably. These webinars are free to CAPA members.

This month's webinars for CAPA members are:

August 10 (6:30 pm - 8:pm): *Use Performing Arts to Enhance Creativity and Writing Ability*, by Jack B. Levine

August 15 10:30 am to 11:30 am): Dennis Scheicher: *How To Get And Work With An Agent*

August 17 (6:30 pm - 7:30 pm): SE CAPA

August 20 (6:30 pm to 7:30 pm ET): *Use Your Sell Phone to Increase Your Sales*, by Brian Jud.

See the article beginning on page one for the links to each



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