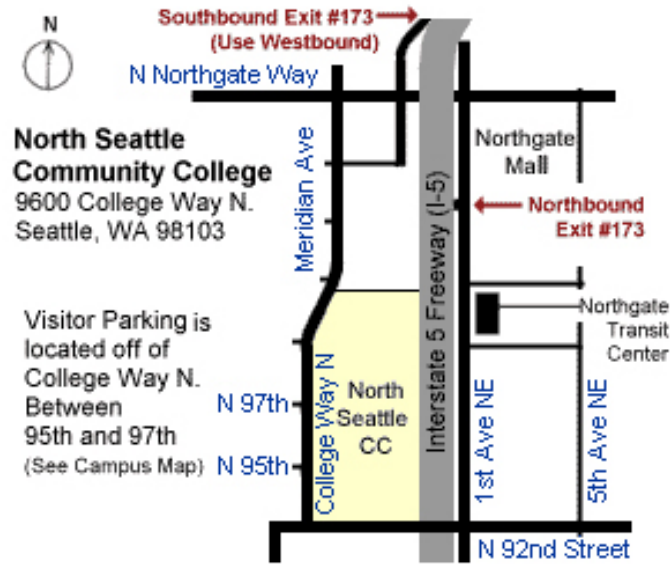


NORTH SEATTLE COMMUNITY COLLEGE
DIRECTIONS TO CAMPUS



North Seattle Community College
9600 College Way N.
Seattle, WA 98103

Visitor Parking is located off of College Way N. Between 95th and 97th (See Campus Map)

Directions

North Seattle Community College is next to Interstate-5, just 4 miles north of downtown Seattle. If you are coming to the college from the 520 or I-90 bridges, you will be taking Interstate-5 northbound 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 200 professional freelance editors in Washington, Oregon, Alaska, and Idaho. See more information and a list of members at www.edsguild.org.

THE FIRST CONFERENCE OF THE NORTHWEST INDEPENDENT EDITORS GUILD

Recipient's Name
Street Address
City, ST 00000

REGISTER EARLY
FOR BEST RATES

Beyond the Red Pencil
NORTHWEST INDEPENDENT EDITORS GUILD
7210 Fifth Avenue N.W.
Seattle, WA 98117

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

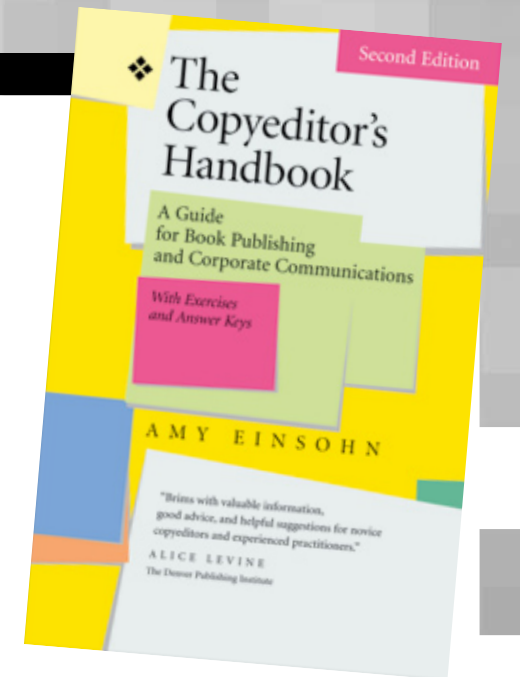
Keynote Address

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 needs 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, 2006). Amy has worked as a freelance editor and writer in the San Francisco Bay Area since 1980. She has taught editing workshops for the University of California Berkeley Extension and for Editcetera (a Bay Area editorial co-op) and has conducted training sessions at Banana Republic, Bank of America, Stanford University, and Wells Fargo.



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
12:00 p.m.	Catered Lunch & 10th Anniversary Program
1:30 p.m.	Concurrent Sessions
3:00 p.m.	Break
3:15 p.m.	Concurrent Sessions
4:45 p.m.	Social Event (RSVP required)

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

SHERRI SCHULTZ, GUILD CO-FOUNDER; PRINCIPAL, WORDS OF GRACE

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

AMY EINSOHN

Break	10:15–10:30 A.M.
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Morning Sessions	10:30 A.M.–12:00 P.M.
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A.M.1: *Shaking the Trees: How to Find New Clients in the Forest of Prospects*

ANN GOSCH

Ask most successful editors how they find new clients and they'll say "networking and referrals." So if you're wondering less about what to do than how to do it, here is a session for you. Armed with handouts of letters, e-mails, and phone scripts Ann has used when changing her career focus, she gives you specifics you can apply to shaking your own trees for prospects.

Ann Gosch is principal of byGosch Editorial Services (www.bygosch.com) and served on the Guild's steering committee for four years. Ann has branched out from her beginnings as a writer/editor in the fashion-sewing industry to focus on substantive and copyediting of nonfiction books, trade magazines, and business communications.

A.M.2: *Communicating with Author or Editor Clients*

BARBARA SJOHOLM & JULIE VAN PELT

What's the best way of setting up a positive working relationship with clients and managing conflict if it arises? This session will focus on developing a professional attitude toward author-clients through listening to their concerns, communicating clearly and respectfully, and maintaining good boundaries. We'll also talk about what to do when things don't go as expected and it's necessary to bring a project to a close.

Barbara Sjoholm is the author of many works of fiction and nonfiction. She was a co-founder of Seal Press and has worked with authors for thirty years. She's now a freelance editor and the instigator of the Author-Editor Clinic, which puts authors together with editors learning and practicing structural editing.

Julie Van Pelt has been an editor in trade and academic book publishing since 1995, both freelance and in-house. She has been a guest speaker in the University of Washington's Certificate Program in Editing and co-instructor of the Careers in Editing and Proofreading class at Discover U.

A.M.3: *Discussing 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. Learn from Guild members who are experienced specialists 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 provides extensive time for discussion and questions. Small group table topics will include specializing how-to, and tables on specific fields including education/academic, medicine, young adult, non-fiction, and science.

Catered Lunch	12:00–1:30 P.M.
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Afternoon Sessions I	1:30–3:00 P.M.
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P.M.1: *Estimating: An Essential Skill for Freelance Editors*

KATHY BRADLEY & KARALYNN OTT

Estimating is one of the most essential of all editorial skills. Yet editors often need to continually work at improving it. Estimating varies with each job, so editors need to take time to lay the ground-work for each project. Ultimately, careful estimating can save editors time and frustration, and help them earn the income they hope to achieve.

Kathy Bradley has been a freelance editor since 2002, doing developmental editing, substantive editing, and copyediting. She particularly enjoys the challenges of developmental editing and working closely with authors, and she frequently takes classes at the Author-Editor Clinic to hone those skills. Before becoming a freelance editor, Kathy worked for many years as a technical writer.

Karalynn Ott has been a freelance writer and editor for several years. She has also taken and taught developmental editing classes through the Author-Editor Clinic. As a freelance editor, Karalynn performs developmental editing, substantive editing, and copyediting on a variety of manuscripts and projects. Karalynn previously worked as a journalist.

P.M.2: *New Tech Tips for Editors*

NIQUETTE KELCHER & JON STAHL

Editing today can involve many parties collaborating on one document, using a variety of high-technology software applications. From Microsoft Word's "Track Changes" to document collaboration through browser-based Google Docs to checking out web pages in a content management system, editors are challenged to be tech-savvy. This session will discuss exciting new applications and provide some hands-on tips.

Jon Stahl is a program manager at ONE/Northwest in Seattle, where he has more than 10 years of experience helping regional environmental nonprofits with technology and communications strategies. He has extensive experience implementing content management systems for small to mid-size organizations and helping groups develop and implement effective online publishing and collaboration techniques. With a degree in political science from Williams College, Jon is the quintessential "accidental technologist." He is fluent in both Activist and Geek.

P.M.3: *Body Awareness at Work*

ROSANNA MATTINGLY

This experiential session introduces participants to the Feldenkrais Method® of Somatic Education, which is based in physics, biomechanics, and understanding of human development and learning. We will explore options for awareness at work that promote flexibility, ease, and efficiency. Among the activities to be considered are those familiar to editors and writers: sitting, bending, turning, reaching, keyboarding—and stressing over deadlines.

Rosanna Mattingly, a Guild Certified Feldenkrais Practitioner^{cm} has been writing and editing professionally for over twenty years. Her formal training in ecology and education supports her view of Feldenkrais as a process that supports our capacity to live with deep respect for the self, other human beings, and the environment.

Break	3:00–3:15 P.M.
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Sessions	3:15–4:45 P.M.
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P.M.4: *Copyediting Issues and Stylebook Solutions*

BETH CHAPPLE & ROBIN IRELAND

Come to a lively comparison of the various style guides copy editors wield to settle pesky disputes. We will present provocative usage, capitalization, and punctuation problems and tease out differences between AP, APA, Chicago, Microsoft, and house styles. You'll learn something new, or at least open a can of worms you have been avoiding.

Beth Chapple embarked on her freelance editing and proofreading career in 1990, working primarily for book publishers. Along the way she's added work in German and Spanish, indexing, Web site development, and teaching.

Robin Ireland has been a freelance editor for over eight years, working on both fiction and nonfiction manuscripts in specific genres. She has written copy for Web sites, advertisements, and commercial materials, and has been a columnist for both newspapers and a national trade journal.

P.M.5: *Substantive & Developmental Editing: Manuscripts Under Construction and Deconstruction*

PHYLLIS HATFIELD & KRIS FULSAAS

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 fix them, 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.

✂ PLEASE DETACH AND RETURN THIS FORM WITH REGISTRATION FEE		
<i>Register now to get the Early Bird discount!</i>		
	GUILD MEMBER	NON-MEMBER
Early Bird <i>(postmarked by March 1)</i>	<input type="checkbox"/> \$75	<input type="checkbox"/> \$90
Regular <i>(received by March 28)</i>	<input type="checkbox"/> \$85	<input type="checkbox"/> \$100
On-Site	<input type="checkbox"/> \$100	<input type="checkbox"/> \$115
<i>Join the Guild!</i>		
Non-members 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.		
<input type="checkbox"/>	I am a member of the Guild in 2007.	
<input type="checkbox"/>	I have read the list of qualifications and applied for membership in the Guild.	
<input type="checkbox"/>	I am not a 2007 Guild member.	
Please include a check, made out to Northwest Independent Editors Guild, with your completed registration form.		
Name _____	(please print all information)	
First name to appear on badge _____		
Company/Firm Name _____		
Address _____		
City/State/Zip _____		
Daytime Phone _____		
E-mail _____		
<p><i>Choose your sessions:</i> Some sessions are limited by room capacity. Prioritize the sessions you want to attend (please place numbers 1, 2 and 3 in each time slot to indicate your first, second and third choices).</p> <p>Morning Session <input type="checkbox"/> A.M.1 <input type="checkbox"/> A.M.2 <input type="checkbox"/> A.M.3 Afternoon Session I <input type="checkbox"/> P.M.1 <input type="checkbox"/> P.M.2 <input type="checkbox"/> P.M.3 Afternoon Session II <input type="checkbox"/> P.M.4 <input type="checkbox"/> P.M.5 <input type="checkbox"/> P.M.6 Social Event <input type="checkbox"/> YES <input type="checkbox"/> NO</p>		
<p>In the event that your first session choice is filled, you will be scheduled for your second choice or, if necessary, your third choice. Your schedule will be listed on the registration packet given to you upon check-in.</p> <p><i>Additional Information:</i> Do you have special dietary needs? <input type="checkbox"/> VEGETARIAN/VEGAN <input type="checkbox"/> OTHER (please specify) _____</p> <p>Can you volunteer to help with the conference? <input type="checkbox"/> YES, IN ADVANCE <input type="checkbox"/> YES, ON THE CONFERENCE DAY <input type="checkbox"/> NO</p> <p>Are you able to host an out-of-town attendee on the conference weekend? <input type="checkbox"/> YES <input type="checkbox"/> NO</p> <p>Would you like to be hosted by a Seattle-area conference attendee on the conference weekend? <input type="checkbox"/> YES <input type="checkbox"/> NO</p> <p>Will you bring samples of your work for our display tables? <input type="checkbox"/> YES <input type="checkbox"/> NO (please clearly mark them with your name and address, and pick them up at the end of the day)</p>		
<i>Mail this registration form with payment to:</i>		Conference Registration Northwest Independent Editors Guild 7210 5th Avenue NW Seattle, WA 98117

Refund policy: Your conference registration is fully refundable up to March 1, 2007. After March 1, a \$35 fee will be deducted from the refund to cover expenses.

Phyllis Hatfield has worked collaboratively with writers of fiction and nonfiction, refining their manuscripts for submission to agents and publishers. Her personal style derives in part from her suffering the rigors of writing and publishing Pencil Me In: A Memoir of Stanley Olson. Her lucky break came in 1986, when Robert Fulghum approached her for help with All I Really Need to Know I Learned in Kindergarten.

Kris Fulsaa has worked in publishing for 30 years, the past 18 years as a freelance editor of nonfiction manuscripts. She does substantive and developmental editing (as well as copyediting and proofreading) for book publishers, magazines, corporate communications departments, and nonprofit organizations as well as individual authors. She has taught for the University of Washington Extension's editing certificate program for five years.

P.M.6: *Discussion Session*

Marketing: so many choices, so little time! Often, focusing on one specific technique that works for you can jump-start efforts to expand your client base. Learn about specific marketing techniques from editors who use them successfully, and take home ideas you can put to work for a technique of your choice. The small group format of this session provides extensive time for discussion and questions. Small group table topics will include creating a web site, making cold calls, creating a brochure, joining professional groups, and building strategic alliances.

Social Event	4:45–6:00 P.M.
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Join fellow editors and attendees to recap the day and toast the Guild's first educational conference! Refreshments to be provided. No extra charge, but RSVP is required to attend.