

Driving Directions

North Seattle Community College is next to Interstate 5, five miles north of downtown Seattle. If driving north on I-5, take exit 173, turn right onto 1st Ave. N.E., right again onto N. 92nd St., and right onto College Way N. If driving south on I-5, take exit 173 Westbound, turn right onto N. Northgate Way, then left onto Meridian Ave. N., which becomes College Way N.

Parking

Enter the parking area at N. 95th St. All campus parking is free on Saturday.

Mass Transit

The college is served by Metro Transit routes 5, 16, 75, 345, and 346. You may also take mass transit to the Northgate Transit Center, which is on the other side of I-5 from the college. You can then take routes 5, 16, 75, 345, or 346 from the transit center, or walk to the south end of campus in 15 minutes via 1st Avenue N.E. and N. 92nd St. For schedule information, use Metro Transit's trip planner at <http://tripplanner.metrokc.gov> or call (206) 553-3000.

Building Location

The conference will use three adjacent rooms in College Center, located north of parking at N. 95th St. The entrance is between the Administration and Library buildings. Look for Guild Conference signs at the north edge of the parking area.

Accessibility

Meeting rooms, meal area, and restrooms are all on the ground floor. The facility is ADA-accessible.

For more information about North Seattle Community College, including a campus map, visit the NSCC Web site at www.northseattle.edu.



Printed on recycled paper.

THE SECOND CONFERENCE OF THE NORTHWEST INDEPENDENT EDITORS GUILD

Beyond the Red Pencil

NO2

THE SECOND CONFERENCE OF THE NORTHWEST INDEPENDENT EDITORS GUILD

March 28, 2009 | 8 A.M. – 5 P.M. | North Seattle Community College

Keynote Address

Using Our Hearts to Head in the "Write" Direction: Editors and Writers Moving Forward

SHEILA BENDER

How do we help others "fix" their drafts with a certainty that our ideas are in the right, as well as the write, direction? Using a simple three-step response method that starts with evidence of deep listening can ensure bonding with writers, who deeply want to be heard and thrive on knowing their editors want to hear them.

Sheila Bender is the publisher of *Writing It Real* (www.writingitreal.com), an online instructional magazine for those who write from personal experience. She is the author of ten books on writing, the most recent being *Writing and Publishing Personal Essays*. Acclaimed for her ability to help writers see where their work is headed, she is in demand as a developmental editor. She directs the annual June Writing It Real in Port Townsend Writer's Conference.

REGISTER EARLY FOR BEST RATES

Beyond the Red Pencil
NO2
NORTHWEST INDEPENDENT EDITORS GUILD
4010 Midvale Ave. N.
Seattle, WA 98103

CONFERENCE AT A GLANCE	
8:00 A.M.	Registration & Continental Breakfast
9:00 A.M.	Opening Session & Keynote Address
10:15 A.M.	Break
10:30 A.M.	Concurrent Sessions
NOON	Catered Lunch & “Lunchtime Larks”
1:30 P.M.	Concurrent Sessions
3:00 P.M.	Break
3:15 P.M.	Concurrent Sessions

Registration & Continental Breakfast	8:00–9:00 A.M.
Also: browse books for sale, visit our membership table, and peruse member project displays.	

Opening Session	9:00–10:15 A.M.
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Welcome

ANN GOSCH, BYGOSCH EDITORIAL SERVICES; CONFERENCE CHAIR

KEYNOTE ADDRESS:

Using Our Hearts to Head in the “Write” Direction: Editors and Writers Moving Forward

SHEILA BENDER (please see cover for session details)

Break	10:15–10:30 A.M.
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Morning Sessions	10:30 A.M.–NOON
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The Big Picture: Structural Editing of Longer Manuscripts (SESSION: BIGPIC)

BARBARA SJOHOLM

This overview session focuses on longer fiction and creative nonfiction manuscripts. We’ll discuss the editing of novels (theme, structure, characterization, plot, pacing, etc.), and we’ll look at particular issues connected with memoir and other personal narratives. Beginning with reading and note taking, we’ll discuss communicating with an author clearly and respectfully through editorial letters and manuscript comments. This session is particularly geared to editors new to or interested in moving into structural editing.

Barbara Sjolholm is the director of the Author-Editor Clinic, which conducts manuscript sessions for editors several times a year and provides referrals and manuscript critique services to authors seeking editorial help. Co-founder of Seal Press, where she worked as an editor and publisher for many years, Barbara is also a writer and translator. www.barbarasjolholm.com.

Taking Control of Microsoft Word

(SESSION: MSWORD)

HILARY POWERS

Does electronic editing seem uncomfortable and inefficient? Find out how to banish Word’s worst headaches and make the most of its useful features. Come prepared to describe what you hate most about working in Word. Chances are, you’ll go home with a way to make it do what you want—or stop doing what you don’t want! The presentation will feature Word 2003, but it’s useful for other versions, including Mac Word.

Hilary Powers, author of *Making Word Work for You: An Editor’s Intro to the Tool of the Trade*, has been freelancing as a copyeditor and developmental editor since 1994, working almost entirely on screen. She has presented on the use of Word in editing for numerous groups of editors and tech writers. On April 16, 2009, she will be conducting a webinar on the use of Word macros for the journal *Copyediting*. www.powersedit.com.

Discussion Sessions: Tooting Your Own Horn

(SESSION: AMDIS)

It’s not enough to be bright, ambitious, and hardworking. If you want to build and maintain a steady client base, you can’t just sit and wait for customers to appear. You have to toot your own horn! Participants will break into small groups, each discussing a self-marketing strategy. Table topics will include creating a Web site, engaging in traditional and social networking, blogging, making direct contact with prospects, seeking and using referrals, and writing your resume. The small-group format of this session will provide extensive time for discussion and questions.

Catered Lunch	NOON–1:30 P.M.
Lunchtime Larks with our own Randy Hilfman, first runner-up in the 2007 National Senior Spelling Bee: a written spelling competition (for cash), bodacious words bonanza, Cockney rhyming slang, and other delightful diversions.	

Afternoon Sessions I	1:30–3:00 P.M.
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When Work Becomes a Pain in the ...

(SESSION: HEALTH)

SEVAK KROESEN, D.C.

Sedentary occupations inflict insidious, cumulative microtrauma on our bodies, causing physical discomfort in the short term and ultimately interfering with optimal performance in all areas of our lives. We’ll focus on simple, enjoyable ways of moving beyond palliative measures to cultivating a lifestyle that creates optimal health. Industrial hygienist Jain Rutherford joins this session to share information on body mechanics at the computer and alternative keyboard, mouse, and chair options.

Sevak Kroesen, D.C., is a chiropractic physician/clinical nutritionist in private practice and an adjunct faculty member of the Physical Medicine Department at Bastyr University. He has testified before the White House Commission on Complementary and Alternative Medicine, and twice served as keynote speaker for the National Fibromyalgia Conference.

Jain Rutherford, a Certified Industrial Hygienist with more than 25 years’ experience, developed the ergonomics program for King County and has performed thousands of ergonomic evaluations.

Back to the Future: Editing for Online vs.

Print Publications (SESSION: ONLINE)

ANNE DUJMOVIC

What’s different when editing for online communications vs. print? Learn how story length and tone, deadlines, and HTML can all come into play. Also, learn about helpful online tools for editing and share some of your own. Bonus: Take a trip back in time while getting a crash course in search engine optimization. Time permitting, we’ll discuss whether Seattle really is home to the best scones in North America.

Anne Dujmovic is an associate editor at CNET News. After more than a dozen years in the newspaper business, including a seven-year stint at the *San Jose Mercury News*, Anne migrated north to Portland, where she honed her pastry-making skills as an apprentice. Although she has returned to journalism, she still misses the free pastries.

Dealing with Problem Clients (SESSION: CLIENT)

MICHELLE GOODMAN

We’ve all had them. Clients who stiff us, mess with deadlines, or call at all hours. In this session, we’ll discuss how to chase down a check that’s MIA, deal with a client who’s always late with deliverables, handle project scope creep, and set firmer boundaries with high-maintenance clients. We’ll also discuss contract clauses that can protect you from losing valuable time and money to such customers.

Michelle Goodman is the author of *My So-Called Freelance Life: How to Survive and Thrive as a Creative Professional for Hire* and *The Anti 9-to-5 Guide: Practical Career Advice for Women Who Think Outside the Cube*. In her sixteen years as a freelance writer and editor, she’s worked with clients as diverse as national media outlets and high-tech empires, book publishers and purveyors of new-age philosophy. Visit her blog at www.antigtoguide.com.

Break	3:00–3:15 P.M.
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Afternoon Sessions II	3:15–4:45 P.M.
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Marking Up the Screen: Acrobat for Editors

(SESSION: ADACRO)

BRIE GYNCILD

Can you edit a PDF? Sure, you can, even if you don’t own Acrobat. Learn the basics, as well as a few timesaving tricks, for marking up a document on screen. Find out how to gain access to the markup tools if you don’t have Acrobat on your system. As a group, we’ll share our experiences with clients’ expectations for PDF editing and discuss how to meet or challenge those expectations.

Brie Gyncild has been playing with words and technology for most of her life. Fifteen years ago, the two came together, and she’s been writing and editing for the high-tech industry ever since. Brie is the co-author of *Adobe Acrobat 9 Classroom in a Book*, released last summer. For several years she taught nonprofit professionals to use Acrobat at Seattle NPower, using a curriculum she developed.

Rigid Rules vs. Gentle Guidelines:

Taming Miss Thistlebottom (SESSION: RULES)

KIM RUNCIMAN

Most of us have met Miss Thistlebottom, that uptight English teacher with all the rules. Where do editors draw the line between letting authors have their own voice and ensuring that text is readable, accurate, and correct? We’ll discuss the difference between rules and guidelines, explore ways to help authors feel comfortable with the process, and recognize when to let things go. We’ll also look at a “Miss Thistlebottom” approach to rules and poke some holes in those treasured myths of what is truly “correct.”

REGISTRATION

Register early for best choice of sessions; the 2007 conference sold out!

	GUILD MEMBER	NON-MEMBER
Early Bird (<i>postmarked by March 1</i>)	<input type="checkbox"/> \$95	<input type="checkbox"/> \$110
Regular (<i>received by March 23</i>)	<input type="checkbox"/> \$105	<input type="checkbox"/> \$120
At the Door	<input type="checkbox"/> \$120	<input type="checkbox"/> \$135

Join the Guild!

Nonmembers with at least one year of experience as an editor (preferably freelance) may apply to join now and pay the Guild member registration fee. Membership is \$30 per year and is subject to approval by the Steering Committee. Visit www.edsguild.org/join.htm for details.

- I am a member of the Guild in 2009.**
- I have read the list of qualifications and applied for membership in the Guild.**
- I am not currently a Guild member.**

Please include a check, payable to Northwest Independent Editors Guild, with your completed registration form.

Name _____
(please print all information)

First name desired on name tag _____

Company/Firm Name _____

Address _____

City/State/Zip _____

Daytime Phone _____

E-mail _____

Kim Runciman was a copyeditor at the online news and opinion magazine *Slate* before going freelance full-time about a year ago. Earlier positions include copyeditor at the design and branding firm Landor Associates; editor of *The Sound Consumer*, PCC’s member newspaper; and communications coordinator at REI. She currently instructs in the UW Extension’s certificate program in editing and guest-lectures on editing topics.

Discussion Sessions: Wearing Many Hats

(SESSION: PMDIS)

It’s often difficult to see beyond the niches we’ve created for ourselves. But a wide range of opportunities, besides standard copyediting, are available to both new and experienced editors. Specialists and generalists will lead small-group discussions about the potential and pitfalls of broadening your editing business to include other services. Table topics will include writing and ghost-writing, teaching, coaching, project management, staff editing, indexing, and proofreading.

CONFERENCE COMMITTEE

Ann Gosch, Chair **Marianne Streich**
Kyra Freestar **Nancy Wick**

The committee thanks all speakers and volunteers, especially Jason Petz, Portland graphic designer extraordinaire.

ABOUT THE GUILD

The Northwest Independent Editors Guild is an alliance of more than 200 professional freelance editors in Washington, Oregon, Alaska, and Idaho. See more information and a list of members at www.edsguild.org.

Choose your sessions:

Some sessions are limited by room capacity. Please indicate your first, second, and third choices in each time slot by writing a 1, 2, or 3 on the line for each session.

Morning Sessions ___ BIGPIC ___ MSWORD ___ AMDIS

Afternoon Sessions I ___ HEALTH ___ ONLINE ___ CLIENT

Afternoon Sessions II ___ ADACRO ___ RULES ___ PMDIS

If your first choice is filled, you will be scheduled for your second choice or, if necessary, your third choice. Your schedule will be included in your registration packet at check-in.

Additional Information:

Are you willing to volunteer to help with the conference?

YES, IN ADVANCE YES, ON THE CONFERENCE DAY

Will you bring samples of your work for our display tables?

YES NO (Please clearly mark them with your name and address, and pick them up at the end of the day.)

To help us plan the catered lunch, please check if you are vegetarian:

<i>Mail this registration form with payment to:</i>	Conference Registration Northwest Independent Editors Guild 4010 Midvale Ave. N., Seattle, WA 98103
<i>or register online at:</i>	www.edsguild.org/conferences.htm

Refund policy: *Your conference registration is fully refundable until March 1, 2009. After March 1, a \$35 fee will be deducted from the refund to defray expenses.*