



The Authority

Connecticut Authors & Publishers Association—Since 1994

Connecticut's Source for
Writing, Publishing &
Marketing Information

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www.aboutcapa.com

September 2020

Two New CAPA Board Members

Elsa Kurt and Bill Hettinger have joined the CAPA board filling two critical functions. Elsa replaced Robyn Bage (who moved up to Vice President) as Secretary, and Bill Hettinger replace Dennis Schleicher (who moved up to President) as Director of Publicity.

Elsa Kurt is a multi-genre author of over twenty books ranging from children's and young adult, to contemporary fiction and romance. She is also the creator of the Path to Authorship coaching program, which helps new and aspiring authors navigate the writing, publish-

ing, and promoting journey. Elsa can be found across social media at @authorelsakurt and at elsakurt.com.



Bill Hettinger contributed this bio: I am Dr. Bill Hettinger - "The Professor" – an Author, Educator, and Finance and Housing Guru.

Although I started my professional life working for large corporations,

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Meet September Member Deborah Ann Ice

By Barbara J. Meredith

Debbie Ann Ice is originally from Savannah Georgia she moved to New York to work in the financial business. Eventually Debbie moved to Connecticut where she happily lives with her two children.

Debbie has always enjoyed writing; her first book *Bend Ratings* is a satire about finance and the stock market. This book is written for a pacific reading group to date this book has not been publishing.

Debbie's second book is *Finding Sam* at first glance of the cover, the reader would assume that this is a children's book, *Finding Sam* is an adult story written for the new adult readers. The reader might start off with the impression that *Finding Sam* is just about a lost dog; the



theme of this story has a deeper meaning bringing the reader into the life of the dog walker. The main human character is Marcy the dog walker the reader is drawn into Marcy's world that includes being a

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Lisa Lelas
Barbara Meredith
Bernice L. Rocque
Elizabeth Saede
Dennis Scheicher
Valerie Taylor
Dan Uitti
Michael Whitehouse

SW CAPA Report By Joe Keeney

The SWCAPA meeting held on August 10th with 12 members in attendance. Brian Jud sponsored and moderated the online meeting.



Author Jim Levine, A CAPA member, spoke about plots, characters, dialogue, twists and turns, and how we can develop them using techniques from theater; he utilizes these same techniques as a playwright and actor and teaches them at the University of Connecticut.

In his own right Jack is a prolific writer. He will be publishing his fifth book and ten one-act plays. Jack is the author of *Laughing Out Loud, A Memoir*; *Primer for the Performing Arts*; *Tales of Mirth and Madness* and *Parodies and Comedy skits*.

September 19 Speaker: Lisa Lelas (Virtual Meeting Beginning at 10:30 am)

Traditional Publishing... *Has it become the scary elephant in the room?*



In today's world, self-publishing has become the way to go for hundreds of thousands of authors. It's easy, cost effective and virtually anyone can have a book printed and bound

within days! That said, have you ever thought about submitting your manuscript to a traditional publisher? Do frightening thoughts cross your mind? Is it good enough? Long enough? Am I established enough? Do I need an agent? Is it a lengthy process? Can an unknown author still profit? Will I still own the rights to my book?

Join bestselling author and CAPA member, Lisa Lelas at the January meeting where Lisa will demystify the process of submitting to a traditional publisher and answer all your questions. She'll show you just what's involved, how you can better your chances for getting published by a traditional publisher and if that's the best route to go for your particular manuscript.

Lisa Lelas is a long-time professional writer, speaker, magazine editor, newspaper columnist, book writing coach and bestselling author (self-published and traditionally published). She has appeared on *The Oprah Winfrey Show*, *Today Show* and more. She is the founder of Bestselling Bootcamps, unique book writing retreats.

Website: www.LisaLelas.com

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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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Copy Editor—Deborah Kilday, Staff Photographer—Deborah Kilday,

Meet A Member Continued from Page One

caregiver for her mentally ill brother and non-coping mother. The reader will soon find out that Marcy has her own personal issues. The dog Sam comes to life throughout the story with his own narration of his thoughts and his location, trying to help his searchers find him.

Debbie's third book *Dead Fish.... What the Blue Jays Know* is relevant to this year's presidential election. Debbie found this story a quick write at the same time she put a lot of thought into writing this environmental tragedy book. The theme of this story is about a woman activist with a daughter and husband the activist becomes lost. The father is grieving, and the planet's environment is being destroyed while the daughter takes it upon herself to find her mother while helping the environment. Debbie leads the reader into a country that changes into another country. Will this new country be better than what we now know, or will it be a discouraging country economically and environmentally? Debbie uses her love of birds throughout the story using the blue jays as the narrators. Debbie said "that birds know people better than people do".

The irony of this book is the publishing company Bedazzled, Inc, located in the state of California has been slow in the ability to publish books due to the fires in the state of California. Debbie has been notified from her publisher that *Dead fish.... What the Blue Jays Know* will be published as planned this October 2020. Wildfires will not stop an environmental book from being published.

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)

The APSS Free Virtual Book Marketing Conference (Sept 10 - 11) is open to CAPA members. Discover how to sell to non-bookstore buyers you never thought of for profits you never dreamed of. You will learn how to sell your books in more ways than you ever imagined and to people you never knew existed- in large, non-returnable quantities. National speakers on all critical book-marketing topics. For more information, an agenda and to register, go to <https://bit.ly/30YOPYu>

- September 10-11: Free Virtual Book-Selling Conference
- September 14: SW CAPA speaker is Lottie B. Scott who will talk about *Write from Your Gut*
- **September 19: Lisa Lelas** *How to find/work with a major publisher*

- September 21: SE CAPA speaker to be announced
- 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, CT 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 September 19 CAPA Board meeting.

Five Tips to Master the Art of the Interview

By Karen Elizabeth Baril

I still remember my first interview. I'd been asked to write a small piece on the Paso Fino, a high-stepping Spanish-bred horse. The owner of the farm I'd chosen to interview lived in California so I'd arranged to chat by telephone. I did a boatload of research on the Paso Fino, wrote out my questions on a notepad, and studied the farm's website.



On the morning of the interview, I was nervous. What if I flubbed my words and sounded like an amateur? I took a deep breath and dialed her number.

The owner answered the phone in a harried voice. "Oh! I forgot about this interview," she confessed. "Can we make it quick? I don't have a lot of time."

I was embarrassed. She seemed a little rude and clearly wanted to wrap up the conversation before it had a chance to begin. Deflated, I fumbled through the interview and submitted the article a week later.

On publication, the woman phoned to tell me she was thrilled with the article. "I don't even know how you put that together from what I gave you. Thank you for turning a rushed conversation into a great story!"

Since then, I've performed hundreds of interviews. Over the years, I've learned a few tips to make my efforts shine. I'll share them with you here:

Interviewing is for all genres. All writers benefit from mastering the

art of the interview. These days, I write fewer articles. Instead, I write essays, creative non-fiction, and fiction, but I still find chatting with experts useful.

Do your research. Write out your questions beforehand, but remain flexible. The most fascinating facts come when your expert tells you something you never thought to ask. The caveat is to control the conversation. You're not just chatting with a friend; you're gathering information. Know when it's time to rein the conversation back in.

Show a genuine interest. Most experts love to talk about their hobbies or life's work and are eager to share their stories with a writer. I've ended many conversations feeling as if I'd been talking with an old friend. I've had experts offer me all sorts of adventures, from a horse riding trip across Iceland to spending a day with a mobile veterinarian. Say yes if you can. Hands on experience brings your work to life.

Take expert notes. I take a lot of notes. Some writers record interviews, but I've found the transcribing to be too tedious for me. I always end each interview with a request to call again if I need to verify a fact or a quote. Speaking of quotes, learn to handle quotes expertly. It is an essential skill to not only quote accurately, but also to blend quotes into the body of the work.

Follow up with a thank you card. Time is valuable. I like to follow up with a handwritten thank you card. I've used pre-printed cards based on the design of my blog, but I've also used pretty dollar store thank you cards as well.

Interviewing an expert can feel a little daunting at first, but it doesn't have to be!

Follow Karen at www.karenelizabethbaril.com

Is the new Bookshop.org a good marketing opportunity?

By Bernice L. Rocque



It's been a difficult year for so many. I feel grateful...and am also reflecting about how much I've enjoyed in-person book appearances, especially during the holiday season. Perhaps you do, too. With the recent uptick in COVID-19 cases in Connecticut, my little voice is harping again: *find some alternative marketing strategies.*

Each year, I try new marketing strategies in my writing and publishing work. Networking and research surfaces ideas, and in recent years, a bit of serendipity. Opportunities appear before us daily. The key is to recognize them, and either accept or decline the muses politely!

Thanks to a mid-summer social media post by CT Author Cindy Eastman, I am exploring a new marketing avenue. Have you heard of BOOKSHOP.org? This online bookstore launched in January 2020, the brainchild of entrepreneur Andy Hunter.

He is partnering with Lightning Source (LSI)/Ingram. Their catalog forms the initial base of books available for purchase. If you or your publisher use LSI/Ingram, your book(s), are already being offered for sale by this new online bookstore with a big heart.

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CAPA Members Celebrating Success



(Michael Dooling
photo by Erin Covey)

Michael C. Dooling has completed writing and editing a series of history videos for the Mattatuck Museum in Waterbury. The topics are based on exhibitions he created when he was their historical archivist, having recently retired.

In a series he named *Mattatuck Moments*, the 5-7 minute videos relate the stories of several historical events including the history of the spectacular Palace Theater (built in 1922 by Silvester Poli and restored and reopened in 2004); The Forger and His Mark (relating to a 19th century forger who peddled his wares to an unsuspecting Waterbury industrialist); The Flood of 1955 (that devastated western Connecticut, especially the Naugatuck Valley towns), The Life of Rosalind Russell (the well-known actress who grew up in Waterbury), and From Milford to the Mattatuck (the History of Charles Island that was owned by a Waterbury family in the 19th century).

At the time of this writing, two of the five videos can be found on YouTube by searching *Mattatuck Moments*. The rest will be available over the next two months.

Beth Gibbs has two success stories. “I signed a contract with a Hybrid publisher that I met at a CAPA meeting: Emerald Lake Books. I applied, they accepted my manuscript. We’re expecting it to come out in the fall. On the same day they accepted my manuscript, I got an email for Llewellyn Worldwide with a request to see the full manuscript. I checked out their publications and turned them down because they said they focused on mind/body books, but their catalog was mostly astrology, witchcraft, Tarot cards etc. My book is focused on mind/body from the perspective of the yoga tradition.



Here is the elevator paragraph about my book: *Enlighten Up! The Five Layers of Self-Awareness*: “Enlighten Up! helps you manage stress by taking you on a nine-step journey through five layers of self-awareness, which are: body, breath/energy, mind,

intuitive wisdom, and spiritual. It’s written in a warm conversational tone and sprinkled with humor. The book offers personal stories and experiences of the author, her colleagues, friends and students, along with practical goals and accessible practices that can be done by anyone. The intent of the book is to inform, inspire and entertain.”

I’ve also secured five endorsements from prominent folks in the yoga community and the forward is written by a pioneer in providing yoga therapy worldwide.

2. One of my short stories: 1-800-555-MARY has been selected for inclusion in the 2020 Ct Literary Anthology: <https://connecticutliteraryfestival.org/ct-anthology/>

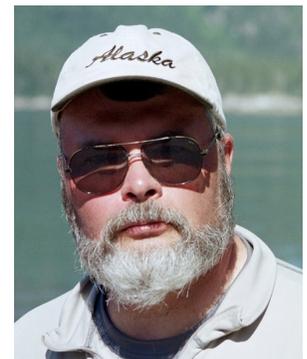
Carole Johnson’s (pen name CJKnapp) novel *Who Took Hannah?* is about to go live on Amazon. “My former matter has it for final AAs, but I expect it to be online by early next week.”

Karen Baril’s essay, *Leap of Faith*, was published in the Spring 2020 issue of EQUUS Magazine, a prestigious national publication, founded in 1977. EQUUS Magazine won the honor of Overall Best Publication Winner at the 2020 AHP (American Horse Publications) Awards. “I’m proud to say I’ve been writing for this magazine for several years and had the honor of winning an AHP award for an article I wrote for EQUUS in 2012.”

Two New Board Members Continued from Page One

I’ve successfully transitioned to the more rewarding roles of author, educator, and coach.

I currently write fictional and true tales of financial fraud, corporate misdeeds, and political wrongdoing. I also teach leadership, finance, and management for several graduate programs.



I am the author of five books including *Living and Working in Paradise* – a seminal work on workforce housing in resort communities - and *Entrepreneurial Finance* – the second edition of my highly regarded, award-winning book *Finance Without Fear*.

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Bookshop.org (Continued from Page Four)

How big a heart? Well...the mission of BOOKSHOP.org, a B-corporation, is to distribute most of its revenues to independent bookstores in the U.S. The founder feels local bookstores are essential to our culture, but their narrow profit margins frequently lead to short business lives. As a species, they are endangered.

The initial BOOKSHOP.org business strategy was to steal one percent of Amazon's book market share over a 2-year period. Six months in, the start-up has already stolen two percent. Here are a few ways CAPA members can generate some joy via BOOKSHOP.org:

(1) BOOKSHOP.org buyers can designate a particular bookstore to receive a 25-percent commission on their sale. If you go to <https://bookshop.org>, and click on *Find a Bookstore*, you can identify CT bookstores registered. One strategy is we can help a local CT bookstore.

(2) When a buyer does not designate a specific bookstore to receive the commission, BOOKSHOP.org deposits revenue dollars in "the pot" and makes distributions every six months to Indie bookstores across the U.S.

(3) Whether you use LSI/Ingram catalog or not, most of us promote books, directly or indirectly. BOOKSHOP.org offers affiliate opportunities for bookstores, authors, publishers, bloggers, and media. Affiliate accounts can create Book Lists containing titles you recommend: yours and perhaps other authors' works—and earn a 10-percent sales commission when someone clicks-thru on a promo link and buys.

For a more detailed summary about BOOKSHOP.org, good links to media coverage about this new online bookshop, and a glimpse into how I set up my Affiliate Shop, visit my author site. <https://3houses.com/category/news/>

It's Said *What's Not Said* is Witty with Surprises

By Valerie Taylor

Despite the expected crowded fall publishing season, *What's Not Said* (She Writes Press) will release as scheduled on September 15th. Though technically women's fiction, author Valerie Taylor of Shelton, CT, fondly refers to the book as *chick lit for the mature woman*.

Kirkus Reviews describes it as "A witty and often amusing marriage drama." Here's why:

In *What's Not Said*, we meet Kassie O'Callaghan, a middle-aged woman who's on a mission to divorce her emotionally abusive husband and start a new life with a younger man she met while on a solo vacation in Venice. When she learns her husband has chronic kidney disease, her plans collapse until she pokes around his pajama drawer and discovers his illness is the least of his deceptions.

Then again, Kassie is no angel. As she struggles to justify her own indiscretions, the separate lives they lead collide head-on into a tangled web of sex, lies, and DNA. Still, mindful of her vows, Kassie commits to helping her husband find an organ donor. In the process, she uncovers a life-changing secret. Problem is, if she reveals it, her own immorality will be ex-

posed, forcing her to decide whose life to save—her husband's or her own.

Other early reviews include:

Taylor "...develops good characters and realistic scenarios, creating encounters that keep the action nicely paced and the characters believable and appealing." — *D. Donovan, Senior Reviewer, Midwest Book Review*

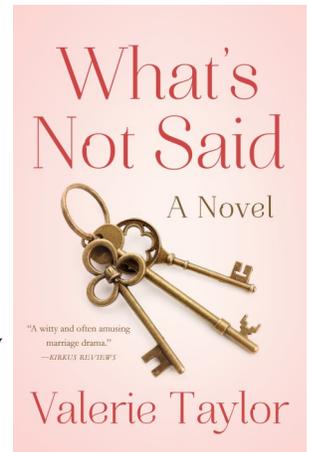
"...an excellent story, one that flowed right along...a lot of surprises and the ending was so well written." — *NetGalley reviewer*

Book club enthusiasts will enjoy... Discussion questions provided...are sure to generate lively discussion. — *Goodreads Reviewer*

What's Not Said is the first in the series. Its sequel, *What's Not True*, will publish in August 2021 also by She Writes Press. Valerie says she's begun the third in the "*What's Not*" series but is finding it a bit challenging since the characters and story bump right into the pandemic. Figuring out how either resolve themselves keeps her up at night.

What's Not Said by Valerie Taylor is available now for pre-order from your favorite bookseller ahead of its pub date: September 15.

Contact or follow Valerie at: valerietaylorauthor.com; [facebook.com/valerietaylorauthor](https://www.facebook.com/valerietaylorauthor); [Twitter: @ValerieEMTaylor](https://twitter.com/ValerieEMTaylor); and [Instagram: ValerieETaylor](https://www.instagram.com/ValerieETaylor)



**SE CAPA:
Michael
Whitehouse
on
Leveraging
Your Book**



By Elizabeth Saede

SE CAPA’s August Zoom meeting featured Groton author, publisher, podcaster, and networking enthusiast, Michael Whitehouse. His book, “The Guy Who Knows a Guy” details how he moved to a new community then connected with as many people as possible. This not only resulted in finding job opportunities but also helped him to connect people and resources to each other as interests and needs were matched. He’s sold only a few of his books but has leveraged his status as an author to open doors to profitable businesses.

His message to CAPA is, “build your own community around your

own book(s) and your own brand. Create Facebook and Instagram pages and invite people with similar interests to join. Invite them to create and supply content. Stay connected with and nurture members of that online community so you have a built-in interested audience for anything you share.”

Michael described the process of creating subscription-based support groups to help each other while providing income to the creator/author of the group. Michael imparts group and one-on-one business coaching. He produces three local magazines, is the President of the Groton Rotary, and produces a podcast entitled “The Guy Who Knows a Guy.” He connected me with a Town official seeking freelance articles that are fun and profitable to write. He also knows a good plumber, insurance agent, videographer, yoga instructor, etc. which makes him valuable to know. GuyWhoKnowsaGuy.com

Most of us won’t start our own podcast like Michael or a TV show

like Jim Bennett’s *Books and Beyond*, but I challenge CAPA members everywhere to learn how to create 1-3 minute videos to share on social media. Share an interesting message or demonstrate a skill that connects to your book(s). You can record as many times as it takes to get good results.



Mention your book and show your book cover at the end so people can find you and the book. If you’d like constructive feedback and encouragement, post the video to the CAPA Facebook page then share with your world. We can be each other’s cheerleaders while trying and sharing new ideas. New things, new skills, and new people expand our horizons .and enrich our lives.

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)

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

October 24: Sandy Greenberg: writing screenplays

November 21: Robert Mandel: Simsbury, CT publisher



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)

September 21: Speaker and topic to be announced

October 19: Speaker and topic to be announced

November 23: 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)

September 14: Lottie B. Scott: Write from Your Gut

October 12: Speaker and topic to be announced

November 16: 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

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

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

Two New Board Members Continued from Page Five

I have spoken nationwide on the housing market failure effecting resort communities, developed training to provide community development professionals with the skills needed to address a housing crisis, and coached community leaders through the development of strategies and implementation of solutions.

I have been featured in publications including the Wall Street Journal, Bloomberg Businessweek, CBSNews.com, the Associated Press, and the Kauffman Foundation's Entrepreneurship.org. I have also been a guest on NPR and numerous local TV and radio shows

I earned my Ph.D. in International Development from the University of Southern Mississippi, where my research focused on housing and tourism. I also earned an MBA from Rensselaer Polytechnic Institute and a BA from the University of Buffalo.



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