



The Authority

Connecticut Authors & Publishers Association—Since 1994

Connecticut's Source for
Writing, Publishing &
Marketing Information

Volume 18 Issue 11

November, 2011

Brian Jud to speak about “How To Make Real Money Selling Books” at the November CAPA Central Meeting

CAPA founder Brian Jud will share his vast store of marketing ideas for authors to find non-traditional ways to sell their books.

Brian is the author of *Beyond the Bookstore* and *How to Make Real Money Selling Books*. His unusual approach to finding sales in non-traditional markets has developed into a full-time business, Book Marketing Works. His company helps

authors sell their books in volume to companies that need titles to help market their products or to major resale non-bookstore venues.

Everyone is invited to hear what Brian has to say and learn how it might help you market your books.

Brian will take questions during his presentation, so come prepared to learn something that will help you sell more books.



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MEET A MEMBER: Noreen Grice

By Arthur Soja



This month, we will meet a member whose experience as an author is borderline prolific. With six books to her credit, Noreen Grice is a writer with a mission: a mission to educate as many as possible about astronomy, no matter what visual impairments they may face. However, Noreen cannot be defined solely on her writing exploits. Her achievements have enlightened so

many and brought them closer to a subject that once seemed impossible to grasp.

Equally impressive are Noreen's academic accomplishments, which developed the knowledge base that became the foundation for her career.

With her undergraduate degree in Astronomy from Boston University, a graduate degree in Astronomy from San Diego State University, a Certificate in Museum Studies from Tufts University, a Certificate in Non-Profit Management from the Boston Center for Adult Education and a Certificate in Assistive Technology Applications from California State University-Northridge, Noreen brought that knowledge to the Planetarium at the Boston Museum of Science, where she worked

for 26 years that yielded some unique experiences. Highlights of that position included leading eclipse expeditions to Hawaii, Aruba, India and the Black Sea to view total solar eclipses, along with hosting the Emmy Award-winning children's TV show, Mission Mars.

It was during her time at the planetarium that Noreen's calling found her; and she vividly remembered an occasion that crystallized her purpose. She was saddened by a group of blind students who visited the planetarium. They were herded into the theater for a pre-recorded production. Having never worked with blind students before, she was fixated on them.

When the program ended,

continued on page 3

Meetings

Southwest Division
Shelton

11/14

To be announced

Main Meeting

Avon

11/19

Brian Jud Speaks

Southeast Division

Groton

11/21

Nancy Butler Speaks

Check the CAPA website
for details.

Baking With Barb

by Barbara Klein

Aunt Wilma's Cowboy Beans

I don't think I've ever gotten as much praise for a dish brought to CAPA as I got for Aunt Wilma's cowboy beans. The first time I tried those spicy, stick-to-your-ribs beans was at my sister Lucy's wedding reception on her horse ranch. I decided then that I could have seconds on the beans and forgo the wedding cake.

I called Wilma to tell her I was publishing her recipe in *The Authority*. She was making cowboy beans right then and putting leftover pulled pork into the pot instead of sausage. What's more, she said cowboy beans are great with hotdogs cooked in the sauce and plopped in a bun, and...

"Whoa!" I exclaimed. "I only get to write 400 words. Hold that thought and send me another good recipe while I submit this one."

Ingredients:

1 large chopped onion

2 tablespoons olive oil
 1 pound turkey sausage (or meat of your choice) sliced and cut into pieces
 1/3 cup catsup
 1/3 cup Sweet Baby Ray's Barbecue Sauce
 1/3 cup brown sugar
 1 large can of Bush's Barbecue Beans
 4 cans beans (assorted—what have you got in your pantry?)
 2 tablespoons molasses or honey
 ½ teaspoon ground cloves
 A dash of Famous Dave's Devil Spit Barbecue Sauce (XXX for adults only, eat at your own risk.)

Start out by warming up the crock pot that you set on the shelf 10 years ago. While it warms, heat a skillet to medium and sauté the onion in the olive oil. When the onion is transparent, add the meat and continue to cook until all pink is gone. Dump the contents of the skillet into the crock pot along with the remaining ingredients. Stir thoroughly



and cover. Set the heat to high and cook until your Cowboy Beans begin to simmer. Then turn the setting to low, put the lid on the pot and relax. I put mine in the pot late at night before going to bed and when I got up the house smelled sweet and spicy. For the first time in my life, I was tempted to have beans for breakfast. If you can't wait all night for your bean fix, put them in a casserole dish or bean pot, uncovered, and bake at 350° until thick and bubbly, about an hour. You may be tempted to serve these at your daughter's wedding.

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Article Submission

The Authority welcomes articles written by members. Here are some guidelines that we would encourage.

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 articles single spaced with no built-in formatting to Peggy Gaffney at gaffney@kanineknits.com.

Send submissions for the **Meet A Member** column to Carol Healy at carol-healy@comcast.net

ARTICLES DUE BY THE 28TH OF THE MONTH

Meet A Member:

Noreen Grice

continued

she asked them what they thought. Noreen recalled, “They told me ‘the show stunk’ and walked away. I was stunned and saddened that the planetarium show was not a good experience for them. I had never considered that astronomy was not accessible to someone who was blind until these students opened my eyes [to] that fact.”

Right after the experience with those students, Noreen began writing

her first book with text in print and Braille, with accompanying touchable pictures of a variety of astronomical objects. Initially published by The Museum of Science in 1990, *Touch the Stars* is now in its fourth edition and is published by National Braille Press. To date, Noreen has published six books designed to make astronomy accessible to everyone, regardless of visual ability.

Born and raised in Malden, MA,

Noreen is now a Nutmeg State resident with her husband, where they frequent local church fairs, especially around the holidays. In the summer, they enjoy attending New Britain Rock Cats games and throughout the year she is active with the National Federation of the Blind.

For information on her books, talks and tactile images, visit Noreen’s website, YouCanDoAstronomy.com.

A Hundred Years from Now

by Shirley Whiddon

Recently I wrote a short piece that will be read a hundred years from now. The occasion was the Centennial Celebration of the local historical society, a gala event for the whole town, on a crisp October day. Interpreters in period costumes presented historical re-enactments, debating the relative merits of the proposed railroad and the existing canal in town. Children’s games of a by-gone era, along with demonstrations of weaving and spinning, were punctuated by the occasional detonation of a 19th-century cannon. Among many other activities, attendees of all ages were invited to write “a letter to the future” to be opened at the 200th anniversary of the historical society in 2111. Stationery was provided, and a small wooden chest was on hand to serve as a time capsule, presumably to preserve the letters for the next one hundred years.

The “assignment” was to write about life in the early 21st century so future readers would understand it (and us) better. So I wrote about our town with its many cultural, scenic, recreational and educational opportunities. I explained that my husband and I have lived here for 25 years and my parents were celebrating their 55th anniversary that very day. I also described some of the things we like best about the area: the local parks, our favorite seafood restaurant, our church and the public libraries with all the concerts, classes and special programs.

I wondered what life will be like for the 22nd century readers who will open the letters that were



written in 2011. Will libraries still be around – and will they have books as we know them? For the benefit of readers in a future century, I added that e-books have become increasingly popular. Yet I questioned whether e-books themselves might be obsolete by then. Perhaps they will have been replaced by some invention that is as foreign to us as e-books, e-readers, e-mail, iPhones, iPods and iPads would have been to the charter members of the historical society in 1911.

It’s too much to hope that a hundred years from now, anyone will still be reading anything else I have written or might ever write. Nonetheless, it gave me great pleasure to write a letter (which turned out to be a long essay) that will be read in 2111.

Words of Wisdom???????



English teachers across the country submit their collections of actual analogies and metaphors found in high school essays.

These excerpts are published annually, to the amusement of our teachers. Following are the “winners” from a recent year’s submissions:

1. Her face was a perfect oval, like a circle that had its two sides gently compressed by a Thigh Master.
2. His thoughts tumbled in his head, making and breaking alliances like underpants in a dryer without Cling Free.
3. He spoke with the wisdom that can only come from experience, like a guy who went blind because he looked at a solar eclipse without one of those boxes with a pinhole in it and now goes around the country speaking at high schools about the dangers of looking at a solar eclipse without one of those boxes with a pinhole in it.
4. She grew on him like she was a colony of E. Coli, and he was room-temperature Canadian beef.
5. She had a deep, throaty, genuine laugh, like that sound a dog makes just before it throws up.
6. Her vocabulary was as bad as, like, whatever.
7. He was as tall as a six-foot, three-inch tree.
8. The revelation that his marriage of 30 years had disinte-

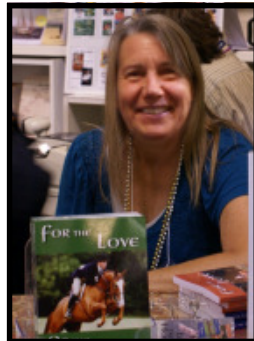
grated because of his wife’s infidelity came as a rude shock, like a surcharge at a formerly surcharge-free ATM machine.

12. Her hair glistened in the rain like a nose hair after a sneeze.
9. The little boat gently drifted across the pond exactly the way a bowling ball wouldn’t.
10. McBride fell 12 stories, hitting the pavement like a Hefty bag filled with vegetable soup.
11. From the attic came an unearthly howl. The whole scene had an eerie, surreal quality, like when you’re on vacation in another city and Jeopardy comes on at 7:00 P.M. instead of 7:30.
13. Long separated by cruel fate, the star-crossed lovers raced across the grassy field toward each other like two freight trains, one having left Cleveland at 6:36 PM traveling at 55 mph, the other from Topeka at 4:19 P.M. at a speed of 35 mph.
14. They lived in a typical suburban neighborhood with picket fences that resembled Nancy Kerrigan’s teeth.
15. John and Mary had never met. They were like two hummingbirds who had also never met.
16. He fell for her like his heart was a mob informant, and she was the East River.
17. Even in his last years, Granddad had a mind like a steel trap, only one that had been left out so long, it had rusted shut.
18. Shots rang out as shots are wont to do.
19. The plan was simple, like my brother-in-law Phil. But unlike Phil, this plan just might work.
20. The young fighter had a hungry look, the kind you get from not eating for a while.
21. He was as lame as a duck. Not the metaphorical lame duck, either, but a real duck that was actually lame, maybe from stepping on a land mine or something.
22. The ballerina rose gracefully *en pointe* and extended one slender leg behind her, like a dog at a fire hydrant.
23. It was an American tradition, like fathers chasing kids around with power tools.
24. He was deeply in love. When she spoke, he thought he heard bells, as if she were a garbage truck backing up.

CAPA Authors Celebrate Another Successful Big E (Photos by Deb Kilday)



Mike Kilday with CT "Royalty" & Mark Twain



Ann Jamieson



Cathy Gibson & Fan



Debbie Kilday & Gov. Dan Malloy



Christina Cody charms a fan



Carole Shmurak



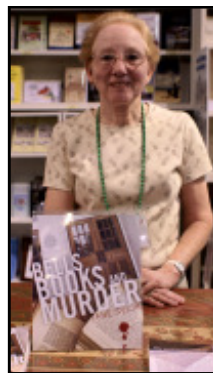
Authors: Balbi, Gay, Smith & Kilday



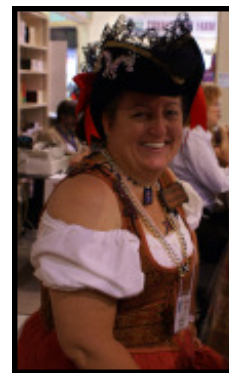
Cynthia Bercowetz



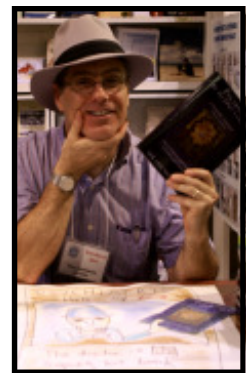
Dan Holdridge



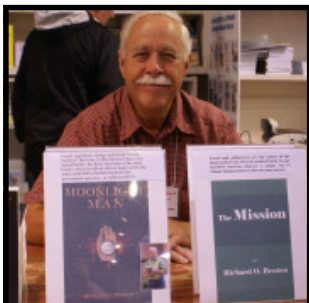
Jan Svejck



M. J. Allaire



Neil Liebowitz



Dick Benton



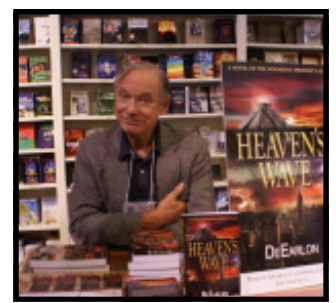
Dawn Aldrich



Noreen Grice



Nicholas McDonald



Joe Wactowski

Schedule of Upcoming Meetings

CAPA-SE MEETINGS: Monday 7:00 pm

November 21: Nancy Butler, www.abovealld.org Groton Public Library
December 19: Christmas Party, Patti Brooks' home, East Lyme, CT
January & February Meetings will be at the Hoxie Fire House, Mystic, CT

CAPA CENTRAL MEETINGS: Saturday 10:30 am

November 19 Brian Jud speaks on How to Make Real Money Selling Books, Selling Your Books In Large Numbers.
December 17 Annual CAPA Christmas Party

CAPA SOUTHWEST MEETINGS: Monday 6:30 pm

November 14 Program TBA
December 12 Christmas Program

More CAPA Authors Celebrate Another Successful Big E



Jennifer Moncuse



Kerry Bernier Spindler



Sheila Adams



Shannon Mazurick with Mike & Debbie Kilday



Tom Santos



Mollie Ostroski



Authors Sheets, Gay, Jamieson & Marchand



Steve Reilly



Ron Janson



Raymond Bechard



Fay Taylor

🌀 Celebrating Success 🌀

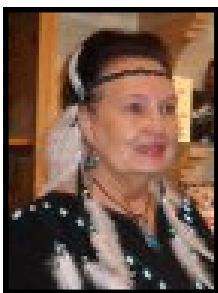
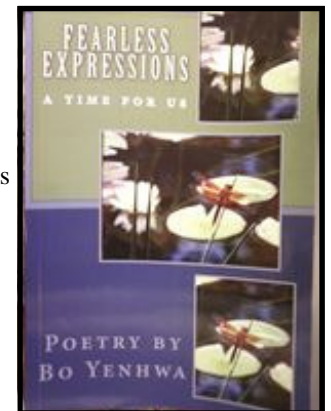


Frances Gilbert announced the publication of *The Cookie Thief*... a charming little tale of stolen cookies and a plan to catch the cookie thief... lively illustrations bring young readers into the story... and keep the reader guessing: Who was that cookie thief? *The Cookie Thief* makes a wonderful gift for this 'cookie' season; it is a great read aloud, a book to please adults and children alike. Take a look at the Frances Gilbert Facebook page for a look at the illustrations and some preview pages — ages 3-6.

About the Author and Illustrator: In her leafy, shady garden in Connecticut, **Frances Gilbert** is writing a story about a cookie thief, and keeping an eye on her tea and cookies, just in case he is still around. She thinks of her grandchildren and all the stories told in the family down the years. *The Cookie Thief* is one of those stories and she needs a really great illustrator to draw the pictures.

Luckily she has met **Ben Quesnel**, a talented young man just starting an exciting life as an artist and teacher. She liked his faces and his colors; he liked her words and her stories, so they agree to work together to catch that cookie thief.

Anissa (“Bo Yenhwa”) announces the publication of her book, *Fearless Expressions*. The insightful underlying message behind these poems lies somewhere between the struggle to find one’s self, the battles we all face with relationships, injustices, oppressive situations, addictions and walking the tightrope of reality. It has been said that “Insanity is repeating the same mistakes, expecting different results.” Can we break through the chains that bind or must we continue to live in a world where nothing makes sense? People from all walks of life will find themselves connecting to these perspectives. This is not a book for the weak at heart, but for the “sensitive intuitives,” the brazen philosophers and all those who have struggled to survive in difficult times.



Shirley Webb, CAPA-Avon Program Chair, received a contract and check from the Children’s Institute of Literature for her article “**A Book is Born**,” to be published in their newsletter the week of October 17th. Also, on October 29, 2012, Shirley Webb has volunteered to present two author story sessions at the **Harvest Festival & Dance-A-Thon in New Haven, CT.**, for the benefit of the Children’s Program and LEAP’s (Leadership, Education and Athletics in Partnership, Inc) celebration of their 20 year commitment to the development of New Haven’s youth.

Peggy Gaffney has been having a busy month and has still more to come. **Stitches East** was a success with tons of knitters buying books and patterns and Peggy enjoyed having alpaca breeders sharing the booth with their yarn. Next came **Needlemania** with Peggy giving a keynote address at this first annual event sponsored by Fairfield Public Library. Following that she will be speaking at the **Greater Appalachian Llama and Alpaca Association Conference** and finally she’ll be traveling to NYC to be in the Samoyed booth at the **American Kennel Club’s Meet The Breed** event.



The ABCs of the Editing Process: Discovering Writing Sources: The Journal and the Memoir

By Roberta Buland

Looking for more sources from which to write? In September, we talked about taking courses to find ideas for writing. This month, focus on looking within yourselves for ideas. I was prompted by a recent newsletter from OLLI (Osher Lifelong Learning Institute, October 28, 2011), by Bob Grady.

Keep a diary or journal

I encourage you all to keep diaries and journals—either for your own records or with the intention of writing from them. By doing the latter, you will also be preserving your history.

Other reasons come to mind. First, there is nothing like life experience to validate one's writing, no matter which fiction or non-fiction genre you write in.

"There is wide recognition that journal writing is a vehicle for self-understanding, self-guidance, expanded creativity, and spiritual development," according to E. Michael Brady, Ph.D., of the OLLI Research Center at the University of Southern Maine. He notes that as we grow older, we feel a compelling challenge to

derive meaning from many years of experience. Sylvia Plath, who wrote *The Bell Jar* when she was in her 30s, said she couldn't write a novel at the age of 19 because she hadn't had life experiences from which to draw. Experiences do not necessarily have significance for us until we remember and interpret them. Writing is one of the easiest tools to use to do so because it gives us the opportunity to make them permanent and also use them for reference. No one else need ever read them if you decide to destroy them. However, journals make for interesting reading for later generations.

For example, don't you wish you had asked your grandpa to talk more about his childhood—how it was then, how different he sees life now? Or, if any of your ancestors were from the "old country," whichever one it was outside the boundaries of the United States of America, don't you wish you had asked them about their growing-up years there? Or, don't you wish you had asked Great Aunt Helen why she came to the United States, what her challenges were, how she overcame them, etc.?

Writing your memoir

Memoirs, which are usually more formal and more rewritten than journals, give you the opportunity to refine journals into a story that can transform lives. "Traditional stories, myths, and fairy tales hold this power," according to Brady. And "stories told from generation to generation carry this power in the enduring values and lessons about living life deeply.... Our own life stories can be tools for making us whole; they gather up the parts of us and put them together in a way that gives our lives greater meaning than they had before we told our story."

So, you have a unique opportunity to write your own history and to encourage others to also—because eventually your offspring may want to know what life was like in the "old days" for you. For example, some of us may remember the rotary-dial phone, or stories from ancestors about the iceman who brought ice to keep the icebox cold, or the horses who provided transportation (where do you think "horsepower" comes from?). Do you remember the meat grinder your grandmother used to grind up meat for meatballs



or hamburgers. Who remembers when cars had no seatbelts? Memories fade, but writing doesn't—so write it down!

If you aren't sure you did it "right," or you have questions about the processes of journaling or memoir writing, consult an editor who can help you or guide you along the path—and may even point out how you might improve.

Questions or comments?
Email: rjbuland@comcast.net

Roberta J. Buland is the Owner-Editor of RIGHT WORDS UNLIMITED, a full service editorial and publishing firm in West Hartford. She is a past president of CAPA and may be reached at 860-308-2550. She welcomes questions about any aspect of editing, writing and publishing.

Happy Thanksgiving

