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!

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!

Thank You to Our Sponsors .................. 2
Conference Site Map .......................... 3
Networking Opportunities .................. 3
Schedule of Events ......................... 4
Conference Sessions ....................... 4
EdsGuild2015 Volunteers .................. 5
Keynote Speaker ............................. 6
About the Guild ............................. 7
THANK YOU TO OUR SPONSORS
Beyond the Red Pencil extends thanks for the generous support of the following companies and organizations.

**COLLECTIVE NOUN ($750)**
Penguin Random House

**PRESENT TENSE ($500)**
Denny Mountain Media

**COORDINATING CONJUNCTION ($200)**
Book Publishers Northwest
University Book Store

**ADDITIONAL SPONSORS**
Conscious Style Guide
Copyediting
Edward Jones
Editcetera
Metropolitan Market
The Sheridan Press
The University of Chicago Press

WHAT DRIVES US TO DELIVER...

You do.
Your goals, your time,
your resources, your revenue.

It’s why we offer you…
Services for every aspect of production – from peer review management, copyediting and composition to author services and fulfillment.
Print and e-products of which you can be proud.
The perfect balance of technology and automation to quality craftsmanship and professional service.
Sheridan-developed processes and workflows to make you more efficient, and the training and support you need to use them.

Services to deliver your content on time and on budget.

www.sheridan.com
CONFERENCE SITE MAP

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 Writersgrrls and Book Publishers Northwest. Strengthen the connections you’ve already made, and don’t forget to hand out some business cards!
**CONFERENCE SESSIONS**

### Session One: 11:15–12:15

<table>
<thead>
<tr>
<th>Topic</th>
<th>Speaker(s)</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pricing Strategies for Freelance Editors</td>
<td>Laurie Lewis</td>
<td>NHS Hall I</td>
</tr>
<tr>
<td>Delivering Difficult Feedback</td>
<td>Jason Black</td>
<td>NHS Hall II</td>
</tr>
<tr>
<td>Editing Complementary Text, Tables, and Figures</td>
<td>Marta Tanrikulu, Marie Sambilay, Risë Kwake</td>
<td>Douglas</td>
</tr>
</tbody>
</table>

### Session Two: 1:30–2:30

<table>
<thead>
<tr>
<th>Topic</th>
<th>Speaker(s)</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Roundtable Discussions: four kinds of editing (academic, corporate, developmental, and games), plus writer coaching</td>
<td>Laura Poole, Kathleen Walker, Karalynn Ott, Elisa Mader, Nancy Burkhalter</td>
<td>NHS Hall I</td>
</tr>
<tr>
<td>Client Profile: The Self-Publisher</td>
<td>Katherine Pickett</td>
<td>NHS Hall II</td>
</tr>
</tbody>
</table>
# 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, Team Captain
- **Registration**: Kathleen Sidwell, Team Captain
- **Keynote Assistance**: Kathleen Walker

We would also like to thank Carol Dole and Rebecca Dietz of Well Done Events (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

**From World-Building to Happily-Ever-Afters: Editors Explore Genre Fiction**
- Beth Jusino, Anne Mini, Christy Karras, David Downing, Kyra Freestar

**Breaking the Feast-or-Famine Cycle**
- Laura Poole

**Career Transitions: Using Professional Skills to Build an Editing Business**
- Tina Loucks-Jaret, Rosanna Mattingly, Sharon Rutberg

## Session Four: 4:00–5:00

**Financial Planning for the Long Arc of Your Editorial Career**
- Dana Twight

**Understanding Typography and How It Relates to Text Formatting**
- Andrea Leigh Ptak

**Understanding the Ebook Universe**
- Marcella Van Oel, Timothy Pew
**KEYNOTE SPEAKER**

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

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.*
*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
The Chicago Manual of Style, 16th Edition
Edited by UNIVERSITY OF CHICAGO PRESS STAFF

Sign up for a free trial to the online Manual at www.chicagomanualofstyle.org

Cloth $65.00

Scientific Style and Format
The CSE Manual for Authors, Editors, and Publishers, Eighth Edition
COUNCIL OF SCIENCE EDITORS

Sign up for a free trial to the online Scientific Style and Format at www.scientificstyleandformat.org

Cloth $70.00

The Subversive Copy Editor
Advice from Chicago (or, How to Negotiate Good Relationships with Your Writers, Your Colleagues, and Yourself)
CAROL FISHER SALLER
Paper $13.00

Writing Science in Plain English
ANNE E. GREENE
Paper $13.00

THE UNIVERSITY OF CHICAGO PRESS www.press.uchicago.edu