Beyond the Red Pencil

The First Conference of the Northwest Independent Editors Guild

March 31, 2007 | 9:00 a.m. – 6:00 p.m. | North Seattle Community College

Why Editorial Freelancers Need to Build Their Own Career Ladders (and How to Do It)

Amy Einsohn

Editorial freelancers who intend to remain freelancers for the indefinite future must address the psychological and financial aspects of long-term self-employment, including the need for career satisfaction, for increasing income, and for retirement planning. These goals, Amy explains, cannot be reached simply by raising one’s rates. Instead, freelancers must look for ways to improve and diversify their skills and, if possible, escape per-hour or per-page wage scales.

Amy Einsohn is the author of The Copyeditor’s Handbook: A Guide for Book Publishing and Corporate Communications, now in its second edition (University of California Press, 2004). Amy has worked as a freelance editor and writer in the San Francisco Bay Area since 1986. She has taught editing workshops for the University of California, Berkeley Extension and for Editors of the Bay Area editorial co-op and has conducted training sessions at Banana Republic, Bank of America, Stanford University, and Wells Fargo.

Directions

North Seattle Community College is next to Interstate-5, just 4.5 miles north of downtown Seattle. If you are coming to the college from the south, you will be taking Interstate-5 southbound to reach our campus.

HEADING NORTH ON I-5
Take exit #173 (Northgate exit)
Turn right (South) onto 1st Avenue NE
Turn right again at N 92nd Street
Turn right onto College Way N
The college is on the right

HEADING SOUTH ON I-5
Take exit #173 (Northgate exit) Go “Westbound”
Turn right onto N Northgate Way
Turn left onto Meridian Avenue N, which becomes College Way N
The college is on the left

About the Guild

The Northwest Independent Editors Guild is an alliance of more than 260 professional freelance editors in Washington, Oregon, Alaska, and Idaho. See more information and a list of members at www.niigeludg.org.
A.M.3. Discussion Session
Specializing can open new markets for your work, help build your client base, and allow you to work in areas of personal interest to you. This panel of freelance editors will share tips on how to do it successfully. Talk with specialists in areas that interest you, or focus on learning how to specialize. The small group format of this session will allow for a more intimate conversation.

Catered Lunch 12:00-1:30 P.M.

P.M.1. Coping Strategies for Editing Jobs
BETH CHAPPLE & ROBIN IERAND
Come to a lively comparison of the various styles guides copy editors work within on-papers displays. We will present provocative images, capitalization, and punctuation problems and how we handle them. 

P.M.5. Substantive & Developmental Editing: Manuscripts Under Construction and Deconstruction
PETRA MATHER & LAURENCE KRAUS
Two veteran editors who do the heavy lifting on problematic fiction and nonfiction manuscripts before the copyediting stage will describe how they identify the problems, determine what might be done, and discuss possible remedies with the author or publisher. You’ll learn what substantive editing is, what developmental editing is, and not only the differences between them, but how they differ from copyediting.

Break 3:00-3:15 P.M.

P.M.4. Copyediting Issues and Stylebook Solutions
BETH CHAPPLE & ROBIN IERAND

Session: Writing a Call to Action

Break 4:45-5:00 P.M.

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Register now to get the Early Bird discount!

Full registration (before March 28): $395

Early Bird (registered by March 20): $375

Regular (received by March 4): $415

On-Site: $455

Please include a check or money order made payable to Northwest Independent Editors Guild, with completed registration form.

Choose your sessions:

Session A: Writing a Call to Action

Session B: Writing a Call to Action

Register online before March 28 and receive your Early Bird discount.

Additional Information:

Do you have special dietary needs?

- Vegetarian/Vegan
- Other (please specify)

Can you volunteer to help with the conference?

- Yes, in advance
- Yes, on conference day

Are you able to host an out-of-town conference attendee on the conference weekend?

- Yes
- No

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

- Yes
- No

Mail this registration form with payment to:

Northeast Independent Editors Guild
351 Fifth Street, NW
Seattle, WA 98109

Conference Registration

Final policy: Your conference registration is fully refundable up to March 1, 2005. After that, a $55 fee will be deducted from the refund to cover expenses.