

THE NORTHWEST INDEPENDENT EDITORS GUILD
PRESENTS

RED PENCIL

in the woods

Designed to Connect, Educate, and Inspire
Editors and Other Word Lovers

Saturday, September 24, 2011
8:30 a.m. – 5:30 p.m.
Bastyr University, Kenmore

KEYNOTE ADDRESS

9:30–10:15 a.m.

Finding Our Way: Writing & Editing in the New Publishing Landscape

CAROL FISHER SALLER

Print, digital, POD, self-pub? Current fashion has writers and editors wringing their hands and saying the sky is falling, but Carol Saller thinks otherwise. A writer and editor “since the Pencil Age,” Ms. Saller shares her view of the future of publishing and helps chart a path for the profession.

While many in the editorial community know **Carol Fisher Saller** as the tartly sensible editor behind *The Chicago Manual of Style Online Q&A*, or the author of *The Subversive Copy Editor: Advice from Chicago (or, How to Negotiate Good Relationships with Your Writers, Your Colleagues, and Yourself)*, Ms. Saller is also an author of children’s books. Her latest is *Eddie’s War*, a historical novel inspired by a diary her father kept during World War II, when he was 12—which she has placed with *namelos*, a cutting-edge digital and print-on-demand publisher founded by editor Stephen Roxburgh. At Red Pencil in the Woods, Ms. Saller will share her expertise in a variety of ways: a keynote address on the new publishing landscape, a talk and exercise-based discussion on “subversive” copyediting, and a more informal discussion for attendees interested in her adventures in writing and editing children’s books.

SCHEDULE AT A GLANCE

8:30–9:30 a.m.

Registration & Breakfast

9:30–10:15 a.m.

Welcome & Keynote Address

10:15–11:15 a.m.

E-books Panel

11:15–11:30 a.m.

Break

11:30 a.m.–12:30 p.m.

Morning Session: Children’s Books,
Twitter, or Games

12:30–1:30 p.m.

Lunch

1:30–2:30 p.m.

Afternoon Session 1: Self-Publishing,
Marketing, or Technical Editing

2:30–2:45 p.m.

Break

2:45–3:45 p.m.

Afternoon Session 2: Book Proposals
or Discussion Groups

3:45–4:00 p.m.

Break

4:00–5:30 p.m.

“Subversive” Copyediting Workshop

REGISTRATION

Register online at www.edsguild.org.

Send questions to

conference@edsguild.org.

Prices for the all-day conference,
including breakfast and lunch,
are as follows:

- By August 24, \$75 for Guild and EAC* members, \$100 for nonmembers
- After August 24, \$100 for Guild and EAC* members, \$125 for nonmembers

JOIN THE GUILD

Nonmembers with at least one year of experience as an editor may apply to join now and pay the Guild member registration fee. Membership is \$30 per year. See details at www.edsguild.org.

*Editors’ Association of Canada

PANEL

10:15–11:15 a.m.

(Almost) Everything You Need to Know about E-books

KATE ROGERS, JUDITH H. DERN, AND BOB MAYER

MODERATOR: WAVERLY FITZGERALD

The rapid rise of e-books is a publishing trend that's here to stay. Seattle's Mountaineers Books alone has some 250 titles available for the Kindle, and Allrecipes.com is also publishing exclusive content created solely for the iPad, Nook, and Kindle. As more and more people turn to digital readers for everything from news to novels, what does this mean for editors? In this panel discussion, you'll get the inside scoop from industry experts.

Kate Rogers is editor in chief of The Mountaineers Books/Skipstone, a leading Seattle-based outdoor, conservation, and sustainability publisher. Her 20-year publishing career includes positions at Waldenbooks, Bantam Doubleday Dell, and Sasquatch Books. She also founded her own book packaging firm, Unleashed Book Development. She has lectured on editing at the University of Washington and community colleges.

A published author with 10 print cookbooks and numerous national and regional articles listed on her résumé, **Judith H. Dern** is senior manager of digital books at Allrecipes.com, founded in Seattle in 1997 and now the world's #1 digital food brand, where she has supervised the production of 13 digital cookbooks.

New York Times best-selling author **Bob Mayer** (www.bobmayer.org) has over 50 books published and over 4 million books sold. He is in demand as a team-building, life-change, and leadership speaker and consultant for his *Warrior-Writer* and *Who Dares Wins: The Green Beret Way* concepts. He is co-creator of Who Dares Wins Publishing (www.whodareswinspublishing.com), which specializes in e-books.

Waverly Fitzgerald is a writer, teacher, editor, and writing coach. She specializes in helping nonfiction writers get from idea to book. She is the author of four historical romances, a mystery novel, and a nonfiction book, *Slow Time*.

BREAK

11:15–11:30 a.m.

MORNING SESSION

11:30 a.m.–12:30 p.m.

Children's Book Writing & Editing: Eddie's War

CAROL FISHER SALLER

Carol Saller's newest children's book is *Eddie's War*, a historical novel inspired by a diary her father kept during World War II, when he was 12. In this session Ms. Saller will read passages from *Eddie's War* and offer an informal discussion for attendees interested in writing, editing, and publishing children's books.

Twitter for Word Lovers

CATHERINE CARR

Whether you're bewitched or bewildered by Twitter, this interactive workshop will show you how to make the most of it, 140 characters at a time. You'll learn how to decode Twitter's unique lingo, how to use it as a powerful research tool, and how to find like minds and fellow word lovers at what is arguably the world's liveliest virtual cocktail party. #seeoyouthere

Local word lover and Twitter enthusiast **Catherine Carr** headed Cranium's editorial team until the company's acquisition by Hasbro. She now runs her own consultancy, Secret Sauce Creative, advising businesses on brand strategy, content development, and social media.

Game On: Writing and Editing for Video and Board Games

ANGELA TAYLOR HYLLAND, SHANON LYON, JOE MCDONAGH, AND WYNN RANKIN

Discover the unique editorial process for video and board games. Hear experts discuss backstory development, user interface, and dialogue creation for PC and console games, as well as content development for all types of board games for kids and adults. Plus, get the scoop on how it's all sold—with carefully crafted words!

Angela Taylor Hylland earned the title Syntax Sorceress at Cranium, where she led the copywriting team. She now freelances full-time, specializing in game writing and marketing copy for board, console, and online games. Angela has lent her editorial powers to Microsoft, Hasbro, Disney, Ubisoft, Bungie, and Discovery Bay Games, among others.

Shanon Lyon (www.shanonlyon.com) has been writing and editing content for board games since 2004, when she worked as an editor at Cranium. In 2007, she struck out on her own as a freelancer, working for a number of companies, including Hasbro, Disney, Forrest-Pruzan Creative, and USAopoly. She's currently senior editor of ideation and development at Discovery Bay Games, developing concepts and content for licensed iPad games.

Joe McDonagh is director of production at PopCap Games, known for Bejeweled Blitz and other award-winning online games. Previously, he was creative director for LucasArts, in charge of creating Star Wars and Indiana Jones games. While at 2K Boston, now Irrational Games, he was co-recipient of GDC's 2007 award for Best Writing in a Video Game for his work on the massive hit *BioShock*.

Wynn Rankin is a writer and editor at WB Games Seattle, focusing on gaming community sites and narrative design. His previous work at Microsoft Game Studios included developing UI, manual, and in-game voice-over content for various Xbox 360 titles, such as *Forza Motorsport 3* and *Gears of War 2*. He got his start as an editor and writer at Cranium.

LUNCH
12:30–1:30 p.m.

AFTERNOON SESSION 1
1:30–2:30 p.m.

Self-Publishing: What Editors Need to Know
MI AE LIPE AND ROBYN M FRITZ

While self-publishing is popular, it's also daunting for both authors and editors. Where do you fit in the self-publishing process? Learn how editors can assist clients as manuscript specialists, project managers, and publication experts. This session covers manuscript development, scheduling, coordinating work flow between multiple professionals, design and layout, publication—from traditional printing to e-book and POD—and marketing.

A writer and writing coach, **Robyn M Fritz**, MA, MBA, has helped authors write and publish their books for over 25 years. Her book, *Bridging Species: Thoughts and Tales About Our Lives with Dogs*, won the national 2010 Merial Human-Animal Bond Award. Find her online at Alchemy West and her magazine, *Bridging the Paradigms*.

Mi Ae Lipe of What Now Design is an editor and graphic designer who specializes in helping authors self-publish books. She self-published *Tastes from Valley to Bluff: The Featherstone Farm Cookbook* and currently writes the blog *Driving in the Real World*.

Just Enough Marketing for Freelancers
FRANK CATALANO

What makes a potential client contact one freelancer over another? What should you include, or avoid, on your website? How can you make the most of LinkedIn and other social media? How can you differentiate yourself from other freelancers—and get paid more? And just how much time should you spend marketing yourself anyway? This session addresses these questions and more, so you can prioritize what you need to do to promote your business.

Frank Catalano (@FrankCatalano) is an author, consultant, and veteran commentator on digital technologies. As principal of Intrinsic Strategy, he consults on marketing and product strategy to a variety of digital learning and education technology firms. He's also the co-author of two books on digital marketing, and writes the "Practical Nerd" column for GeekWire (www.geekwire.com).

From Fairy Tales to Horror Stories: Getting to the Truth about Technical Editing
TINA LOUCKS-JARET

So you want to get into technical editing? And you've heard it's easy, and you've heard it's impossible? This session will introduce you to the wide-ranging field

of technical editing. A panel of experienced technical editors will present tips, advice, and practical steps to help you decide if technical editing is in your future. We will also do a short, interactive exercise to demonstrate some fundamental principles of technical editing.

Tina Loucks-Jaret has more than a decade of experience as a technical writer and editor. She has an MS in technical communication from the University of Washington and currently manages the University of Washington's Certificate Program in Technical Writing and Editing. Tina is the sole proprietor of Petals to Protons Technical Writing and Editing.

BREAK
2:30–2:45 p.m.

AFTERNOON SESSION 2
2:45–3:45 p.m.

Secrets of a Successful Proposal
KERRY COLBURN AND JENNIFER WORICK

Get out of the slush pile! This talk will focus on what makes publishers take notice of one book idea over another when they see hundreds of proposals each week. Attendees will learn insider tips as we draw on our decades of industry experience to share the secrets of a winning proposal—and they'll leave with the tools they need to get a successful proposal under way.

Jennifer Worick and **Kerry Colburn** are the dynamic duo behind "The Business of Books with Jen & Kerry" (www.bizofbooks.com), a successful publishing workshop series based in Seattle.

Kerry is an author, editor, columnist, publishing consultant, and the mom of two young girls. The former executive editor at Chronicle Books, her latest book, *Mama's Big Book of Little Lifesavers*, debuted in spring 2011.

Jennifer has co-authored or written more than 25 hilarious and helpful books, including her newest title, *Beyond the Family Tree: A 21st Century Guide to Exploring Your Roots & Creating Connections*. Formerly the editorial director at Running Press, she has written and reviewed countless book proposals and shepherded many successful titles to market.

Round-Robins: Expert Advice in 30 Minutes or More

Want a chance to engage in Q&A with experts on two different topics that interest you? Participants will break into small discussion groups, choosing among several different specialties. After 30 minutes, you'll have the opportunity to switch to another group—or stay where you are for more advice. Topics will include indexing, guidebook editing, helping authors get published, developmental editing, collaborative editing as a business model, legal issues for freelancers, and editing for business.

BREAK
3:45–4:00 p.m.

WORKSHOP
4:00–5:30 p.m.

“Subversive” Copyediting
CAROL FISHER SALLER

In this workshop Carol Saller, editor of *The Chicago Manual of Style Online Q&A* and author of *The Subversive Copy Editor (or, How to Negotiate Good Relationships with Your Writers, Your Colleagues, and Yourself)*, outlines how bad editing happens and how we can prevent it through carefulness, transparency, and flexibility. A copyediting exercise will provide focus for group discussion.

ABOUT THE EDITORS GUILD

Founded in 1997, the Northwest Independent Editors Guild is an alliance of more than 220 professional editors throughout Washington, Oregon, and Idaho.

In addition to producing a conference every two years, the Guild offers bimonthly meetings in Seattle and the South Sound, a members-only discussion list, and a website (www.edsguild.org), which includes a job board and a list of Guild members.

Membership is open to those with at least one year of editing experience, preferably freelance. Visit our website for more info, and find us on Facebook to follow all our news: www.facebook.com/edsguild.

GETTING THERE

The Bastyr University campus in Kenmore, just a 30-minute drive from downtown Seattle, adjoins the beautiful 316-acre St. Edward State Park. Parking is free.

For driving directions, public transportation options, and maps (including a trail map), visit <http://www.bastyr.edu/about/map.asp>.



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Thank you to all of our volunteers!
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