



The Authority

Connecticut Authors & Publishers Association—Since 1994

Connecticut's Source for
Writing, Publishing &
Marketing Information

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October 2020

APSS Central Virtual Speaker on October 17 -- Sandy Greenberg

Sandy Greenberg will talk about
Screenwriting vs Novel Writing

Sandy will compare the differences
and similarities between the two
forms of writing.

She will recommend a few screen-
writing books and will offer several
personal methods she uses to
prepare for screenwriting when she
starts a new one.



This will be a virtual meeting be-
ginning at 10:30 am and will go un-
til 11:30 am. The Zoom link is
<https://zoom.us/j/3671572517>

Meet October Member Deborah Lottie B. Scott: Fairness through the Arts

By Joe Keeney

Lottie believes in fairness; all people
being treated equally. She also be-
lieves in the arts; a sure-fire way to
make fairness come alive. Her suc-
cess in combining the two is evident
when we look at the list of awards
she has won:

Three Rivers Community College
Distinguished Community Service
Award; Liberty Bank Willard M.
McRae Community Diversity
Award; Writers Block Ink Humanitar-
ian ACE Award; CT 100 Women
of Color Award; Norwich Arts Center
named their Jazz Concert Series,
"Miss Lottie's Jazz Café;" Norwich
Rotary Lottie B Scott Diversity
Award; New London County Nat'l
Council of Negro Women Trailblaz-
er Award; NAACP Robertsine Dun-

can Youth Pioneer Award;
University of CT. Presidential
Humanitarian Award; CT
State Conference NAACP
Branch W.E.B. Dubois



"Lifetime Achievement Award;
Eastern Chamber of Commerce Cit-
izen of the Year Award.

Greater than the awards are her
feeling of accomplishment intro-
ducing young people to performing
arts, when she took a group to see
Alvin Ailey's *Revelations*. It moved
Lottie to say, "I believe arts should

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SW CAPA Report By Joe Keeney

Author Karen Warfield is speaking on the topic of *Before you Begin to Write* at the CAPASW meeting, Monday October 12 at 6:30 PM via Zoom: <https://zoom.us/j/3671572517>



She will talk about how we choose to organize our thoughts, story lines, characters can act as catalyst to an effective, compelling story. Karen calls that catalyst the motivation factor: The thing that gets writers/journalists, to actually take that first blank piece of paper and write.

And, beyond the catalyst, Karen shows you how observation (of friends, neighbors and others) can

lead to a compelling and believable story; in particular, weaving personality traits into your writing. Also, she shares when to throw out the baby with the bathwater (more than a metaphor) and the use of agitation and surprise.

Proof her ideas work, come from her reviewers who call her novel, *White Gloves*, a page turner. They say that they cannot wait to see what happens next in her twist and turn novel.

Sell Your Books to National Parks

By Guy Achtzehn

The National Recreation and Park Association's online bookstore has the titles ranging from targeted publications to scholarly texts. Find contact information for bookstores at many national parks there. Do not make the mistake of thinking



you must have a "green" book to sell to parks. NRPA comprises 10 individual branches and sections, subgroups that represent everything from aquatics to natural resources to therapeutic recreation. The website store is at <https://apps.nrpa.org/store/>

Media Tip

I don't go on as a guest. I go on as an expert.

(Eric Marcus, former producer for *Good Morning America* and *CBS This Morning*)

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

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Meet A Member Continued from Page One

be mandatory in all schools because it has a power positive effect on children to help them shape their lives and future.”

Her own interest in performing arts began with dance in a South Carolina segregated high school – a school that discriminated. And, in 1957, she moved to Connecticut only to face more discrimination. The hard times prompted her, however, to become a successful Civil Rights Activist and a mover and shaker.

Lottie became Board Chair of Backus Hospital, supported black authors and artists, and became president of Norwich NAACP in 1970; qualified black candidates finally got jobs because of the Job Bank she created.

About this time, she also became an author with her book, *Deep South Deep North, A Family's Journey*. The story of her struggle growing-up in rural South Carolina as one of eight children.

In the process of writing the book she let her feelings guide her (no outline) and turned to friends for their opinions. She said, “it took a lot to share my feelings.”

As a skilled leader and speaker, she uses word-of-mouth and book signings to market her book. She may be marketing more books in the future as she plans to write a children's book and a book of stories.

Lottie's advice to the novice: Gather as much information before you write, and be honest.

How to Think Bigger About Your Book Sales and Marketing Strategy and Make Your Book Profitable

By Stephanie Chandler

Recently I spoke with an author who was preparing to release a new business book. He doesn't yet have a platform and wanted to know the best ways to make his book profitable. This isn't uncommon; most new authors lack a platform (AKA: audience), which makes it much harder to follow the traditional book marketing and sales routes because these take time to build.



However, this doesn't mean that you can't make your book a giant success. First, ask yourself this essential question: What is the goal for my book?

If your goal is to generate thousands of traditional sales and end up on bestseller lists, then standard book marketing practices should be followed. But if you have other goals, like making an impact on the world with your book or generating a profit (which, sadly, few books actually do), then I encourage you to start thinking bigger about your overall strategy. Selling books one at a time is how most authors tackle the book sales strategy, but there are many ways to sell more books faster, plus ways to leverage your book to generate profits. Following are strategies to consider.

Bulk Book Sales to Corporations and Nonprofits – What organizations could benefit from your book? For example, if you've au-

thored a book about getting through breast cancer, consider who might want to distribute your book. Is there a nonprofit that could make your book available to its members or at a fundraising event? Are there private doctors or surgeons who could give copies to their patients? Would a drug company sponsor copies to be distributed through hospitals?

For another example, let's say you've authored a book on how to organize your home. You could potentially sell copies to real estate brokerages, furniture stores, hardware stores, decorating companies, paint stores, and so many more.

Bulk Book Sales to Retailers – Bookstores are one of the hardest places to sell books because there is simply too much competition. But gift shops, grocery stores, auto shops, day spas, gyms, vitamin stores, convenience stores, restaurants and so many other non-book retailers can present all kinds of opportunities for book sales. For example, a book on local hiking trails could be sold in sporting goods stores, bike shops, health food stores or even local gas stations.

Also think about chain stores like airport gift shops or pet food stores. If you've authored a book on caring for kittens, perhaps a small or large chain of pet stores or even veterinarian offices could carry them. Or, a memoir about military service could be sold through museums, historical societies or even hobby shops.

Co-Branding – If you've self-published, you can reach out to companies and non-profits and offer co-branding opportunities. You could allow a sponsoring company to add their logo to your cover and contribute a foreword or a chapter that you add to a special edition of the book. Companies could give these books away at trade shows, company meetings or to prospective clients.

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Lessons From Negotiating An Order for 50,000 Books By Brian Jud

We recently concluded an order in which we sold 50,000 books to a pharmaceutical company. The book was about helping patients going through cancer treatments maintain a nutritious diet. The company purchased the books to give to doctors using their products, who in turn would give the book to their patients. The order was three years in the making and required several meetings to negotiate the sale, each requiring strategic forethought.

Of course, not every sale requires significant pre-planning. When seeking a small order for 100 books the stakes are low, and you can pivot with relative ease from one tactic to another as your counterpart makes moves. But when you enter more complex discussions for large-quantity, non-returnable sales the stakes are higher. Here are some techniques we used and learned in the process of selling 50,000 books.

Reduce the potential pressure.

There are two tactics we use regularly. One is to create a Best Negotiated Outcome (BNO) and second it to define the Best Alternative To a Negotiated Agreement (BATNA). The BNO is a list of the terms most favorable to you while dealing. These could be a large discount, minimal customization, long lead time, no returns, customer-paid shipping and advance payment. The key is to know which you are willing to negotiate and on which you will hold firm.

The BATNA is a list of additional prospective buyers. If you know you have other people to whom you could sell books there is less pressure on you to take an untenable order on which you could lose money.

Two factors present in every negotiation for a large quantity of books. These are 1) tension and 2) trust. Reduce tension with your professional consulting skills, not trying to push a decision “down their throats.” Build trust and rapport by helping them reach their objectives while at the same time fulfilling your needs.

Create allies at all levels. During the negotiations one of the key decision makers left the company. Fortunately, he was replaced by someone familiar with (and supportive of) our proposal. That is not always the case. When confronted with new participants in the process, move quickly to bring them up to date with the history of your negotiations and the benefits of using your book as the solution.

Actively listen to people as they speak. Ask questions and listen attentively to the answers. Demonstrate that you understand the inquiring person’s questions and concerns. Show that you are all on the same side, trying to reach your prospects’ goals. Use the pronoun “we” to make them think you are both in the lineup, working against their competition as a team.

Employ positive leverage. Do not perceive yourself to be at a disadvantage in a negotiation with an important buyer because the order represents a small piece of the buyer’s business. First of all, they would not have invited you in if they were not interested. They look at an investment in using your book as a promotional item could generate millions of dollars in new business for them. And if you are working with new product managers, they may be very interested in implementing a successful marketing campaign to advance their careers. Your proposal then takes on a much more important implication.

Know your competition. When selling through retailers (bookstores or others) you are competing against books nearby yours on the same shelf. In corporate sales you compete against other promotional items such as coffee mugs, T-shirts, or umbrellas. Know the costs of them in relation to the cost of your book when printed in large quantities.

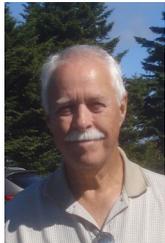
Consider if and how to significantly alter the scope of the deal and take the focus off the terms. If you are only discussing the price and delivery date, the buyer may choose the umbrellas. But if you convince buyers that your book can be used in any weather, cannot malfunction, has pass-along value, is durable, engaging and can reinforce other campaigns they are more likely to give you the order.

Be patient. It takes time for a proposal, presentation and negotiations to unfold – in this case about three years. The purchasing process in large companies can be ponderous. Let the system unfold without trying to force the issue. A factor contributing to a lengthy decision process is, corporate buyers must go through a formal purchasing process. They can’t make decision like an entrepreneur would because they have to talk to their bosses and plan the timing to coincide with budget periods or product launches.

On the other hand, do not move too quickly. There will be times when all the details seem to fall into place and your enthusiasm leads you to accept an order before you have thought it through. Can you really deliver 50,000 books on time, with the requested customization at the agreed price? Is there a penalty if you do not? Can you fill an additional order quickly if the initial

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CAPA Members Celebrating Success



Dick Benton's second book in the Conflict series published this month. It's titled *Conflicts, Inside Caring*, and it's volume two. There are twenty-three five-ten minute reads in this volume.

Mark Dressler said, "I am pleased to announce the publishing of my 3rd novel, *Dying for Fame* (September 23). This mystery takes place in New York City and features a tenacious female detective named Lex Stall. She sets out to track down the elusive killer of Metropolitan Museum of Art curator/artist Fredrike Cambour. The story takes many twists and turns, and Lex gets an assist from Hartford's Dan Shields, the detective who breaks all the rules. Solving this murder turns out to be more difficult and perilous than Lex could imagine. Unexpectedly, while hunting the killer she discovers a tie in with Boston's infamous Isabella Stewart Gardner heist and cracks that case as well as reeling in Cambour's assassin. Available on Amazon in paperback and kindle."



My name is Joseph R. Adomavicia and I am a 28-year-old resident of Waterbury, CT. By trade, I am a licensed CNC (Computer Numerical Control) Machinist and have been for 12 years and counting. My passion as a writer began after the loss of my close friend, Dwight Nadeau. After Dwight's death in 2010, there was a period of time where I was engulfed by the depths of depression and anxiety. After much struggle and self-exploration, I decided to start writing poetry. Poetry became my connection to Dwight. I understood and accepted that just because Dwight could not be here with me physically doesn't mean that he can't live through me and our mutual passion. When Dwight was alive he was an English teacher, a United States Marine who fought in the Vietnam war, as well as a factory worker in Cheshire. I decided that I would continue to write because it was and is still cathartic while keeping me in touch with Dwight too. I am and will be forever inspired by the love and poetry that was and still is in my life.



My modicum of success as a writer would be derived from my published works as well as my four collections of poetry "A Step Into My Heart", "A Step Into My Heart Blackout Poetry Edition", "Love Unbound", and "Sakura". As for some of my other poems that were accepted for publi-

cation are the following; Z Publishing House's Anthologies for "Connecticut's Best Emerging Poets 2018" for his poems "The Raven and the Dove" and "Love Unbound", "Connecticut's Best Emerging Poets 2019" for his poem "Lesson #76" as well as being in their Anthology for "America's Emerging Poets 2018" for his poem "Please, Wake up".

Locally his poems have received publication honors in Naugatuck Valley Community College's "Fresh Ink" magazines. The dates and poems are the following; 2014 "Cerulean Wings", 2015 "On Average, America", 2017 "The Trinity of a Stressful Life" and "Half Mast", 2018 "The Root of All Evil" 2019 "My Heart Was Given, My Will Was Not", "Little Paper Hearts" 2020, and "River Fishing (Haiku), 2020.

Lessons From A Large Order (Continued from Page Four)

quantity moves faster than expected? Before you sing on the dotted line, make sure you can do all you promised.

When the deal is finally sealed, the prospect has now become a customer. You are officially on the same team. However, the sale is not yet complete. In some ways it is only beginning. A 50-000 book order is not complete until our customer places another order. And that is in the works now.

Brian Jud is the author of *How to Make Real Money Selling Books*, the Executive Director of the Association of Publishers for Special Sales (APSS – www.bookapss.org), and the administrator of Book Selling University (www.booksellinguniversity.com) Contact Brian at brianjud@bookmarketing.com or www.premiumbookcompany.com

Think Bigger Continued from page 3

If you're a real estate agent who's written a home buying guide, you could reach out to other agents in your industry and offer to produce a special edition where you list the agent as your co-author and allow him/her to add some additional commentary to the book (if they even want to). Or you could take that same book to local mortgage banks and allow them to co-brand and give copies away to their customers.

Licensing – Digital editions of your book could be made available for companies to distribute. For example, a memoir about your weight loss journey could be licensed by a fitness company, where they give away free downloads of your ebook as a way to entice people to join their mailing list. Or, a book about traveling through Europe could be licensed by travel agencies to give away to clients. Licensing deals are fantastic because there is virtually no overhead or out-of-pocket cost on your part, which means these are nearly pure profit!

Schools – Every type of school, from preschools, grade schools, high schools, colleges, private schools, music schools, dance and theater schools, daycare centers, and everything in between, present an opportunity for book sales. A book on how to combat bullying could be purchased by school districts and used as part of school curriculum. Or, an even bigger way to make that scenario work: find a company to sponsor the purchase of hundreds of even thousands of copies of the bullying book that are then donated and distributed through schools, with the company branding included. Colleges could use a book about gun violence or marketing or history or <insert topic here> for cur-

riculum, which can lead to repeat sales each semester. Also consider selling into the home schooling community, charter schools, Waldorf schools, religious schools, and so on. The opportunities are endless!

Speaking – If professional speaking interests you, this is an activity that can help you sell books. Many authors choose to sell books at the back of the room following a speaking engagement, which can earn dozens of book sales at each event. But an even bigger way to generate profits is to inquire with event hosts about pre-purchasing large quantities of your book to give to attendees. Oftentimes companies have a special budget for educational materials and can purchase books in bulk, in addition to paying a speaker fee.

Try this: Brainstorm a list of potential audiences, companies and nonprofits that could benefit from your book. Think of some creative ways you can generate bigger sales with these contacts and then look for ways to pitch them your ideas.

Leveraging Your Book to Grow Your Business. In addition to generating bigger sales for your book, another way to generate profits is by leveraging your book to grow your author business. Following are options to consider.

New Clients – If you're a coach, consultant or other service provider, send copies of your book to prospective clients—especially those who are hard to reach. For example, if you are interested in offering your services to a large technology company, but you've had a hard time reaching key executives to even deliver your pitch, try mailing a copy of your book along with a hand-written letter about how you can help the company, its employees or its customers.

Several years ago, I worked with a financial consultant who published a book. He never had any interest in standard book marketing practices, and therefore didn't sell many books. However, he made a point of giving a copy of his book to each and every prospective client and as a result, his business grew dramatically. Sometimes it's not about actual book sales, but about the profit generated as a result of the book—and how you leverage your book to achieve your personal goals.

Professional Speaking – If speaking is a goal for you, your book can help you land paid speaking gigs. Keynote speakers can earn \$5k to \$10k and up for a single engagement, plus travel expenses. Your book gives you instant authority and credibility, making you more enticing as a potential speaker at events around the world. For additional information, see How to Break in to Professional Speaking.

Corporate Sponsorship – One of the biggest revenue generators comes from corporate sponsorship opportunities. Just as celebrities are paid to endorse products, companies and services, so are authors—as well as anyone with a significant platform (YouTube stars, podcasters with big audiences, top bloggers, etc.). Corporate sponsorship opportunities can provide great incentive for building your platform since the larger your audience, the more money you can command.

Sponsorships can come from all kinds of promotional activities: conducting webinars, blogging, social media sharing, recording videos, licensing your content, speaking at events, participating in company-sponsored contests, placing ads on your website, acting as a spokesperson, conducting media tours and much more.

SE CAPA: Tapping into CAPA's Free Library



By Elizabeth Saede

Six months of remaining apart physically has changed the dynamic of each CAPA chapter but has also produced an expanded library of resources for new and experienced writers. In response to requests for desired topics, Brian Jud shared these ideas with SE CAPA members:

Five years of The Authority newsletter are packed with great articles by our own authors on a vast array of helpful subjects. Easy to find at: AboutCAPA.com. Specific articles may be more applicable to you now than when they were first published. This is also a great way to identify potential speakers for your chapter. The August issue includes a list of free marketing opportuni-

ties through the end of the year.

Deborah Kilday is providing free virtual book signings. Please contact her directly for more details: kildaykrafts@aol.com.

You are welcome to attend all of the three virtual CAPA meetings available each month. See AboutCAPA.com for details. Ongoing recordings of meetings from each of the three CAPA chapters are available for viewing on demand at: AboutCAPA.com. Recent topics included traditional publishing, how to make a presentation, and how to leverage your author status to create speaking engagements.

All CAPA members have free access to the countless courses at BookSellingUniversity.com. Read a course description then click "Take Course" to view it.

CAPA's Facebook page, Connecticut Authors and Publishers Association encourages interaction. So,

too, does the Facebook page for Southeastern Connecticut Authors and Publishers Association. These are good places to promote your successes, share a tip or ask a question about writing, publishing, and marketing.

You may miss the comraderie of gathering in person but please don't ignore the extensive free library of resources. The next nugget of inspiration you read or watch may be exactly what you need. If you have questions about virtual meeting technology, please reach out to your chapter chairperson.

Media Tip

A good show for the audience is to have an interesting guest, a guest who has a passion for whatever he or she is talking about. The most important thing is that the guest be able to communicate, to speak in a way that attracts the audience's attention without a lot of jargon.

Jim Bohannon

Schedule of Upcoming Meetings (Until the meeting sites reopen, these will all be virtual meetings. Links will be sent prior to each meeting.)

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)

October 24: Sandy Greenberg: writing screenplays

November 21: Robert Mandel: Simsbury, CT publisher

December 19: Carol McManus: Using Social Media for Networking and Book Sales



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)

October 19: Speaker and topic to be announced

November 23: Speaker and topic to be announced

December 21: 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)

October 12: Karen Warfield: Before you Begin to Write

November 16: William Shoemaker: Building a Book from Scratch

December 14: 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

November

1	Farmington	Bridal Show
7-8	Westport	CraftWestport
8	Hartford	Connecticut Bridal & Wedding Expo
8	Stamford	Holiday Shopper's Craft Showcase
15	North Haven	Holiday Welcome Craft Festival
15	South Windsor	Arts and Craft Fair
21	Bristol	St. Ann Craft Fair
21	Ridgefield	Craft Fair
22	Stratford	Autumn Craft Festival
29	Newton	Holiday Craft Festival
29	Southington	Arts & Crafts Show

December

5	Fairfield	Scandinavian Club Annual Holiday Fair
5	Milford	Christmas Fair
5	Shelton	Holiday Craft Festival
6	Naugatuck	Arts & Crafts Show

Free Virtual Meetings In October

Brian Jud conducts **free consultations every Tuesday (3:30 – 4:30 pm ET) and Friday (Noon – 1:00 pm ET)**. He will answer your questions about non-bookstore marketing, and book marketing in general.

How We Choose To Organize Our Thoughts, Story Lines, Characters Can Act As Catalyst To An Effective, Compelling Story, by Karen Warfield (October 12, 6:30 pm ET). Join us at <https://zoom.us/j/3671572517>

October 17: Sandy Greenberg will talk about screenplays using her customized "clarity map" Join us at <https://zoom.us/j/3671572517>

How to Find and Speak at Virtual Events, by Dannella Burnett owner *Encore Elite Events (October 29, 6:30 pm ET)*. Enjoy a conversation about the benefits and best practices of finding and preparing for speaking gigs in the virtual world Join us at <https://zoom.us/j/3671572517>



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