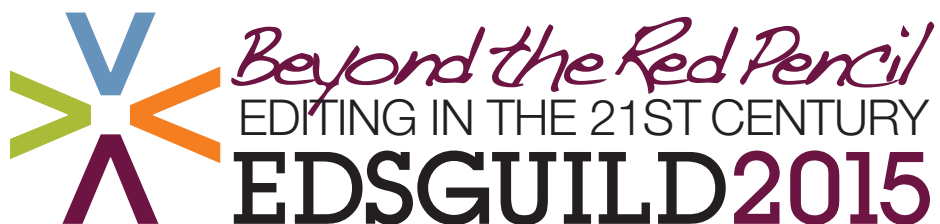


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# Welcome to Our 5th Biennial Conference!



Saturday, October 10, 2015

Welcome to a world *beyond the red pencil*. In this program guide, you'll find everything you need to get the most out of this full day of professional development, networking, and socializing with fellow editors and wordsmiths from around the Pacific Northwest—and beyond!

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 [Tweeting during the conference? Use #EdsGuild2015.](#)

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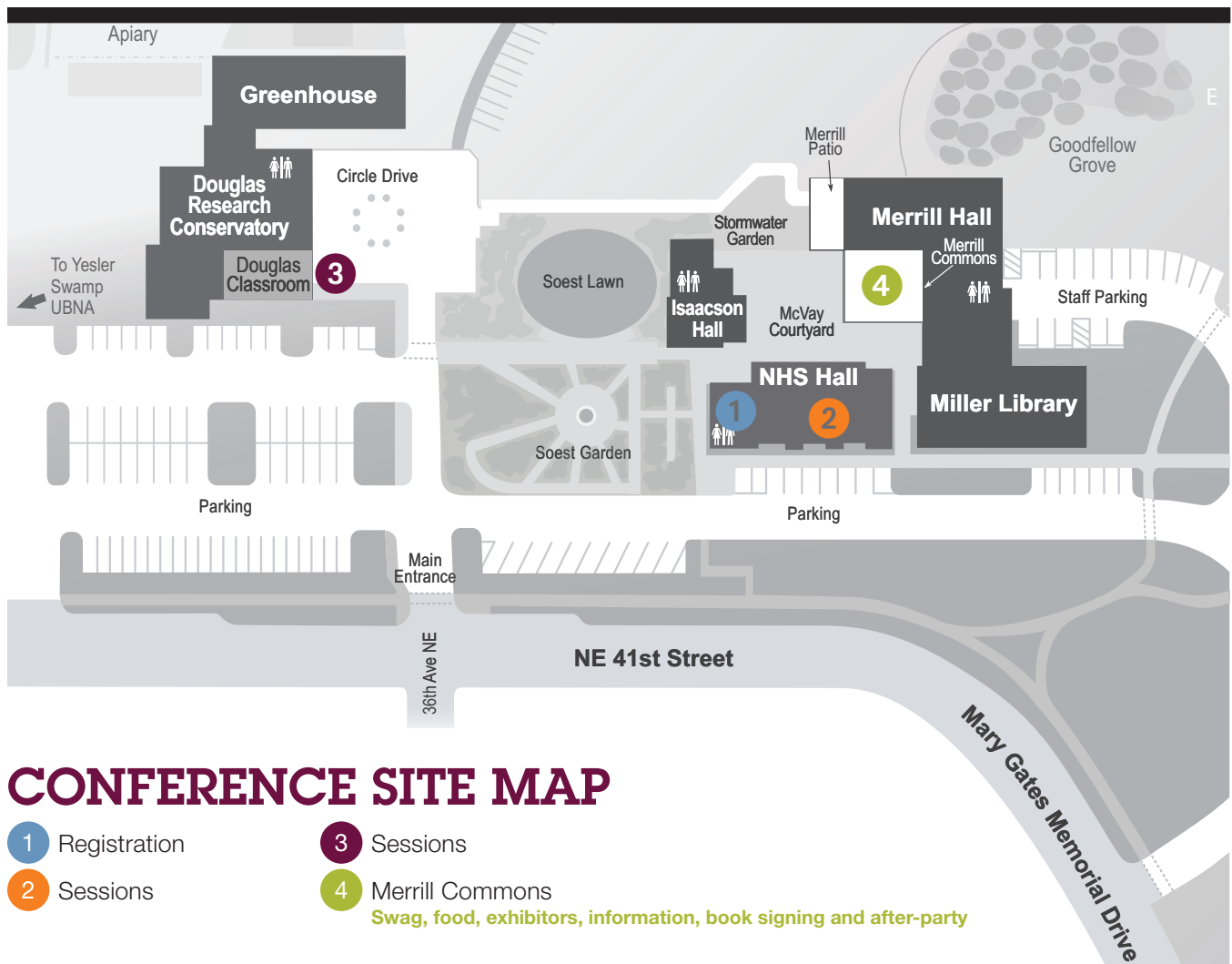
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## CONFERENCE SITE MAP

- 1 Registration
- 2 Sessions
- 3 Sessions
- 4 Merrill Commons  
Swag, food, exhibitors, information, book signing and after-party

## NETWORKING OPPORTUNITIES

### Continental Breakfast: 8:30–9:30

Head over to the Merrill Commons and grab **a beverage, a pastry, and some swag**. Catch up with old friends and make new ones with the help of one of our **icebreakers**. Check out the **exhibitor tables** for the Guild, Edward Jones, and the University Book Store—where you can buy a copy of keynote speaker Steven Pinker’s book, *The Sense of Style*, for his book signing after the address.

### Breaks

There’s a 30-minute break after the keynote, during which **Steven Pinker will sign his book**; 15-minute breaks follow each afternoon session. **Beverages** will always be available in the Merrill Commons.

### Lunch: 12:15–1:30

Pick up your **box lunch and a drink** outside NHS Hall, and then take advantage of our lovely venue. Sit and chat at tables, walk the garden paths, or browse the displays; there’s time to do it all! A second **icebreaker** will give you another opportunity to connect with your fellow attendees.

### After-Party: 5:15–6:30

*Co-hosted by The Northwest Independent Editors Guild and Book Publishers Northwest*

Gather in the NHS Hall for **finger foods, non-alcoholic beverages, and camaraderie** after the final session. Take advantage of this time to relax after a fulfilling day, and say hello to the members of **Seattle Writergrlls** and **Book Publishers Northwest**. Strengthen the connections you’ve already made, and don’t forget to hand out some business cards!

# SCHEDULE OF EVENTS

8:30–9:30	Registration, Continental Breakfast, Icebreaker 1
9:30–9:45	Welcoming Remarks
9:45–10:45	Keynote Address: Steven Pinker
10:45–11:15	Break & Book Signing in Merrill Commons
<b>11:15–12:15</b>	<b>Session One</b>
12:15–1:30	Lunch, Icebreaker 2
<b>1:30–2:30</b>	<b>Session Two</b>
2:30–2:45	Break
<b>2:45–3:45</b>	<b>Session Three</b>
3:45–4:00	Break
<b>4:00–5:00</b>	<b>Session Four</b>
5:00–5:15	Break
5:15–6:30	After-Party in Merrill Commons



Check your email soon for a link to our Post-Conference Survey. Your input will help us fine-tune our program offerings for EdsGuild2017. Post-conference, attendees will also be emailed a link with information on how to access online versions of any handouts provided by presenters.

# CONFERENCE SESSIONS\*

## Session One: 11:15–12:15

Pricing Strategies for Freelance Editors	Laurie Lewis	NHS Hall I
Delivering Difficult Feedback	Jason Black	NHS Hall II
Editing Complementary Text, Tables, and Figures	Marta Tanrikulu, Marie Sambilay, Risë Kwake	Douglas

## Session Two: 1:30–2:30

Roundtable Discussions: four kinds of editing (academic, corporate, developmental, and games), plus writer coaching	Laura Poole, Kathleen Walker, Karalynn Ott, Elisa Mader, Nancy Burkhalter	NHS Hall I
Client Profile: The Self-Publisher	Katherine Pickett	NHS Hall II
Overview of Publication Project Management	Melissa Duffes, Philip Athans, Mary Jane (M.J.) Anderson, John K. Marsh	Douglas

# EDSGUILD2015 VOLUNTEERS

The success of our conferences depends upon the hard work of our volunteers. With that in mind, we'd like to thank everyone who contributed to this year's event:

## PLANNING COMMITTEE CHAIRS

Logistics	Rich Isaac
Programming	Beth Chapple Roberta Klarreich
Sponsorship	Amanda Vail
Marketing/Graphic Design	Andrea Ptak
Volunteers	Pm Weizenbaum
Treasurer	Kathleen Sidwell
After-Party	Jill Walters

## PRE-CONFERENCE TASKS

Programming	Kyra Freestar Jennifer Hager Mary-Colleen Jenkins
Sponsorship	Christopher Matthias Bonnie Pasek
Ticketing	JoAnne Dyer
Marketing	Christopher Matthias
Conference Program	Jason Petz
Icebreakers	Julie Klein
Signage Support	Kristin Carlsen

## DAY-OF CONFERENCE ASSISTS

Editors Guild Table	Jennifer Hager, <i>Team Captain</i> David Downing Kyra Freestar Elisabeth Rinaldi Julie Van Pelt Carrie Wicks
Guest Coordinator	Chris Henderson-Bauer
Host Captain	Heather Flanagan
Hosts	Melissa Bowers JoAnne Dyer Christina Johnson Liz Moffitt Jenny Neill Larry Nichols Karen Parkin Donna Reynolds Melissa Walsh Kathryn Whitford Jennifer Zaczek Polly Zetterberg
Keynote Assistance	Kathleen Walker
Registration	Kathleen Sidwell, <i>Team Captain</i> Jody Bower Rob Esene Julie Klein Jack Lee

We would also like to thank Carol Dole and Rebecca Dietz of **Well Done Events** ([www.welldonevents.com](http://www.welldonevents.com)) for their expert guidance and enthusiastic support during the conference planning.

\*Scan this QR code for full descriptions and presenter bios



## Session Three: 2:45–3:45

<b>From World-Building to Happily-Ever-After: Editors Explore Genre Fiction</b>	Beth Jusino, Anne Mini, Christy Karras, David Downing, Kyra Freestar	NHS Hall I
<b>Breaking the Feast-or-Famine Cycle</b>	Laura Poole	NHS Hall II
<b>Career Transitions: Using Professional Skills to Build an Editing Business</b>	Tina Loucks-Jaret, Rosanna Mattingly, Sharon Rutberg	Douglas

## Session Four: 4:00–5:00

<b>Financial Planning for the Long Arc of Your Editorial Career</b>	Dana Twight	NHS Hall I
<b>Understanding Typography and How It Relates to Text Formatting</b>	Andrea Leigh Ptak	NHS Hall II
<b>Understanding the Ebook Universe</b>	Marcella Van Oel, Timothy Pew	Douglas

## KEYNOTE SPEAKER



### Steven Pinker

**The Thinking Person's  
Approach to Writing  
in the 21st Century**

*The New York Times* best-selling author, linguist, cognitive scientist, and chair of the Usage Panel of the American Heritage Dictionary will speak on his latest book, *The Sense of Style: The Thinking Person's Guide to Writing in the 21st Century* (available for sale in the Merrill Commons). Reimagining the usage guide for the 21st century, Dr. Pinker applies insights from the sciences of language and the mind to the challenge of crafting clear, coherent, and stylish prose. Dr. Pinker will also hold a book signing in the Merrill Commons after the keynote speech.



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*Editcetera is a nonprofit membership association of freelance publishing professionals. We offer editorial services and educational programs in San Francisco and beyond.*



### About the Guild

The Northwest Independent Editors Guild connects clients with professional editors in the Pacific Northwest. We also foster community among our members and provide resources for their career development.

We pursue our mission in the following ways:

- connecting clients with editors in our region via our online member directory and job board
- fostering community via networking, mentoring, coffee hours, and an active email discussion list
- helping editors hone their craft via topical meetings, periodic conferences, and resources on our website
- maintaining an active speakers bureau
- having a Guild presence at regional conferences



Learn more about us  
at [www.edsguild.org](http://www.edsguild.org).\*

\*Scan this QR code to access our website with your smartphone.

### Upcoming Events

Did you enjoy this biennial conference? Get even more at the Northwest Independent Editors Guild's bimonthly meetings in the Seattle area (also broadcast online), as well as at informal coffee hours and happy hours hosted by members around the region.

#### **Craft Your Online Profile**

**Monday, November 9, 2015 – 6:30 to 8:30 p.m.**

Beth Jusino, editor, teacher, writer, and publishing consultant will discuss how to use the power of the Internet to get the kind of work you want. There will also be time to collaborate on your promotional material.

Richard Hugo House, 1634 11th Avenue, Seattle, WA  
<http://edsguild.org/editors-guild-meeting-craft-your-online-profile>

#### **Show and Tell**

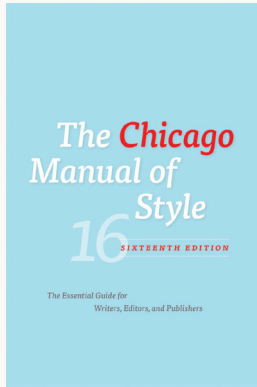
**Monday, January 11, 2016 – 6:30 to 8:30 p.m.**

Members will have the opportunity to display and talk about their latest projects and/or their greatest accomplishments.

Venue TBD: Check <http://edsguild.org/meetings> for updates

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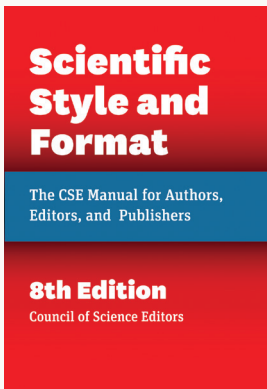
## The Chicago Manual of Style, 16th Edition

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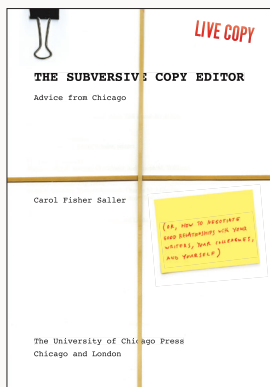
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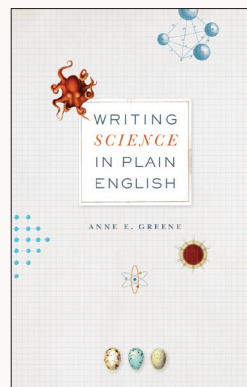


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