

The Northwest Independent Editors Guild Presents

RED PENCIL

in the woods[™]
2013

DESIGNED TO CONNECT, EDUCATE, AND
INSPIRE EDITORS AND OTHER WORD LOVERS

SATURDAY, OCTOBER 26, 8:30 am – 5:30 pm

BASTYR UNIVERSITY

14500 Juanita Dr. NE, Kenmore, WA



KEYNOTE ADDRESS

9:30 – 10:30 a.m.

Myth and Reality in Today's Editorial Landscape

ALAN RINZLER

Alan Rinzler will consider the gap between the myth and the reality of the current state of the business. Now is a most exciting time for editors and authors alike. A new business model is arising from the current turbulence within the large commercial companies, a model that will support a veritable tsunami of new work and bring editors and authors into closer collaboration.

A publishing veteran, Alan Rinzler has held top editing positions at Simon & Schuster, Macmillan, Bantam, the Grove Press, and *Rolling Stone* magazine. Check out his website and blog, alanrinzler.com, for more about his views on writing better and getting published.

SCHEDULE AT A GLANCE

8:30–9:30 a.m.

Registration and Continental Breakfast

9:30–10:30 a.m.

Welcome and Keynote Address

10:30–10:45 a.m.

Break

10:45–11:45 a.m.

Morning Session: Developmental Editing, Editing for a Global Audience, or Editing for the Web

11:45 a.m.–1:30 p.m.

Lunch and Networking

1:30–2:30 p.m.

Afternoon Session 1: Maintaining a Sustainable Editing Business, Advanced Line Editing, or MS Word Editing Tools

2:30–3:00 p.m.

Break

3:00–4:00 p.m.

Afternoon Session 2: Fiction Editing, Roundtable Groups, or IT Help Desk

4:00–4:15 p.m.

Break

4:15–5:30 p.m.

Spelling Bee and Closing Remarks

REGISTRATION

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

Early-bird admission (by September 15):

Guild and EAC* members \$90 / nonmembers \$120

Regular admission (September 16–October 15):

Guild and EAC* members \$120 / nonmembers \$150

Day of conference:

Guild and EAC* members \$130 / nonmembers \$160

Register at

edsguild.org/conferences/red-pencil-woods-2013

Send questions to registrar@edsguild.org.

*Editors' Association of Canada

 NORTHWEST • INDEPENDENT
Editors Guild

MORNING SESSION

10:45 – 11:45 a.m.

Creative Partnerships in Developmental Editing

ALAN RINZLER

In this master class, Alan Rinzler will speak about creative partnerships using examples from his work as a developmental editor with various authors, including Toni Morrison, Dr. Hunter S. Thompson, Clive Cussler, Jerzy Kosinski, Robert Ludlum, Shirley MacLaine, Andy Warhol, and others right up to the present. There will be time for questions and discussion on the art of collaborative partnership between editor and author.

Nuances of Editing for a Global Audience

DAVID B. SCHLOSSER

As the world grows ever more connected, English is increasingly essential as the common language shared among people engaged in commerce, academics, and culture. People around the world come to English in different ways—from schools, from immersion, from books, from movies, from music—and from languages that differ significantly from English in their structure, habits, and even alphabet. David B. Schlosser will lead this exploration of how editors can contribute to the fundamental goal of maximizing the accessibility of written communications when their audiences might arrive from any location with an Internet connection.

David B. Schlosser is an award-winning editor, and has also been recognized with awards for his fiction and nonfiction writing. After careers in politics and public relations, for the past seven years he has focused on editing, writing, and publishing consulting. He has worked on all flavors of fiction and nonfiction, and has edited the scientific and engineering journal for one of the world's largest microprocessor companies. You can find him online at analects-ink.com and @dbschlosser.

Editing for the (New) Web

NIQUETTE KELCHER

How does an editor stay relevant in a medium that's constantly changing? What are the Web trends that translate into work for you? Learn the skills needed to get started as a Web editor or, if you're already there, how to step up your game. Topics include standards, style guides, analytics, usability, and SEO.

Niquette Kelcher has been writing and editing Web content since 1999. She is the content strategy manager for the Office of Superintendent of Public Instruction and an instructor for the UW Editing Certificate program. You can find her online at websavvyeditor.com and @websavvyeditor.

LUNCH AND NETWORKING

11:45 a.m. – 1:30 p.m.

AFTERNOON SESSION 1

1:30 – 2:30 p.m.

“Can You Really Make a Living at This?” Creating and Maintaining a Sustainable Editing Business

BETH JUSINO AND INA CHANG

There's more to being a successful independent editor than understanding the craft of good writing. This workshop—taught by two full-time editors and communicators who do, indeed, make a living at this—looks at the business of being a freelancer. We'll talk about strategically deciding what services to provide, attracting the clients you want (and avoiding those you don't), budgeting, negotiating, marketing, networking, and finding balance.

Ina Chang is a freelance writer and editor specializing in strategic communications for corporations and foundations. She spent two decades editing nonfiction books and has also worked as an Associated Press reporter in China, a freelance journalist, and a nonfiction writing instructor. She is the author of the children's book *A Separate Battle: Women and the Civil War*. Ina serves on the board of directors of Freelancers Union as its elected member representative.

Beth Jusino is a freelance developmental editor and publishing consultant, working with individual writers to help them navigate the terrain between first draft and published book. A former literary agent, she's the author of two short e-books: *Writing a Nonfiction Book Proposal* and *Market While You Write*. Beth teaches a quarterly “Guide to Getting Published” seminar through UW's Experimental College. You can find her online at bethjusino.com and @bethjusino.

AFTERNOON SESSION 2

3:00 – 4:00 p.m.

Roundtable Discussion Groups: Expert Advice in 30 Minutes or More

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 thirty minutes, you'll have the opportunity to switch to another group—or stay where you are for more advice. Topics will include **working as a managing editor** (Kerrie Maynes), **editing food writing** (Kris Fulsaa), **editing for social media** (Amanda Vail), **collaborative/team editing** (Kyra Freestar and Connie Chaplan), and **editing for STEM concepts** (David B. Schlosser).

Kerrie Maynes is a freelance project manager and copyeditor specializing in complex projects.

For more than twenty years, Kris Fulsaa has edited cookbooks, restaurant reviews, and food articles, using either Chicago or AP style.

As an independent editor, Amanda M. Vail helps her clients integrate social media strategies with business goals to connect with wider audiences (threewrens.com, @AmandaMVail).

Kyra Freestar and Connie Chaplan are independent editors as well as partners in Tandem Editing LLC (tandemediting.com).

David B. Schlosser has edited the scientific and engineering journal and conference submissions for one of the world's largest microprocessor companies.

AFTERNOON SESSION 1 *continued*

1:30 – 2:30 p.m.

Mastering the Wayward Sentence: An Advanced Line-Editing Immersion

JASON BLACK

From tackling overly complex sentences and fortifying weak verbs, to gracefully circumventing the abuse and overuse of everyone's favorite conjunction, this session explores six subtle but common writing craft issues that can plague even the most promising narratives. Whether you edit fiction, nonfiction, or technical writing, this session will offer you practical, hands-on guidance for making your clients' sentences sparkle.

Jason Black, of Plot to Punctuation, LLC, is a Seattle-area developmental editor and line editor. He has worked for Microsoft as a technical writer, and was the managing editor of Long Tale Press. He writes middle-grade and young-adult fiction, edits anything clients want to send him, and learns something about the art of narrative from every book he reads. You can find him online at plottopunctuation.com and @p2p_editor.

Conquering Advanced MS Word Editing Tools

BILL THORNESS

How Word-savvy are you? Microsoft's ubiquitous writing program has a host of features that are helpful for editors. Get beyond Track Changes and Copy-and-Paste and learn the usefulness of the navigation pane, time-saving shortcuts, viewing and comparing two documents, and formatting and customization tips. Bring your laptop with a full battery charge and click along as we dive deep into the menus to explore features that can help editors be more efficient and effective.

Bill Thorness has been a writer and editor working in Seattle for more than twenty-five years. He works for both media and corporate clients on projects from online content to magazines to books. His articles have appeared in many regional publications, and he is the author of three books. He teaches for the UW Editing Certificate program, where his classes include a full-day workshop on Microsoft Word for Editors. You can find him online at billthorness.com.

1:00 – 4:00 p.m.

Expert advice on a work in progress. Twelve 15-minute one-on-one consultations with Alan Rinzler. (Register by September 8 to receive a chance to win one of these private sessions.)

AFTERNOON SESSION 2 *continued*

3:00 – 4:00 p.m.

A Horse of a Different Color: Fiction Editing

INGRID EMERICK AND LESLIE MILLER

There is no doubt that the rise in self-publishing has created an increasing demand for qualified developmental and copy editors for fiction projects. However, the skills, sensibility, and touch necessary for fiction editing can be quite distinct from those that nonfiction editing requires. This hands-on workshop will explore the nuances of different fiction genres, address the most common mistakes nonfiction editors make when approaching fiction, and touch on how to gauge and execute the correct level of edit for your author's needs.

Leslie Miller and Ingrid Emerick, cofounders of Girl Friday Productions, are experienced fiction editors and have overseen hundreds of fiction-editing projects. Former publishing executives for the women's writing imprint Seal Press, they established Girl Friday, a boutique editorial and writing company, in 2006. They live in Seattle, but you can find them online at girlfridayproductions.com and @GirlFridayProd.

IT Help Desk for Editors: Protecting and Sharing Your Data

TIM HANNON

Have questions about the Cloud, computer function, security, backups, or anything else computer-related? Join a lively discussion that provides essential information on how to protect your precious data and collaborate safely in the twenty-first century. IT guru Tim Hannon will provide expert advice for both Mac and PC users. Participants will leave with specific strategies for setting up comprehensive backup systems, selecting strong passwords and keeping track of them, as well as knowledge of the risks and benefits of online file-sharing systems such as Dropbox, Google Drive, and SkyDrive.

Tim Hannon has been teaching people of all ages and abilities how to use Macintosh computers for over twenty years. His teaching style is warm and engaging, patient and accessible. He translates the technical into lay terms. Tim founded Sound Support (soundsupport.biz), a Macintosh consulting firm, in 1998. He works with micro-businesses in the Seattle area.

4:15–5:15 p.m.

Editor's Delight: A Bee for Stellar Spellers

RANDY HILFMAN

Over the past decade, Randy Hilfman has orchestrated between fifteen and twenty spelling bees for Northwest Independent Editors Guild conferences and meetings, the Salmon Bay School in Ballard, and current and former Eddie Bauer associates. Randy will be conducting a playful written/oral bee, hoping that at least a few crack spellers—who are also brave souls—will step up and valiantly be heard.

In 2007, Randy Hilfman finished second in the AARP National Spelling Bee for adults fifty and over. He has won numerous Seattle Spelling Bees from 2006 to 2012. A copy editor at Eddie Bauer, Randy has published provocative writings in a number of magazines and anthologies. He has taught/co-taught classes on language/editing for ASUW Experimental College, Discover U, and local community colleges.

CLOSING REMARKS

5:15–5:30 p.m.

CHILL OUT!

Want to meet up with other editors, chat with a new friend, or just take a break from our high-energy conference? Great spaces to chill out include the cafeteria (open till 2 p.m.; snacks available for purchase); the tables outside the auditorium; the herb garden; and various walking paths on campus, including the Reflexology Path.

Want to continue the conversation? Here are some enjoyable spots to gather, post-conference:

- Uma Thai restaurant, a few minutes' drive from Bastyr University (7850 Bothell Way NE, Kenmore)
- Third Place Commons, a community space with great food court and bookstore, open till 10 p.m. (17171 Bothell Way NE, Lake Forest Park)
- Jazz at the Sorrento Hotel Fireside Room, 7:30–10:30 p.m. (900 Madison Street, Seattle)

In addition, Bastyr's annual Haunted Trails event will take place the evening of the conference; details at hauntedtrails.org.

GETTING THERE

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

For driving directions, visit bastyr.edu/about/kenmore-campus/map-directions.



ABOUT THE EDITORS GUILD

Founded in 1997, the Northwest Independent Editors Guild is an alliance of more than 250 professional editors throughout Washington, Oregon, and the greater Northwest. Membership is open to those with at least one year of editing experience, preferably freelance. Guild membership is \$40 per year. See details at edsguild.org.

Visit our website for more info, and find us on Facebook or Twitter to follow all our news:

 [facebook.com/edsguild](https://www.facebook.com/edsguild)

 [@edsguild](https://twitter.com/edsguild) • #redpen13 • #edsguild

Red Pencil in the Woods 2013 conference committee:

Elisabeth Rinaldi, coordinator; Carrie Wicks, secretary; Rob Esene, Lisa Gordanier, Jennifer Hager, Rich Isaac, Christy Karras, Kathleen Sidwell, and Cynthia White.

Advisors: Waverly Fitzgerald, Elizabeth Johnson, and Sherri Schultz.

Graphic design: Special thanks to Jason Petz.