



# The Authority

Connecticut Authors & Publishers Association—Since 1994

Connecticut's Source for  
Writing, Publishing &  
Marketing Information

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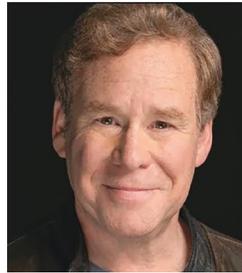
## October 15 CAPA Meeting — In Person!

### *The Joys and Terrors of Being a Writer*

By Joel Samberg

Like many of us, Joel cannot remember when he didn't want to be a writer. Now in his 48th year doing it professionally (he began as a stringer for The Westbury Times when he was 17), he's had more than his share of bumps in the road. They took many shapes, from difficult sources to ulterior motives to a cease-and-desist order. But as he's happy to share, he's never

given up and never will. Joel began his career as a trade magazine editor. As a journalist his work has appeared in many maga-



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## Meet the October Member of the Month—

### Jonathan Hale Rosen

By Linnea Dayton

Jonathan Rosen enjoyed writing when he majored in English at the University of Buffalo. But as he embarked on a career in medicine, he put his writing on hold. After earning his MD degree at the Albert Einstein College of Medicine in New York, he did his residency at the University of Virginia Medical Center in Charlottesville.

Rosen then worked for two years as an emergency room doctor in Bristol, Connecticut, and he and his wife Linda, a speech pathologist, decided to make the area their home. He established a solo practice in family medicine, but after 15 years realized that working within a physician's association was a more effec-

tive way to influence the medical system. Not one to shy away from a challenge, Rosen was instrumental in founding the 250-practitioner Pro-Health Physicians group in Farmington. He also helped establish the nonprofit Connecticut Center for Primary Care, whose goal is equitable delivery of medical services to patients throughout the state.

In his forties Rosen became motivated to write again, and has since completed six novels, three of



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## Contributors

Guy Achtzehn  
Eileen Albrizio  
Adele Anessi  
Linnea Dayton  
Liz Denton  
Mark L. Dressler  
Brian Feinblum  
Marika Flatt  
Tom Hill  
Brian Jud  
Joe Keeney  
John Long  
Peter Marzano  
Jonathan Hale Rosen  
Joel Samberg

## September 2022 SW CAPA Report

By Joe Keeney

Twelve members attended the SWCAPA meeting held on September 12<sup>th</sup>. Brian Jud sponsored and moderated the Zoom meeting.

Author Jeniffer Thompson talk was about creating a website that really pulls. Attendees learned how to build authority, build personal style, and make their website more visible. In addition, the author discussed converting traffic into revenue and SEO tricks.

Jeniffer is a branding and digital marketing expert with twenty years of experience in the publishing industry. She is the author of *Web Site WOW, Turn your Website into your Most Powerful Marketing Tool*. You can subscribe to her blog at jenifferthompson.com.

## SWCAPA Speaker

November 14, 6:30 pm

### *How I Sold Thousands of Books*

By Mike Delucia

Mike shows you the money and time he's lost through ads, and the actions you need to take to sell books.

He begins by explaining what a book manager is, and how you can become one. You'll learn to see, through new eyes, the marketing of books through Twitter, Facebook and speaking gigs.

Mike Delucia began his career as an actor and entrepreneur and then started teaching theatre and high school English. He is an avid sports

player and fan who as an independent author published his first book; an award-winning historical novel in the forties: *Madness, the Man who changed Basketball*. He followed by publishing: *Boycott the Yankees: A Call to Action by a Lifelong Yankees Fan*. And more recently, *Setting a Score*, a short story, and the novel that grew from it, *Being Brothers*. Look for the author's recent novel, *Born for the Game*.

The link to attend the meeting is:

<https://us02web.zoom.us/j/6762224705>

## CAPA Board of Directors

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

<b>Founder</b>	Brian Jud	brianjudcomcast.net
Co-Founder (CAPA)	Jerry Labriola	Labriola00aol.com
President	Robyn-Jay Bage	rjbagecomcast.net
Vice President	Elsa Kurt	authorelsakurtgmail.com
Treasurer	Brian Jud	brianjudcomcast.net
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Immediate Past President	Dennis Schleicher	dennisschleicherme.com
Newsletter Director	Brian Jud	brianjudcomcast.net
Meet-A-Member Articles	Joe Keeney	jkeeney9267spamarrest.com
Meet-A-Member Articles	Patti Brooks	pattipattibrooksbooks.com
Meet-A-Member Articles	Linnea Dayton	linneadaytaol.com
SECAPA Director	Patti Brooks	pattipattibrooksbooks.com
SWCAPA Director	Joe Keeney	jkeeney9267spamarrest.com
Program Director	Brian Jud	brianjudcomcast.net
Membership Director	Corey Toomey	coreytoomey1gmail.com
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Publicity Director	Liz Delton	lizlizdelton.com
Networking Director	Position Open	
Special Events Director	Position Open	
Past-President, Advisor	Roberta J. Buland	rjbulandcomcast.net
Past President, Webcasting	Steve Reilly	sriles40aol.com

Editor—Brian Jud, Meet-a-Member Column—Barbara Meredith and Joe Keeney,  
Copy Editor—Deborah Kilday, Staff Photographer—Deborah Kilday,

## 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 brianjudcomcast.net.

Send submissions for the **Meet-A-Member** column to Joe Keeney at jkeeney9267spamarrest.com or Barbara Meredith dbmeredith charter.net

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

## Meet A Member Continued from Page 1

which have been published. As a novelist he often explores heavy topics and interweaves complex narratives of the present and past. But his compelling storytelling and skillfully drawn characters keep readers turning the pages toward a transformative resolution.

Rosen has followed a somewhat nontraditional route in getting his books to press. Taking advantage of newer publishing models, he has avoided the delays and detours involved in finding and securing an agent and then waiting for manuscript submissions to be reviewed by traditional publishing houses.

His first published novel, *Displaced Persons* (2009, iUniverse) explores a physician's search for redemption as he struggles with his own fallibility, guilt and remorse when a patient dies. Interwoven are the memoirs of his elderly mentor seeking to be liberated from his own oppressive past.

*The Untold Tragedies of Ethan Morton* (2017, BookBaby) is about a teen suicide, from the points of view of those left behind. As they struggle with the shock, guilt, regret and confusion that grow from this act, to quote Ethan's physician, "Trying to find a successful suicide's motives is like chasing a shadow with a flashlight."

Rosen's most recent book is *The Museum of an Extinct Race* (2021, Atmosphere Press). "The folks at Atmosphere Press have been more supportive than I could have hoped," he says.

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## A Day for Books at CAPA's First Annual Connecticut Book Festival

By Liz Denton

Though we experienced some rain on the morning of October 1st, books were in the forecast for our first Book Festival, which had a wonderful turnout. Doors opened at 10:00 and we welcomed our first readers, who got to peruse books from forty different authors, many of them CAPA members.



Throughout the day, all kinds of readers visited, buying books from every genre: Children's, Memoir, Fantasy, Literary Fiction, Middle Grade, and more. A background of live music played most of the day, by local musician \*\*\*\*\*Kyle\*\*\*\*\*. Readers also benefitted from door prizes throughout the day, which were donated by several generous authors.

Authors were pleased to meet new readers and sell their books. Some readers even left with stacks of books in their arms!

CAPA is looking forward to hosting the Connecticut Book Festival again next year, and we've already begun to think of ways to make it even better. Thank you to everyone who attended!

## Artisanal Prose "The Art and Discipline of Revision"

By Adele Annesi

One cutting-edge writer ahead of her time was award-winning southern gothic novelist and short story writer Flannery O'Connor. Despite constant health struggles, O'Connor was a consummate revisionist, especially of her own work, and ever mindful that both discipline and perseverance are needed for the art and craft of writing.



O'Connor was a formidable writer who pioneered the southern gothic genre and whose posthumously compiled *Complete Stories* won the 1972 U.S. National Book Award for Fiction. For much of her life, O'Connor also struggled with lupus, a chronic inflammatory disease whose origins and treatment were little known at the time. The ever-direct O'Connor was upfront about her feelings on the subject: "I'm sick and tired of being sick and tired," she admitted (*Flannery O'Connor: Images of Grace*, 1986). O'Connor also was forthright about the hardships of writing, saying that she sometimes worked for months only to have to "throw everything away."

Yet, the revision process, especially of long-form fiction, must be thorough and continual, and O'Connor believed that this discipline was essential to her craft. As a result, she practiced regular revision habits. "You may be able to do without them if you have genius but most of us only have talent," she observed. Her craft involved extensive cutting and reworking, and she was ruthless about it.

The unsparing labor of cutting a story's scenes and sections that don't work is essential to the budding writer. The same is true of writers seeking to bring new life to their skills and concepts. But how does a writer know what to get rid

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## Authors: Plant Your Seeds For A Harvest

By Brian Feinblum



It is okay if you don't sell a single book today, tomorrow or even next month. But you need to be planting seeds — often months in advance — to secure sales down the road.

It is a marathon — not a sprint — when it comes to securing book sales for authors.

The long game includes a repetition of garnering these things over time:

- \* Bookstore signings
- \* Book reviews
- \* Social media
- \* Media coverage
- \* Testimonials
- \* Book awards
- \* Cultivating connections
- \* Developing a mailing list
- \* Targeted advertising

Everything you do is geared towards getting book sales — for either now or the future. Build your brand and keep growing it.

But some things definitely take time to secure and often, they involve a timeline that needs to be followed.

For instance, bookstore signings typically take several months advance notice to secure.

Additionally, getting major book reviews means you need to send out advance review copies four months prior to your book's scheduled publication date.

Further, to build your brand and mailing list, you need to offer free downloadable content that can be accessed via signing up at your web site. This can be done many months before your book launches and will continue for as long as you are a writer.

Essentially, your book marketing starts a good six months prior to your book launch date. Use this lead-up time to plan and execute accordingly. That said, there are always things that you can do that require little or no advance notice, so don't despair if you squandered your lead time.

Today you can join a social media platform. You can post a blog. You can hand out fliers.

You can always do things to take ownership of your marketing — for today and tomorrow.

## October speaker

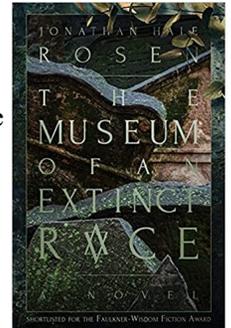
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zines and he's had op-eds in several newspapers. Currently he writes the "Off Ramp" column for Connecticut Magazine. He's the author of seven published books, including two novels and an exploration into the life of Karen Carpenter, which followed a report he wrote and narrated for NPR. His short story collection, *Weinerface*, will be published next spring.

## Meet A Member

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This third novel grew out of a trip he took to Prague, where he visited a modest Gothic synagogue built in 1270. There he learned that during World War II, Adolf Hitler had designated this site for his "Museum of an Extinct Race."



"The phrase slapped me across the face," says Rosen — "how close we came to annihilation..." He has set his story of two indomitable protagonists who encounter each other at the museum, in a dystopian present in which Hitler's Germany has won the war and conquered the world. Prior to the book's publication the manuscript was a finalist for the Gival Press Novel Prize (2020) and the Great Novel Contest of the Ohio Writers Association (2019), and was shortlisted for the Faulkner-Wisdom Creative Writing Competition.

Rosen is currently working on two nonfiction titles: *Senioritis: A Guide for Healthy Aging*, as more of us live longer into old age, and a book about the dramatic changes over the last 20 years in how medicine is delivered.

Jonathan and Linda Rosen, who now works as an ombudsman and advocate for patients in nursing homes, have two grown sons and two grandchildren. In his spare time, Rosen says, "I garden, golf and play with my grandkids."

Jonathan Rosen can be contacted through his website: [jonathanhale-rosen.com](http://jonathanhale-rosen.com)

## Artisanal Prose

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of and what to put in? One key requirement is honesty.

Internationally acclaimed writer Jessica Auerbach is the author of *Catch Your Breath* and *Sleep, Baby, Sleep*, the tale of a young mother in search of her kidnapped infant that gained international attention as TV movie in the late-1990s. As a writer, Auerbach moves methodically through the writing process, but she also takes time to reflect on what she has written. This is what she said of a subsequent novel-in-progress: "I had been working for a very long time and didn't think the story had what it takes to be a book."

Unwilling to ignore the persistent sense that the story wasn't working, Auerbach took a long, hard look at the project. "It felt like I was standing in one place and telling and retelling same incident," she noted. The assessment prompted the conscious decision to critically review what she had written more from the eyes (and mind) of an editor than a writer. The use of both distance and candor enabled her to see that the two main problems with the work were redundancy and lack of forward motion.

As novelists, Auerbach and O'Connor share the same rigorous work ethic, not just in removing scene elements that don't work but in adding ones that do. "It is the peculiar burden of the fiction writer," O'Connor observed, "that he has to make one country do for all and that he has to evoke that one country through the concrete particulars of a life that he can make believable."

Because writers often see revision as limited to cutting and condensing prose, they don't always take into consideration the need to fully develop scenes and characters organically, from the inside out. This is especially true of novelists who tend to write a spare (less wordy) first draft. Yet, revision and rewriting both include the notion that some aspect of the story has fallen short because something is missing.

O'Connor felt this way especially about the strangely vivid people in her stories. "I can't allow any of my characters ... to stop in some halfway position." And she didn't. Her characters were fleshed out to the point where they disconcerted readers. Regardless of whether readers are drawn to O'Connor's work, one thing is certain: Her characters are three dimensional and memorable, not clichés or caricatures.

So why should writers take such a disciplined approach to their work? One reason is that writers who care aim at not only at proficiency but at artistry. They want their work to rise above the superficial to the memorable. They want their stories and characters to come alive. "Fiction is supposed to represent life," O'Connor maintained. "And the

fiction writer has to use as many aspects of life as are necessary to make his total picture convincing."

As in O'Connor's day, so, too, today, the way to reach this goal is through perseverance, even when a lot of time is involved and not all efforts end up in the final draft. "I don't think any of that [effort] was time wasted," O'Connor concluded, believing that "something goes on that makes it easier when [the writing] does come well."

Adele Annesi is an award-winning author, editor and teacher. For questions on writing, email [Adele Annesi](mailto:AdeleAnnesi). Adele's new novel is *What She Takes Away* (Bordighera Press, 2023).

## CAPA Member Celebrating Success

Eileen Albrizio announces her Short Story Class. A short story is a brief, exciting adventure that throws us into the heart of an incredible journey right from the beginning. If you have an idea for a short story but don't know where to start, or you've begun writing but are stuck moving forward, then this is the class for you. In this four-week, in-person class, we will explore what genre fits you best, how to outline a plot, develop scenes, build three-dimensional characters, develop tone and voice, learn techniques in pacing, and much more. You can start a new project or work on one already in progress. This class is open to writers of all levels and adult residents of ANY town or city. Bring writing materials, whether it's a pen and notebook or a laptop, as this will be a hands-on writing class in a friendly, non-judgmental environment. **Easy, 24-hour online registration through the Wethersfield Adult Education website. Limited to 10 students.** Wednesdays 6:00-8:00 PM 4 weeks 10/26 - 11/16 WHS Room 221 Instructor: Eileen Albrizio, Author of *The Windsome Tree* (a novel) and *The Box Under The Bed* (poetry and short fiction) Course Fee: \$ 55 *There are ghosts in the tree who would kill to get home.*



Read a sample of Eileen's novel *The Windsome Tree: A Ghost Story* on Amazon. Read a sample of Eileen's book of poetry and short fiction *The Box Under the Bed* on Amazon.

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**Attend the Free Webinar:  
Can You Hear Me Now?**

**By Marika Flatt**

**October 26 (7:00 pm ET)**



Your book publishing date is on the horizon. How do you let the world know it exists in this digital age? Learn what every author should know to create a successful book launch and publicity campaign with a seasoned book publicist of 25 years, Marika Flatt, owner of PR by the Book (an Austin-based firm celebrating 20 years).

Marika will bring her years of experience to the table and drill down to what you can be doing to raise your publicity game, thereby increasing your brand and ramping up your discoverability. She'll also unpack all that their Author to Influencer Accelerator entails.

The link to register for this Zoom meeting is: <https://bit.ly/3Ss9G5h>

**Writing Tip  
By John Long**

“A character without inner turmoil or contradictions belongs in vestments or in a coffin, not in a story.”

**Celebrating Success**  
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Connecticut Native Mark L. Dressler reveals what drew him to writing Hartford-based crime fiction in his retirement...and how his protagonist, Dan Shields is "the detective who breaks all the rules." He also gives his best advice of storytelling and the best practices of self-publishing. There's never a lack of things to learn when it comes to living a creative life. Mark generously shares proceeds from his books to the Boston Children's Hospital.



Peter J Marzano has announced the release of his second book on October 18th. *Search And Deception*, a mystery novel, is a sequel to his first book, *Litany Of Sorrows*, a historical fiction placed in the years leading up to World War 2. “Many people who read my first book said, ‘The story’s ending is terrific.’ But 3 of 4 people said, ‘You have to continue the story. We want to know what happens next!’ As a result of the feedback, I felt compelled to continue with the next book.” Marzano built his own web site for his first book and he recently modified it to accommodate both books. He secured his own name as the URL. He invites prospective readers to visit it at: [www.peterjmarzano.com](http://www.peterjmarzano.com). He’s planning a book launch party for his second book in a few weeks at a local pizzeria! He can be reached at the email: [pjmauthor@gmail.com](mailto:pjmauthor@gmail.com).



**Spend Time With People  
Who Can Help You Grow**

**By Dr. Tom Hill**

In working with many of my clients, there's been a similar challenge of helping them understand how important it is that they pay attention to who they



spend their time with. The people that you spend the most time with are the people that are in your core. Jim Rohn, author and philosopher, is famous for saying that "we become the average of the five people that we spend the most time with," and Michael Dell and Confucius have both said (paraphrased), "If you find yourself the smartest person in the room, then you're in the wrong room."

The point's the same. We should desire to spend our time with people and be influenced by people who will help us grow. Period.

Here are three recommendations on how to get around the right people to help you grow.

**#1 - Create a list of the five people that you spend the most time with.** Look back over the past month and really think about it. Who are these people? Write down their names. Don't include your kids, your wife or your husband, but include everybody else. Are these people encouraging you? Are they optimistic? Are they aware of your plans and your goals, and are they helping you get there? Or, are

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## Spend Time With People Who Can Help You Grow

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they negative and discouraging and holding you back?

I don't know if you're like me, but I used to not think about this and I would just spend time with my neighbors or old high school friends, or college buddies, or some family members, and just hang out. I wasn't intentional about who I was spending time with. I've changed all that, and now I'm very intentional about who I spend my time with. I'm living my life on purpose.

If the five people you spend the most time with are not supporting you and encouraging your growth, then get about a plan to very quietly, (don't tell them you're doing this), move away from spending time with these

people, and replace them with people who will encourage your growth.

**#2 - Join or create a mastermind group.** A mastermind group is a collection of peers who are similarly-minded and have a growth orientation, get together monthly, and help each other through life. If you're not sure how to create a mastermind group, then get Napoleon Hill's book, *Think and Grow Rich*. There's an entire chapter written on this topic of the mastermind group.

**#3 - Get involved in a non-profit organization.** Make sure it's an organization that is focused on an area in which you have personal interest. This could be homelessness, hunger, education, the environment, or whatever - just pick it and get involved. You could start as a volunteer, and then join a committee, lead a committee, and eventually, see if you can find yourself on the board. The other people that are doing the same thing, and eventually those that end up on the board, are likely to be growth-minded, positive, opti-

mistic, encouraging people who have a similar orientation towards a mutual interest. This will not only help you grow as a person, but it will also help you grow in generosity of doing good in the community.

If you'll do those three things; 1) write down a list of people you're spending your time with and try to modify that so you're hanging out with people who help you grow, 2) join a mastermind group, and 3) join a non-profit organization, I predict that your life will start to unfold in beautiful ways and you will find yourself moving more quickly on the path to living out your best life.

### Marketing Tip

Too many press releases go unread because the writers make one major mistake -- they write their press releases about their books and not about what their books do for the reader

## Schedule of Upcoming Meetings for the Three CAPA Chapters (All members may attend all three meetings per month)



### CAPA CENTRAL (Avon)

(All meetings run from 10:30—12:00 pm Attend in-person meetings at the Avon Senior Center. To be a speaker or for more info contact [BrianJudbookapss.org](http://BrianJudbookapss.org))  
October 15: Joel Samberg: *The Joys and Terrors of Being a Writer*  
November 19: *Building Characters that Come Alive*, By Luca DiMatteo



### CAPA SOUTHEAST (Groton)

(These in-person meetings begin at 6:30 pm at the Groton Library. For more info contact Patti Brooks, [pattipattibrooksbooks.com](http://pattipattibrooksbooks.com))  
October 17: Speaker and topic to be announced  
November 21: Speaker and topic to be announced



### CAPA SOUTHWEST (Shelton)

(The virtual meetings run from 6:30 —7:30 pm. Watch them live and ask questions of the speakers. For more info contact Joe Keeney, [jkeeney9267spamarrest.com](http://jkeeney9267spamarrest.com))  
October 10: *How to Sell Books* By Jack Matthews  
November 14: *How I Sold Thousands of Books* By Mike Delucia

## CAPA's Co-op Connection

Many of these recur weekly. Check their websites for dates and more information. If you would like to join the CAPA Board to help coordinate these events with other CAPA members please contact [BrianJudcomcast.net](mailto:BrianJudcomcast.net)

Wethersfield United Methodist Church Arts & Crafts Fair @ Wethersfield United Methodist Church, Oct 15 @ 10:00 am – 2:00 pm

Shoreline Chamber of Commerce's Best of the Shoreline – Fall Food Festival & Expo @ Guilford Fairgrounds, Oct 15 @ 11:00 am – 5:00 pm

Old State House Farmer's Market, Old State House Oct 21, 10:00-2:00 pm

Frosty's Fall Festival @ Naugatuck Event Center, Oct 22, 9:00 am – 3:00

Old Mistick Village Apple Festival, Olde Mistick Village, Oct 22, 10–6:00

Hebron's Harvest Moon Festival, Main Street, Oct 22, 2:30 – 7:30 pm

Shelton Autumn Craft Festival 2022, Hyatt House Hotel, Oct 29, 10-4:00

Christmas in Connecticut Expo, Naugatuck Event Center, Nov 5, 9–5:00

Wethersfield United Methodist Church Arts & Crafts Fair @ Wethersfield United Methodist Church, Oct 15, 10:00 am – 2:00 pm

Shoreline Chamber of Commerce's Best of the Shoreline – Fall Food Festival & Expo @ Guilford Fairgrounds Oct 15, 11:00 am – 5:00 pm

Club 55+ Active Living Center Fair, Groton Senior Center, Oct 29, 9– 1:00

Shelton Autumn Craft Festival 2022, Hyatt House Hotel, Oct 29, 10:00-4:00

## Marketing Tip

By Guy Achtzehn

Do you write novels for adolescent and preteen boys? If so, you may be interested in a sub-genre that is developing (*Wall Street Journal*). An example is "Spurt," a book for boys by Chris Miles, which is "filled with frank talk about exactly what is happening to the main character's young body."



Recognizing that young boys may not want to be seen reading such a book, the jacket features a "dark blue cover for a different, fake book" about hot-air balloon disasters.



**CAPA**  
P. O. Box 715  
Avon, CT 06001-0715







