Welcome to the seventh biennial conference of the Northwest Editors Guild!

Saturday, September 21, 2019
Bastyr University campus, Kenmore, WA

Tag your Red Pencil Conference posts with #EdsGuild2019.

Visit the Guild online at edsguild.org.

Connect with conference attendees through social media!

Twitter Group: bit.ly/EdsGuild19Tw
Linkedin Group: bit.ly/EdsGuild19LI
Facebook Event: bit.ly/EdsGuild19FB
Theme: Voice & Voices
Editors are a group of professionals from a variety of backgrounds who are passionate about the written word. There is power in coming together as a group where we can learn from one another's unique viewpoints. In shaping this year’s Red Pencil Conference, the conference committee wanted to direct some of that power at a persistent challenge in our field: the fact that the demographics of those who work in the publishing industry do not match those of the general population, which has led to certain voices and perspectives being better represented than others. Our theme, Voice & Voices, explores how we editors can stretch our skills and understanding to better serve diverse authors and audiences and amplify a greater range of voices.

Today’s sessions tackle this from multiple angles:

Editing as a service: How can we improve our ability to support each client’s authentic voice while improving their ability to connect with their audiences?

Editing as a business: How can we cultivate our own inner voices in our professional practices and growth?

Editing as a gateway: How can we support the voices of a greater range of writers and readers, both in our work and in our editorial community?

Create Access
The Northwest Editors Guild is committed to hosting a conference that is welcoming and enjoyable for every attendee. We ask you to help make this happen:

• Move mindfully. Be aware of the people around you.
• Use middle seats and make a new friend whenever arrivals and those needing easily accessible seating. If you have an accessibility question, concern, or request today, please ask a room monitor, volunteers at The Nest, or text your location to Kyra Freestar, the conference accessibility coordinator, at 206-300-2601.

Jordan Proudfoot
Q&A Demo: Ergonomics, Posture, and Managing Those Workplace Aches and Pains
Jordan Proudfoot encounters people every day with injuries, aches, pains, limitations, and health challenges. His goal is to help people bridge the gap between a lack of digestible, easy-to-understand information and actionable insights for leading a more functional and happy life. Based in West Seattle, FMS-certified Proudfoot is a PTA, an ACE-certified trainer, and a CrossFit Level 1 Trainer.

Amy J. Schneider
Macros 101: Work Smarter, Not Harder
Amy J. Schneider, owner of Featherschneider Editorial Services (featherschneider.com), has been a full-time freelance copyeditor and proofreader since 1996. Her editorial experience includes college textbooks, trade nonfiction, university press books, and best-selling fiction in a variety of genres. Schneider has presented at numerous professional editorial conferences nationwide, hosted virtual mentoring sessions on Copyediting.com, and presented copyediting fiction webinars for the EFA. She’s also written feature articles for ACES, EFA, copyediting newsletters, and blogged for An American Editor.

When she’s not working in the soft glow of her four-monitor desktop, Schneider enjoys running, singing, and teaching her springer spaniels to do silly tricks (not all at the same time).

Julie Van Pelt
True Confessions: What We Learn on Our Journey toward Inclusive Editing
Julie Van Pelt has been an editor since 1995, both freelance and in-house, primarily in scholarly book publishing. She taught copyediting for eight years in the University of Washington Certificate in Editing program and is currently senior project editor at the University of Washington Press. In other incarnations, she has been a bookseller, backcountry ranger, community organizer, and small-business mentor. She splits her time between Seattle and Port Townsend and loves being outside best of all.

Lee Welton
Q&A Demo: Ergonomics, Posture, and Managing Those Workplace Aches and Pains
Lee Welton’s background is in physical therapy, where he has spent five years working in an outpatient clinic. Working in physical therapy allows him to manage various medical issues ranging from foot and neck pain to spinal fusions and even joint replacements. He works with patients as young as six years old as well as their great-grandparents. Welton is a PTA, an ACE-certified personal trainer, and a CrossFit Level 1 Trainer.

Brittany Yost
True Confessions: What We Learn on Our Journey toward Inclusive Editing
Brittany Yost received an MA in publishing studies from University College London with an emphasis in inclusive manuscript acquisitions. She has served on two separate professional diversity committees and has been leading inclusivity and bias training seminars since 2010. She was a sensitivity reader for Writing in the Margins for over two years and worked on the commissioning team for Unbound Publishing in the UK.

Julie McDonald Zander
Retaining the Narrator’s Voice: The Push & Pull of Correct & Respect
Julie McDonald Zander launched her personal history business, Chapters of Life (chaptersoflife.com), in 1999 following a twenty-year career as an award-winning newspaper reporter and editor. She’s published more than fifty individual, company, community, and organizational histories. She continues as a freelance editor and writer, and teaches workshops on project management, memoir writing, creating ethical wills and personal histories, and polishing prose.

Zander was Northwest regional co-coordinator for the Association of Personal Historians (APH). Her conference-organizing credits include APH, Oregon Christian Writers Summer Coaching Conference, Southwest Washington Writers Conference, and Cascade Writing Contest and Awards.

Respect the Red Dot
Photographs at the Conference
Red dots on name tags identify attendees who do not want to be photographed. Back-of-head shots in groups are not wanted to be photographed. Back-of-head shots in all shapes and sizes, stripes and specialties. They inspire us. They craft ingenious creations out of unassuming scraps and wandering bits. Many flock together to support each other in their journeys, much like we do as editors. And they sing, beautifully, with a variety of voices.

Why Birds?
Look for birds appearing as an occasional conference motif. Why birds? Because we like them. They come in all shapes and sizes, stripes and specialties. They inspire us. They craft ingenious creations out of unassuming scraps and wandering bits. Many flock together to support each other in their journeys, much like we do as editors. And they sing, beautifully, with a variety of voices.

The Guild appreciates your enthusiasm if you select and editing your choices for content and quality in advance. Thank you.

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Kristen Legg
Technical Editing for Science and Engineering: The Art of Translating Technical Topics into Clear Language

Kristen Legg is managing technical editor at Floyd|Snider. Her responsibilities include presenting on topics such as word usage, style guidelines, and how to work with the editing department. She is an experienced public speaker, most recently presenting “Creating a Pro-Editing Culture in a Corporate Environment” at ACES 2018. Legg also spent many years studying forensics and drama, competing in local and regional speech competitions, and performing onstage.

Alysha Love
Tweet This, Not That: How to Write and Edit for Social Media
Alysha Love is a multiplatform editor at the Idaho Statesman and serves on the executive board of ACES. She has worked in Washington, DC, for CNN and Politico, and she recently started her own editing and digital strategy business. Love graduated magna cum laude from the University of Missouri with BA degrees in journalism (print and digital news) and psychology, and minors in multicultural studies and Spanish.

Jenny MacLeod
Q&A: Taxes, Licenses, and Banking in Plain English
Jenny MacLeod, aka Jenny Girl Friday, is a self-employment coach and writer who has a knack for making business chores easy and even fun. Her offerings include Sidekick Services via email, online tools, and the book How to Become Self-Employed in Seattle: A Guidebook, Companion, and Reference. MacLeod enjoys reading nonfiction, especially with black coffee.

Mike Maisen
Technical Editing for Science and Engineering: The Art of Translating Technical Topics into Clear Language
Mike Maisen is a senior technical editor with Aspect Consulting, LLC, managing their technical editing group and performing edits and clarity reviews for science and engineering reports. Throughout his twenty-year writing and editing career, he has sought out great business storytelling approaches.

Nevin Mays
Q&A: Mentoring for Editors
Nevin Mays is a children’s book editor and bookseller who recently succeeded at teaching her first college course (Children’s Book Publishing at Portland State University), in part by working with an official Guild mentor and an unofficial PSU mentor. Mays is also a career mentor for Dress for Success Oregon.

Marcy McAuliffe
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Marcy McAuliffe is owner of McAuliffe Technical Editing Services. She has presented to audiences as varied as farmers, environmental scientists, office support staff, religious organizations, and the general public on equally wide-ranging subjects. Whether facilitating small group meetings or explaining multifaceted issues, McAuliffe has an informal style that engages listeners.

Rachel Payne
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Rachel Payne earned a PhD in English literature from Baylor University in 2012. She taught writing, rhetoric, and research courses at Baylor for eight years before starting a career in editing at The Pokémon Company International in 2013. For the past six years, she has been following the adventures of a fuzzy electric mouse named Pikachu. Payne and her fellow video game editors balance staying true to the Japanese source text with the challenges of presenting common themes and a compelling narrative in more than eight different languages to millions of players around the world.

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Red Pencil After-Party
When: 5:30-7:30 pm
Where: right here at Bastyr (location provided during closing remarks)
After-Party tickets were purchased in advance and are not available for purchase today.

The Guild board and conference committee members are looking forward to lingering and celebrating a mind-stirring day with you over tasty nibbles. In keeping with the conference theme, the food and beverages will feature the “quiet voices” of Northwest farmers and food producers. Bastyr takes care to provide for a wide variety of diets, including delicious vegetarian and vegan options.

Available throughout the Day
Bookstore and Curated Titles
During the conference, the Bastyr University Bookstore will be selling a collection of books carefully selected for you by the Red Pencil Conference Committee. The store also carries lovely books and gifts related to health, well-being, and the Northwest.

Vendor and Resource Area
Visit the vendor and resource tables in the main lobby near the Eagle Room/Auditorium:
• The Word, A Storytelling Sanctuary
• Brown Girls Write
• Outsider Comics
• Willamette Writers
• Timber: Tax Services
• Community Resource Table

The Nest: Hospitality Center and Charging Station
Have a question? Need help? Want to learn about the Guild? Volunteers at The Nest can assist.

Message Board
Need to know a message? Want to post a general question? There is a message board in the main lobby near The Nest.

Nuthatch Retreat Space
Need a break? Half of Nuthatch Room #146 is set aside as a retreat space until 3:30 pm. A small Q&A session will be taking place in the other half, but you are welcome to walk past the Q&A at any time to access the Nuthatch relaxation area.

Other Retreat Options
There is another small conference taking place upstairs, but you are free to wander beyond our immediate conference area to find a comfortable spot in one of the other hallways. The courtyards outside are available too.

Bastyr’s Gardens and Reflexology Foot Path
Behind the main building are Bastyr’s gardens and the first public reflexology foot path in North America. Feel free to escape to these relaxing areas at any time during the day.
• Medicinal Herb Garden—a peaceful garden of herbs and plants with medicinal properties
• Sacred Seeds Ethnobotanical Trail—a mile-long trail with native plants
• Reflexology Foot Path—a stone path to massage and stimulate the pressure points on the soles of your feet

Red Pencil Conference 2019 Voice & Voices
Northwest Editors Guild

If you edit speculative fiction, you have probably encountered conlangs (constructed languages) in some of the manuscripts. Most invented languages are poorly designed from a linguistic perspective, and readers notice the problems and inconsistencies that arise.

Learn about the history of conlangs, what makes a conlang believable, and how to help your clients create languages that are effective for their purpose in a story.

10:45 am

Session One

Conlangs: Languages with Stories to Tell

Sea Chapman
Spotted Owl Room #184

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Learn about the history of conlangs, what makes a conlang believable, and how to help your clients create languages that are effective for their purpose in a story.

11:45 am

Lunch Break

Included in registration

Birds-of-a-Feather Lunch Discussions

Pick up lunch in the Dining Commons and head to Nuthatch Room #146 or another marked discussion group table area to eat and chat.

Other Seating Choices

You may eat your lunch in the Dining Commons, take your lunch to other lounge areas, or eat outside. Please return your tray to the Dining Commons when finished.

Holding Space: The Importance of Helping African Americans Heal through Storytelling

Christy Abram
Raven Room #133

African American people have stories that are rich with joy, pain, and genius. Our experiences have nurtured broken hearts, healed wounds, and shaped generations, but our voices are often diminished, or even silenced. To fully understand black and brown narratives, allies must stand beside us, open to feeling their way through our narratives. But how?

In this session, you will learn the power of inclusive language and how to identify, address, and heal personal bias. You will also learn how to hold space for African American writers and be informed and inspired by Abram’s mission to heal 100,000 women.

Macros 101: Work Smarter, Not Harder

Amy J. Schneider
Eagle Room #176 (Auditorium)

Are macros a mystery to you? Amy J. Schneider long ago discovered that macros are marvelous, and yes, even magical, tools that editors can use to increase efficiency and accuracy. She’ll provide a brief overview of why they help you work smarter not harder, and then she’ll demystify how they do it.

You’ll learn how to record macros, how to view them in the Visual Basic editor, and how to save them to a template. Schneider will then share several of her favorite and most commonly used simple macros.

K. Aleisha Fetter

Proof Your Health, Performance, and Finances: Wellness for Editors

K. Aleisha Fetter is a certified strength and conditioning specialist who creates individualized exercise programs based on clients’ health status, experience, and goals. She graduated cum laude from Northwestern University with BA and MA degrees in journalism, with a gender studies minor. Following internships for Women’s Health and Indianapolis Woman Magazine, she worked as an assistant editor and associate online editor for Women’s Health.

Christina M. Frey, JD

How Many Words in a Picture? Editing Graphic Novels

Christina M. Frey, JD, is a developmental line editor and literary coach with Page Two Editorial (pagetwoeditorial.com) and a traditionally published graphic novelist. She is also co-executive of the Editorial Freelancers Association (EFA) and an active member of ACES. With more than twenty years of experience in writing, editing, and publishing, she now works with select authors as an editor or coach, helping both novice and experienced writers to develop and refine their authorial voice. She specializes in editing full-length fiction, creative nonfiction, and memoir.

Hannah Garrison

Technical Editing for Science and Engineering: The Art of Translating Technical Topics into Clear Language

Hannah Garrison is a technical editor at Anchor QEA. Her presentations include internal knowledge sharing to ensure editorial quality throughout her environmental consulting company. In 2017, she was the primary presenter at a company-wide staff meeting (over two hundred attendees) sharing the company’s revised style guide. She also presents to smaller internal editorial and project coordination groups on topics that include the style guide, communication between introverts and extroverts in the workplace, and Adobe PDF accessibility and Section 508 compliance.

K. Aleisha Fetter

Inclusive Language in Medical and Technical Editing

K. Aleisha Fetter (pseudonyms: they/she) is a physician, community health educator, researcher, professor, author, and parent. In all roles, Fetter focuses on evaluating and addressing the role of systemic injustice and inequities in the health and healing of communities. As a developmental technical editor in medical and scientific literature, Fetter provides guidance on inclusivity of language and identity without sacrificing accuracy and efficiency.

Tanya Gold

Working with Independent Authors

Tanya Gold is a book editor, writing coach, and literary omnivore based in Cambridge, Massachusetts. In publishing for nearly twenty years, she has worked on all kinds of cool books. These days, she edits fiction, creative nonfiction, and poetry. Using her industry experience and MA in creative writing, she helps authors make their stories stronger, improve their writing skills, and navigate the complex world of publishing.

Gold also gives talks and workshops on writing and editing at universities, writing conferences, and science fiction conventions. She is the events coordinator for the Boston chapter of the EFA.

It has been suggested that she owns too many dictionaries for her own good—this might be true.

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Joanie Eppinga earned a BA in English and an MA in counseling psychology and studied medieval mysticism and literature at the Centre for Medieval and Renaissance Studies in Oxford, England. Through her company, Eagle Eye Editing & Writing (EagleEyeEditing.com), and from her home base in Madison, Wisconsin, she serves clients throughout the world, including the federal government, MIT Press, Sterling Publishing, Nazareth College, Gonzaga University, the University of Alberta, BenEft Comply, and the George Eastman House. Eppinga is an Advanced Professional Member of the Society for Editors and Proofreaders, has been published in Sojourners and the Journal of Histo Studies, and is a devoted twenty-two-year practitioner of aikido.

Retaining the Narrator’s Voice: The Push & Pull of Correct & Respect

Julie McDonald Zander

Eagle Room #178 (Auditorium)

How do you preserve the narrator’s voice while editing memoirs, personal histories, or creative nonfiction? How heavy-handed should you be in making a memoir grammatically correct? How much colloquialism is too much? What if a writer is politically incorrect? Does the editor have a responsibility to fact-check claims in the book?

These are issues independent editors often face while working with writers of memoirs, personal histories, and creative nonfiction. Join us for a discussion of balancing good grammar, clear writing, and retaining the author’s voice.

1:15 pm

Session Two

Proof Your Health, Performance, and Finances: Wellness for Editors

K. Aleisha Fetters

Spotted Owl Room #184

K. Aleisha Fetters used to joke that she “sat at a computer all day, writing about how bad it is to sit at a computer all day.” Putting her writing into action, she became a certified strength and conditioning specialist. She trains Chicago-area professionals, helping them overcome mobility and health limitations imposed by their careers. But you don’t have to add “trainer” to your résumé to improve your wellness or advance your performance, career, and bottom line.

In this session, Fetters explores some of the biggest health and wellness concerns for editors while sharing practical, data-driven strategies for improving energy, function, and longevity.

It’s so hard to pick which sessions to go to!

We understand it can be difficult to choose which sessions to attend. There are so many fantastic choices. That’s why presenters are providing session notes for attendees to access from the Guild’s website. You can’t be in three places at once, but you can at least get an overview of the sessions you missed.

The views and opinions expressed by the presenters are their own and do not necessarily reflect those of the Northwest Editors Guild or its board members.
2:30 pm
Session Three

How Many Words in a Picture? Editing Graphic Novels
Christina Frey
Spotted Owl Room #184

Editors are trained to work with words, but sometimes words alone don’t tell the story. That’s doubly true in graphic novels, which include artwork, stage directions, paneling, and lettering to carry the plot and characters from opening frame to final panel.

This session, taught by a traditionally published graphic novelist, shows the graphic novel writing process from start to finish and how editors and proofreaders fit into the mix. It will cover navigating the switch from book editor to script editor or proofreader, using art and script together to keep characterization consistent, working with unfinished scripts or artwork, and following industry conventions.

3:45 pm
Session Four

Many Authors, Unified Voices
Laura Cameron
Raven Room #133

While multiauthor publications often value the distinctive voices of their contributors, some—especially in government and academic settings—prefer a more uniform tone and insist on more tightly structured contributions. In one setting, multiple authors work on dissimilar projects, producing stand-alone reports. In another setting, multiple authors possessing deep subject-matter expertise but little interest in journalism produce a single quarterly publication.

This session will explore two very different government publishing models to identify ways editors can join and smooth the seams between authors to create a single unified voice for the publication.

ESSENTIAL RESOURCES FOR EDITORS

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The Copyeditor’s Workbook: Exercises and Tips for Honing Your Editorial Judgment

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Author-Editor Clinic
Red Pencil Friends
The Word, A Storytelling Sanctuary
Brown Girls Write
Documentary Media
Banner Bank
Scholarship Fund

The Guild appreciates the generous contributions made to the Voice & Voices scholarship fund. These gifts made it possible for several editors to participate in today's conference and support the Guild's efforts to build a more inclusive editing community.

This conference is not sponsored by Bastyr University.

Saving Your Own Voice: Freelancing Outside the Box
Joanie Eppinga
Eagle Room #176 (Auditorium)

Do you love your clients and your work but hate your business? Do you feel you’ve lost your unique “business voice” as you digest all the “musts” you’ve been told about running a freelance editing business?

Joanie Eppinga to the rescue! Her experience proves that those “musts” are negotiable. In this session, editors at all levels will discover that they can be creative and even idiosyncratic business owners. Eppinga will show how, by opening and expanding your ideas, you can run your business in a way that leaves you energized instead of worn down.

True Confessions: What We Learn on Our Journey toward Inclusive Editing
Brittany Yost (moderator), Rachel Payne, Julie Van Pett, and Viniyanka Prasad
Nuthatch Room #146

Inclusive editing isn’t a goal but a journey that continues over the course of our careers. Every editor faces challenges and opportunities to grow along the way, not to mention more than a few hard-learned lessons. Join us for an open and honest discussion about common questions, mistakes, success stories, and fears surrounding our work to build a more conscious and inclusive industry.

Tweet This, Not That: How to Write and Edit for Social Media
Alysha Love
Spotted Owl Room #184

Audiences on various social media platforms want different things. What works on one platform won’t work on another. If you need to up your game and learn how to write and edit posts for audiences across different social media platforms, then this session is for you.

Alysha Love will share how various types of social media work and how to engage each audience in the most effective way. Plus, she’ll demonstrate how to adapt your tone and language for each platform.

Smaller Q&A Offerings

Nuthatch Room #146

10:45 am
Taxes, Licenses, and Banking in Plain English
Jenny MacLeod

Do you find taxes and business licensing to be confusing or overwhelming? You’re not alone! Get answers to your burning questions and leave with more peace of mind. Topics may include business deductions, estimated quarterly taxes, common forms (W-9, 1099, Schedule C), banking strategies, and more.

1:15 pm
Mentoring for Editors
Nevin Mays

Get answers to your burning questions about being a mentor or a mentee. (How much time does it take? Do you need prior experience? What is the benefit?) Learn about the Editors Guild mentoring program and talk about what you’d like to see included. All editors welcome.

2:30 pm
Demo: Ergonomics, Posture, and Managing Those Workplace Aches and Pains
Jordan Proudfoot and Lee Welton

Work from home, at the coffee shop, or at your office computer all day? Not sure how to set up your workstation ergonomically? Dealing with a stiff neck or back? We will be discussing best practices for workstation setup, ergonomics, and some tips and tricks for managing aches and sore muscles.
Digital Staffing, Optimized for Humanity

We are a woman-owned, Seattle-based staffing company that sources high-quality content, creative, and marketing professionals to support our client’s digital marketing efforts. We place talent in a wide array of roles, with a focus on superior content creation and delivery, marketing strategy and execution, and design. We’re optimized for humanity; talented people work with us because we treat them with respect and as whole people in the workplace. We offer competitive compensation and benefits, foster a collaborative and caring culture, and support Equal Opportunity Employment.

Learn more at dennymountain.com

Introduction to Developmental Editing: Book-Length Fiction & Creative Nonfiction

8-week online class
January 8–February 26, 2020
AuthorEditorClinic.com

About the Guild

The Northwest Editors Guild is a nonprofit professional organization with more than 350 experienced editor members who live in the Pacific Northwest. The Guild is led by an all-volunteer board of directors with the support of a paid administrator.

Founded in 1997, the Northwest Editors Guild has grown from a social support network for freelance editors in Seattle into one of the largest regional editing groups in the country. The Editors Guild focuses on career development activities in the Pacific Northwest for both freelance and in-house editors of the written word and connects clients from all over the world with our members.

The Guild also offers resources to editors outside the Northwest: information about editing and the profession, workshops, YouTube videos of the latest Guild member meeting presentations, and the biennial Red Pencil Conference.

This is the seventh iteration of the Red Pencil Conference, which has become the largest regular editing conference on the West Coast. We hope you enjoy this specially curated day of learning, networking, and editorial fun. Thank you for joining us!

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MariLou Harveland, VP of Member Services
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Red Pencil Conference 2019

Voice & Voices