



# The Authority

Connecticut Authors & Publishers Association—Since 1994

Connecticut's Source for  
Writing, Publishing &  
Marketing Information

Volume 27 Issue 5 [www.aboutcapa.com](http://www.aboutcapa.com)

May 2020

## May 16 Speakers: Dan Blanchard, Brian Jud, Joe Keeney, Dennis Schleicher

A virtual panel presentation and Q&A session on how to write your book, find an agent, get it published and market it

Four industry experts will conduct a Zoom meeting on topics to help you create better books and sell more of them. Here are the subjects for each speaker:

**Dan Blanchard:** Tips for writing fiction and non-fiction

**Dennis Schleicher:** How to find and work with an agent

**Joe Keeney:** A comparison of Indie Publishing to other publishing options as they relate to distribution and royalties

**Brian Jud:** Marketing ideas for trade and non-bookstore sales

Following brief introductory comments we will open it up to general Q&A. A link to the Zoom meeting will be sent prior to the event.

## March Meet A Member: Diane Sheehan Shovak

By Barbara J Meredith

A cabin is situated on a side of a beautiful peaceful lake in a small town of Vermont. The reader is introduced to the heroine of the novel "Deceit" during a warm muggy night. Our heroine is Kate Rourke whom had an emotional disagreement earlier that evening with her husband. Now Kate Rourke is too uncomfortable to sleep due to her own demons and the mugginess of the summer night. The reader finds Kate Rourke sitting on a dock jetting out into the dark waters as she collects her thoughts. The quite night is disrupted by the sounds of a boat speeding towards the center of the lake then stops. The quite night is once again broken by the sounds of a woman's alarming distressed cries. The woman's cries are soon

answered by the soft barely audible monotonous of a man's voice. Complete silence until a struggle is heard then a large splash.



The introduction above is for Diane Sheehan Shovak's first novel Deceit. The novel Deceit's back drop may seem very familiar to those who share Diane's love of Vermont. The surrounding area and

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## SW CAPA Report By Joe Keeney

The SWCAPA meeting held on April 13th with 24 members in attendance. Brian Jud sponsored and moderated the online meeting.



The members enjoyed Author Luca DeMatteo's talk about building characters that come alive. He explained the process for doing it, and In addition, shared his experience with query letters and staying focused.

Luca is the author of Green Haven which he penned in four months.

## Unique Book Offer From Millie Grenough, February CAPA speaker

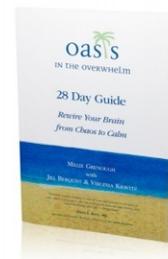
Millie Grenough was the February speaker in Avon, and was well received by the CAPA members. She has made two of her products available to CAPA members.

1. Worried about getting the coronavirus? Anxious about your future – and the future of the world? Now is the time to put into practice the tried-and-true Oasis Strategies. Scientifically-proven – and they only take 60 seconds each. In this pandemic, you need an oasis. Get the book, *Oasis in the Overwhelm*.

2. Stuck at home? Going out of your mind? Searching for a way out of the madness? Now you really have time to take wise care of yourself. Isolated

alone?  
Begin  
your 28-  
Day rou-  
tine to-  
day? Tak-  
ing care  
of kids or  
elderly?

Do it as a family. Make it an enjoyable project. Now is the time: Give yourself an oasis in this crazy overwhelm. Remember: In 60 seconds, you can change your life. Get *Oasis in the Overwhelm 28-Day Guide*\*



\*To respect urgent coronavirus needs, Amazon is not currently delivering paper books, but you can order both books as e-books here: <https://amzn.to/2zfRN66>

## 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 all articles to Brian Jud at [brianjud@comcast.net](mailto:brianjud@comcast.net).

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

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

## CAPA Board of Directors

### CAPA Officers' & Board Members' Contact Information

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## Meet A Member Continued from Page One

town locations in her book is where Diane summers with her husband of 42 years along with her grown children and grandchildren.

“Deceit” might be Diane’s first novel, but she does have a long history of writing stories that began with the entertainment of her children and now grandchildren. Diane has published pieces in the Boston Globe, and the New Milford Times. An essay entitled “Porch Peace” was included in a multi-media sculpture exhibit at Salem Art Works in Salem, NY in 2012. An essay “First Kiss” was published in a Memoir anthology by the Southington Connecticut Library Writers group.

Diane Sheehan Shovak was born and raised in Dorchester and Roxbury Massachusetts, two sections of the city of Boston. She moved to Connecticut in 1970 to pursue graduate study and a career in Speech-Language Pathology. Diane was a stay at home Mom with her two children for many years in the Town of Wethersfield. Where she and her family still reside. When the time came to reenter the work force, she went to school to teach English. Diane always had the love of writing which she still enjoys doing during her retirement years.

You can find Diane Sheehan Shovak’s book on Amazon, and several small bookstores in Vermont.

Diane participated in the CAPA bookstore during September’s 2019 Big E. Hopefully you stopped by to say hello and bought a book or two.

## Mrs. Sunshine’s Mission! By Theresa Mackiewicz

I write social stories, and my mission is to help all students across the world. Marketing my book, *Scribbles*, which will soon be part of a series, is very tricky. I was fortunate to be asked to be the closing motivational speaker at the 2017 Special Education Conference in Virginia. I didn’t understand that my passion was going to make the audience cry. When mothers became emotional, my drive to reach even more children who struggle ran higher and deeper. The audience understood my mission and wanted *Scribbles*. After my speaking engagement, I sold many books. Later, I spoke with the Parent Resource Center Director, asking her if she would like to work with me on this mission to help more children who struggle. During a meeting with her, she read *Scribbles*, right in front of me. I was so nervous. After reading it, she asked me for a quote on two cases of *my book*. I thought to myself, WOW, I have never sold two cases at one time before.

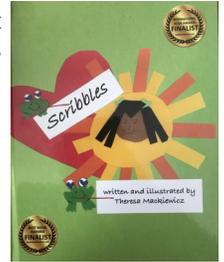
The next day I returned with the quote. Shortly thereafter, she reviewed the quote, and *Scribbles*, with other Parent Resource Centers and then asked me to increase the quote to 400 books. My cases consist of twenty-four books, so I had to quote her on 408 books. I was so excited. She then explained that she wanted to write a grant for the purchase of the 408 copies.

I called my publisher to let her know what was happening. She replied that this is not a typical situation. Companies don’t usually write



grants to purchase books. About 6 months later, the grant was awarded and the order was placed. With this contract, I sold out of my first run and I was able to order a second one thousand book run. I later found out that *Scribbles* was being given to the fathers with special education children.

Since 2017 almost two thousand copies of *Scribbles* have been sold; allowing my dream of helping struggling children expand worldwide. I continue to sell *Scribbles* wherever I can. I’m constantly thinking outside of the box to find new places to create awareness about children who struggle and to sell *Scribbles*. I’m currently working on a series of books and looking for the right connections to make it happen. With a little luck, the new series will soon join *Scribbles* on shelves and online.



## Organize Your Content By Roger C. Parker

Are you using sections to organize your book's content? You've probably heard about Jeff Howe's book *Crowdsourcing: Why the Power of the Crowd Is Driving the Future of Business*. It has a deceptively simple content plan:

- Part 1: Where We've Been
- Part 2: Where We Are
- Part 3: Where We're Going

Each part contains 2 to 5 chapters. Although an 11-chapter book might appear long, the 3-part division of the chapters creates a series of "landmarks" that provides a context for each chapter as well as organizes the reader's journey through the books--just like it probably aided the author when writing the book.

## Book Don't Say This To The Media When Promoting A Book

By Brian Feinblum

You don't get a second chance to make a first impression, or so it's been said. This is certainly true with the news media.



### Here are things you should avoid saying to the news media when promoting your book:

1. "It received just a few bad reviews."
2. "My book may have a few typos, so please excuse them."
3. "I edited the book myself."
4. "The book was published two years ago but since no one bought it I changed the title and cover and just re-released it."
5. "This book is good, but my next book is even better."
6. "Everyone should want to read my book."
7. "I've never spoken to the media before."
8. "My book doesn't have great distribution."
9. "If I had more time, the book could have been even better."
10. "Sorry the book is so long. I didn't quite know how to end it."

### Don't ask questions like these:

1. "Can I approve of the story before it's published?"

2. "Don't quote me on that, okay?"
3. "Is this off the record," after you spoke without setting such a condition.
4. "Can you make what I just said sound better?"
5. "So, what do you think of my book?"

All of this may seem like common sense, but what happens when authors communicate with the media is they either get nervous and confess their insecurities and weaknesses, or they get relaxed and think a gentle reporter is a friend with whom they can share anything.

### Authors need to operate under these guidelines:

1. Don't volunteer negative information.
2. Don't raise a topic that could lead to something embarrassing.
3. Don't come off sounding egotistical.
4. Don't be so shy that the journalist doesn't hear anything worthy to report on.
5. Think like the person interviewing you. Ask yourself what needs he or she has and what could be said to impress the reporter.
6. Always assume everything is on the record.
7. Learn more about the reporter or media outlet prior to the interview so that you can speak in a way that appeals to the reporter's needs, preferences, or readership/viewership/listenership demographics.

The media understands that most authors aren't media trained, and even those that are could still be prone to a misstep. The media can be forgiving or overlook something but be on high alert, especially when your book is controversial. The media may just want to trap you or highlight a negative.

Follow the above guidelines and you should be fine.

## Wizard of Oz Marketing

By Brian Jud

Many first-time authors apply Wizard of Oz marketing. Once their book is published, they start with whirlwind activity but soon find themselves in unfamiliar territory. Initially, they are not sure where they want to go, but eventually find a path to reach their goal. There are many obstacles along the way, but there is also support if they look for it.



Authors soon learn they need to think through the journey, create a plan and learn new skills for marketing and sales. They also need the courage to do what is necessary to reach their goals, such as moving out of their comfort zone to call buyers and overcome rejection. They also need heart, with enthusiasm, self-motivation, creativity and commitment.

Once they reach their goal all the activity becomes familiar and routine, and they feel at home with their newfound intelligence, bravery and passion. Yes, there is no place like home.

## Artisanal Prose

### Apex and Nadir: The Peak and Valley of Story

By Adele Annesi

All fictional stories have a high point and a low point. To make sure that enough happens within the story from beginning to end, writers should assess these points in the story to determine whether they're different enough from each other.



Whether they use a chapter outline, a three-act outline or just notes, most writers find a way to plot their stories. One reason for writers to do this is to assess the story's pacing — the speed at which the moves forward — and its progression — the degree to which the plot unfolds along the way. But it's also important to compare the story's apex and nadir.

Apex, in this context, could be the story's climax. But a more interesting and deeper way to consider the apex is to find the story's most complex and interesting point. That means the nadir is the story's lowest point — the point at which all seems or is lost. Here is a list of what to consider when assessing whether there is enough differentiation between and development of these two points.

#### For the apex:

1. Describe what is happening in the story at its most complex and interesting point.
2. List the major theme and sub-theme present at this moment.

3. Briefly outline how the reader might expect the story to unfold afterward.

4. Also briefly outline how the story does unfold.

#### For the nadir:

1. Describe what is happening at the story's darkest moment.

2. Consider whether the main theme is adequately addressed.

3. Briefly outline how the reader might expect the story to unfold afterward.

4. Also briefly outline how the story does unfold.

Once you've followed these steps, compare the apex and nadir to see whether there is sufficient differentiation between the two points. There should be enough emotional and actual distance between the highest point in the story and its lowest point to make the story a real journey, not a just plot that makes readers feel they're running in place.

Then look over the story's individual plot points to see if there are other possible outcomes at any or all of these points. And make sure to include the setting in your consideration. Since this approach also works for characters, the writer can follow the same approach for the primary and key secondary roles to see if there is enough development in each of the characters. Writing students can use this approach for literary analysis and criticism to understand how writers bring stories and characters from the start of a work to its completion.

What are the highs and lows of your story?  
Happy writing!

Adele Annesi is an award-winning author, editor and teacher, and co-founder of the [Ridgefield Writers Conference](#). For questions on writing, email Adele Annesi at [a.annesi@sbcglobal.net](mailto:a.annesi@sbcglobal.net)

## Use Your Tweets to Compile a Book

By Dan Janal



If you have 140 tweets or tips, you can compile a thin book that shows your brilliance. This is the

easiest book to produce because you have already written the material. It needs only to be edited.

You will need to write overviews to introduce each group of thoughts. You can also include sales pages, so people can learn about your services and contact you for more information. If you do not have 140 tweets or tips handy, you can create them easily if you review your speeches, podcasts, or interview transcripts. Or you can find a good interviewer who can ask you questions. Your answers will create your tweets.

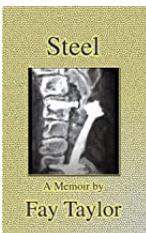
Think AHA specializes in producing this book format. Putting this book together could take as little as eight hours, according to company president Mitchell Levy.

If you have powerful and insightful words and thoughts, this book can position you as a thought leader or as a trusted business partner—even though the book uses only a few words. Remember, readers today like short books and want to skim.

Dan Janal is the author of *Write Your Book in a Flash*. Contact Dan at [dan@prleads.com](mailto:dan@prleads.com)

## CAPA Members Celebrating Success

Lisa Samia said, “I was named the Artist in Residence through the National Parks Arts Foundation-NPS for September 2020 Gettysburg for my poetry. The residency is a month long from mid-September through mid-October. It’s unbelievable!”



Fay Taylor said, “The Hartford Public Library asked me to make a video of me reading an excerpt from my book *Steel* which they will be posting on their website and to social media.”

## A Proof for Every Need

By Laura Baker



Proofs are a critical step in the book production process for many publishers. Not only do proofs provide you the opportunity to re-view your project one

last time before printing, selecting the correct proof type can also help ensure your printer meets or exceeds your quality expectations.

There are several types of proofs that you can choose from based on your needs, budget, and schedule. At Sheridan, softproofs are the most requested prepress proof type. However, when layout, image quality, or color is critical, publishers turn to hard prepress proofs and, occasionally, printed proofs.

Let’s take a look at the various types of prepress proofs that Sheridan offers for your book projects.

**Digital Text Proofs (DTP)** – Printed 600 dpi lasers, DTPs are b/w proofs that show halftones in low resolution. DTPs are helpful for verifying page order, page breaks, and image placement. Recommended for: Projects where you don’t need to review color or halftone quality.

**Digital Halftone Proofs (DHP)** – Produced on wide format Epson printers, DHPs have a simulated offset halftone dot pattern. DHPs are the best option for proofing the tonal quality of grayscale halftones. Recommended for: Projects where you need an accurate image of how the tonal quality of halftones will look when printed.

**Digital Color Proofs (DCP)** – Produced on wide format Epson printers calibrated to our color presses, DCPs are continuous tone proofs, meaning they have no dots. DCPs are helpful for viewing color breaks and tonal qualities of CMYK color. PMS colors will not be accurate on DCPs as they print CMYK. Recommended for: Projects with critical four-color process work.

**Softproofs** – Softproofs are PDF proofs of the text or component file that you can download to your computer. Since computer monitors project color in RGB, and presses print in CMYK, softproofs are not an accurate representation of how color will appear when printed. When color and halftone quality are not a concern, softproofs offer an economical and timely option as they remove the cost of creating a paper proof and shipping it back and forth. Recommended for: Projects where you don’t need to review color or halftone quality.

### Consider turnaround time

DTPs, DHPs, and DCPs are hardproofs that will be mailed to you. Sheridan sends all proofs via FedEx Next Day Air unless you specify another method. Typically, you will have 48 hours to review hard proofs and send us your approval. Softproofs typically have a shorter review period of 24 hours.

If you want, or need, to make any revisions after reviewing your proofs, you’ll need to budget for extra time and costs from your original printing and production estimates. Changes at the proof stage can also result in changes to the production schedule and your book’s shipping dates. Once any required revisions are made, it is a good idea to review another round of proofs before giving your final approval to go to press. Printed press proofs

For extremely critical jobs, printed proofs are available for covers, dust jackets, sample cases, and check copies (printed text prior to binding). Printed press proofs al-

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## SE CAPA: Writing an Enticing Press Release

By Elizabeth Saede



“A press release is you pitching a story,” said Amanda Hutchinson of The Day newspaper during a Zoom teleconferencing meeting of SE CAPA. It is content submitted to media for potential publication. Amanda provided some guidelines about how to pitch to the 8 weekly newspapers she edits and lays out and how to get the attention of other editors. Many of her tips refer to calendar events but also have applicability to article submissions. Just the basics, she shares:

- What is happening and why should the reader care?
- When is it happening including registration deadlines and snow dates?

- Where including the name and address of the location?
- Other relevant details including ticket costs, charity components, connection to the town(s), phone numbers, short URLs.

Send your message to the person most likely to do something with it. Research your options; don't send a book release notice to the sports editor. Know the lead time for submissions and who the audience is for that publication, especially the town where readers reside. Insert your message within the text of an e-mail and attach larger high-resolution photos. Develop relationships with editors and create messages that are short and to the point. Stick to the facts and use impactful quotes appropriately. Ask yourself repeatedly, “Why would anyone be interested in this” then polish details before sending. Gently follow-up 2-3 days later as technology and people are

fallible. Request a free, up-to-date press release packet from: [Times@TheDay.com](mailto:Times@TheDay.com). Thank you, Amanda, for helping us all communicate more effectively with those who have the power to increase our public visibility.

## Proofs Continued from Page 6

low you to see exactly what the final product will look as it is produced on press with the same material that will be used in the final run of your books. Printed press proofs are not common, as they are costly and add additional time to the schedule for them to be produced, mailed, and reviewed.

Unsure which proof type is right for you? Contact [Laura.Baker@sheridan.com](mailto:Laura.Baker@sheridan.com)

## Schedule of Upcoming Meetings (Each may be cancelled or be streamed — check [www.aboutcapa.com](http://www.aboutcapa.com) for latest information)

### CAPA CENTRAL (Avon)

**Location:** Sycamore Hills Park Community Center Avon, CT; third Saturday of each month, 10:30 am—12:30 pm (<http://www.aboutcapa.com/avon.htm>)

May 16: Panel with Chuck Miceli, Dennis Schleicher, Joe Keeney and Brian Jud.

Ask your questions about writing, finding an agent, getting published and marketing (Virtual meeting. Watch it live and ask questions of the speaker, 10:30 am—11:30 am)

June 20: Barbra Drizin: How to Create a “Clarity Map.” (this will be a virtual meeting if the Senior Center is not re-opened)

### CAPA SOUTHEAST (Groton)

**Location:** Groton Regency, 1145 Poquonnock Road (Route 1) , 6:30 pm

May 18: Virtual meeting —watch it live and ask questions of the speaker. Link will be emailed to you)

### CAPA SOUTHWEST (Shelton)

**Plumb Memorial Library, Shelton. 6:30 pm (Joe Keeney, [jkeeney9267@spamarrest.com](mailto:jkeeney9267@spamarrest.com); find current meeting information at <http://www.aboutcapa.com/capasw.htm>)**

May 11: Marnye Young: How to turn your book into an audiobook (Virtual meeting — watch it live and ask questions of the speaker. Link will be emailed to you)



## 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

#### June

4 - 7	Preston	Strawberry Park RV Resort
6	New Milford	Teddy Bear Festival
6 - 7	West Hartford	Art and Craft Show
7	Naugatuck	River Duck Race Festival
7	Westbrook	Spring Arts & Crafts Fair
13	Cheshire	Strawberry Festival and Craft Fair
13	Torrington	Strawberry Festival
13	South Windsor	Strawberry Festival & Craft Fair
14	Southbury	Forty-Fourth Strawberry Festival
18	Willimantic	Third Thursday Street Fests
20	Shelton	Market 415

#### July

4-5	Ansonia	Midsummer Fantasy Renaissance Faire
4-5	East Lyme	Outdoor A&C Show
10-12	Enfield	July 4th Town Celebration
11	Bethel	Craft Summerfest
17-19	Guilford	Craft Expo 2020
17-19	Hartford	Greater Hartford Festival of Jazz
25-26	Goshen	Litchfield Jazz Festival
25-26	Old Saybrook	Arts & Crafts Festival
25-26	Stamford	Art Festival

## 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 (we will send the Zoom link prior to each event):**

**May 7:** (6:00 pm) "Will Your Book Have Life After Birth," by Brian Jud

**May 11:** (6:45 pm) "How to turn your book into an audiobook." Marnye Young

**May 16** (10:30am to 11:30 am): Panel presentation and opportunity to ask your questions about writing, finding an agent, getting published and book marketing with Dan Blanchard, Dennis Schleicher, Joe Keeney and Brian Jud.

**May 18:** (6:30 pm) Speaker at the SE CAPA meeting



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