



LEAGUE OF VERMONT WRITERS, INC.

# League Lines

The League of Vermont Writers Newsletter

*Register now!*

Jan. 25, 2020

8:30 AM to 3:30 PM  
Delta Hotel Burlington  
South Burlington, VT

## Join us for the Winter Program & Annual Meeting 2020!



### Getting Down to the Business of Writing: New Voices, New Opportunities & Annual Business Meeting

**Date:** Saturday, Jan. 25, 2020

**Location:** Delta Hotel Burlington (formerly Trader Duke's),  
1117 Williston Rd., South Burlington, VT 05403

**Time:** 8:30 AM to 3:30 PM

**Rate:** \$49 for members / \$64 for non-members

**Register now to save your seat!**

## **AGENDA**

8:30 AM – 9:30 AM  
9:30 AM – 11:00 AM  
11:00 AM – 11:15 AM  
11:15 AM – 12:30 PM  
12:30 AM – 1:30 PM  
1:30 PM – 2:00 PM  
2:00 PM – 3:00 PM  
  
3:00 PM – 3:30 PM

Registration and morning refreshments

**Megan Price — Secrets of a Successful Writer**

Break

**Annual Business Meeting**

Hot Buffet Lunch

League of Vermont Writers' video

**Ann Dávila Cardinal — The Moveable Feast of Promoting  
Your Writing**

Writers' Roundtable — networking opportunity

(speaker info on page 3)

## *Letter from the President*

Dear Fellow Members,

I hope you have all had the chance to achieve a goal this year. Whether it be personal, career, or especially a writing goal. It is never too late to set and work toward achieving your goals.

This year, we have continued to work toward our goal of maintaining quality programming. We have had wonderful presenters this year. At our Winter Program, Julia Shipley and Sean Prentiss; at our Spring Program, Paula Diaco, Melanie Brooks, Jenna R. London, and Sandy Lincoln. At our Fall Program, Gowri Savoor, D.B. Johnson, and Corrina Thurston. Our Summer Program showcased many of our members at our “Into the Words” event.

Another goal we have worked hard to achieve this year was keeping program prices as reasonable as possible. While we tried to project the estimated attendance at programs, it is not an exact science, and we actually lost money on a few of the programs. That means we need to reconsider how we price our programs in order to be both sustainable and affordable. If you would like to be part of the planning process for our programming, please email to [lvw@leagueofvermontwriters.org](mailto:lvw@leagueofvermontwriters.org) or contact one of our board members.

If you are interested in helping with programming, there will be board members available at our Winter Program to speak to you. We will ask for volunteers to assist with our Spring Program. If you have ever considered getting involved, this would be a great opportunity. Also consider helping with our work-intensive Summer Program, “Writers Meet Agents.” Start setting goals to assist with our quality programming!

I have been reevaluating my goals as I get closer to the end of my term as president of the League. I look forward to my new chapter and achieving the goals I have set for myself. As we move toward the end of this year, remember to take time for yourself. Set goals so you don’t lose sight of what is important to you and take active steps to achieve them!

All the best,

Bobbi Jo Capone  
LVW, President



# WINTER PROGRAM

## Presentations

### SPEAKERS

#### Megan Price—Secrets of a Successful Writer



Publishers must make money. This requires readers willing to buy your work, be it a book, screenplay, etc. So, how do you make your work stand out? What do you need to do now?

League member Megan Price started with nothing more than an idea a decade ago. But thanks to her extensive pre-publishing research and execution, her first book sold thousands of copies in just 12 weeks. Seven books later, Megan's distinctive work is enjoyed by readers aged 9 to 99, used in schools from Maine to Texas, and is mailed all over the world. Moreover, thanks to longtime League member Marge Sharp, Megan's stories were optioned for a TV series.

Whether searching for a publisher or self-publishing, Megan believes there are certain steps you should take if your goal is to be widely read and sell books. Get insights into the real world of marketing and selling books from an LVW member who has done so successfully.

#### About Megan Price

Megan grew up in Fair Haven, attended college, worked as an award-winning journalist for daily and weekly newspapers in Vermont, then as a publicist for private business, and was later elected to serve three terms in the Vermont House of Representatives. But for the past decade, Megan has been known as the author/publisher of the bestselling *Vermont Wild—Adventures of Fish & Game Wardens* books, which have proven a hit with ages 9 to 99.

Her always humorous, sometimes harrowing stories consistently outsell *New York Times* bestsellers at many Green Mountain bookstores. *Vermont Wild*—now six volumes—is used in schools from Maine to Texas, taken to hunting camp, has been optioned for a TV series and read all over the world.

# WINTER PROGRAM

## Presentation and Slate



### **Ann Dávila Cardinal—The Moveable Feast of Promoting Your Writing**

The hows, whys, and wheres of promoting your writing are constantly changing; the playing field shifts faster than an Escher staircase.

So how can we, as writers and authors, keep putting our work out in front of potential readers in this circus of a marketplace?

We will discuss ways to stay nimble and get your work out there amongst all the other responsibilities that life entails, all while being good literary citizens.

### **About Ann Dávila Cardinal**

Ann is a tattooed-Gringa-Rican punk, a novelist, and director of recruitment for Vermont College of Fine Arts where she earned her MFA in writing. Her young adult horror novel, *Five Midnights*, was released by Tor Teen in June 2019, and the sequel, *Category Five*, will be released on June 2, 2020. Ann lives in Morrisville, needle-felts tiny reading creatures, and cycles on the Rail Trail four seasons a year.

Also, a Bookstagram station will be available to help promote your books. And Flying Pig Bookstore will be selling presenters' books, writing resources, and more.

---

## **2020 Slate of Board Members and Officers for Election**

### **At-Large**

Ron Jensen

Hank Parker

Caryn Connolly

Peter Hogenkamp

### **Officers**

President — Shawn Anderson

Vice President — Amy Braun

Treasurer — Ron Jensen

Secretary — TBD

## RECENTLY PUBLISHED

### League Members' Credits and Accomplishments

#### Megan Price



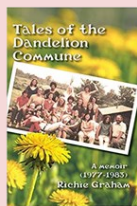
Megan released the sixth volume of her Green Mountains bestselling outdoor series, *Vermont Wild—Adventures of Fish & Game Wardens*, in October 2019. The new book features a youngster on an ATV racing down a dirt road with a game warden in hot pursuit. Megan was also chosen as the keynote speaker at the 17th annual Horace Greeley Writers' Symposium in historic East Poultney on October 19, where she discussed the pros and cons of independent publishing with attendees. Last June, she was the commencement speaker at Enosburg Falls High School and received a standing ovation for her talk about working to overcome obstacles on the way to reaching your goals. Most recently, she has been sharing her first-person humorous misadventures on stage in the Burlington and central Vermont areas. In April, Megan won a MOTH Slam in Burlington and, as such, will be one of 10 storytellers to appear at the Flynn Theater in 2020 to compete there (date and time yet to be determined).

#### Don Peabody

Don's short memoir, *All Roads Lead to Home*, was published in *Zig Zag Lit Mag* in September 2019.



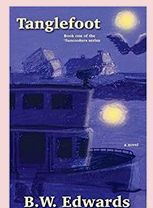
#### Richard Graham



Rich indie-published his first book, *Tales of the Dandelion Commune*, in September 2019. The book is a memoir that documents his six-year experience living in an egalitarian society based on the Utopian novel, *Walden Two*, by Harvard Professor B.F. Skinner.

#### Bradford Edwards

Bradford indie-published his book, *Tanglefoot*, in June 2019. Set in the Northwoods of Maine in an isolated logging community, *Tanglefoot* follows young Charlie King as he learns the ropes of making, transporting, and selling moonshine during the summer of 1920 right after Prohibition began. Conflict between brewers causes serious problems. Charlie finds out that he has supernatural abilities as a Native American shaman and needs to learn how to control them.



# RECENTLY PUBLISHED

## League Members' Credits and Accomplishments

### Pat Esden



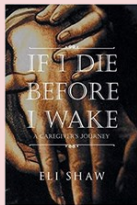
Pat's book, *Things She's Seen*, was published by Kensington Publishing in October 2019. The paranormal romance novel is the second book in the Northern Circle Coven series. Pat spent her childhood exploring abandoned houses and old cemeteries. When not out on her own adventures, she can be found in her northern Vermont home writing stories about brave women and the men who capture their hearts.

### Ron Lavalette

Ron was interviewed for being the featured poet in the October 2019 series, *Life of a Poet*, at [Poets United](#). Other recent highlights include: A haiku-ish work at [Plum Tree Tavern](#) ("What Basho Knows"); a flash fiction story ("Not The Warmest Greeting") at [50-Word Stories](#); two love-themed poems at *Red Wolf Journal* ("[Overheard](#)" and "[Love Conquers All](#)"); and a wonderful 10-worder ("[Girl of His Dreams](#)") at *Potato Soup Journal*. Most of these works can be viewed at his website [EGGS OVER TOKYO](#).



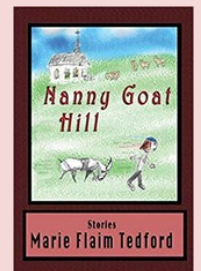
### Robert Kershaw (Eli Shaw)



Robert's memoir, *If I Die Before I Wake—A Caregiver's Journey*, written under the pen name Eli Shaw, was published by Westwood Book Publishing in March 2019. *If I Die Before I Wake* is the story of Shaw being a caregiver for his friend Mark, an HIV-positive man in the 1980s. While caring for Mark, Shaw learns about having empathy for people who are shunned by society, being patient with others, and overcoming obstacles in life. Throughout the years of being a caregiver for Mark and other people, Shaw learns valuable lessons about life, loss, and love.

### Marie Tedford

Marie's short-story collection, *Nanny Goat Hill*, was published by Tamarack Press in June 2019. This is Marie's third title and her eighth book to be released. She previously wrote the children's picture book, *The Bearmore Bears Go to the Badlands*, for Media Materials, and six editions of *Collecting Books* for Random House.



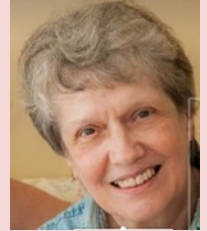


# RECENTLY PUBLISHED

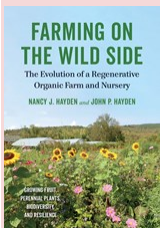
## League Members' Credits and Accomplishments

### Pat Goudey O'Brien

Pat released her mother's book, *Nanny Goat Hill*, in June 2019 through her imprint, Tamarack Press.



### Nancy Hayden



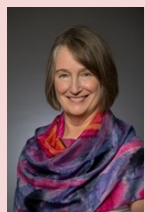
Nancy's new book (co-authored with her husband John Hayden), *Farming on the Wild Side: The Evolution of a Regenerative Organic Farm and Nursery*, was published by Chelsea Green Publishing in September 2019. Nancy also published an article in Vermont's *Local Banquet* that highlights the writing path called *Up on the Farm: Writing about Food and Farming*.

### Melissa Cronin

Melissa's [op-ed about vehicle ramming](#) was published on July 19 in *USA Today*. Her essay, "Tilt-A-Whirl," about living with the repercussions of a brain injury, received Notable Mention in *The Best American Essays* series (2019). The essay appeared in the summer edition of *Tahoma Literary Review*.



### Nancy Hayes Kilgore



Nancy released the audiobook version of her novel, *Wild Mountain*, in October 2019. It is narrated by author Shelagh Shapiro, host of the popular radio show, *Write the Book*. Nancy is a writing coach, winner of the Vermont Writers' Prize, and the current co-chair of the board of directors of the [Burlington Writers Workshop](#), where she leads a twice-monthly workshop on writing and spirituality. She is working on her third novel.

# RECENTLY PUBLISHED

## League Members' Credits and Accomplishments

### Susan Winters Smith

Susan indie-published her seventh book, *Senior Frenzy*, in June 2019. It is her first attempt at nonfiction humor and is doing well. Aside from being a League member, Susan also belongs to the Connecticut Authors and Publishers Association (since she lives in Connecticut now. She also does standup comedy talks about her book, along with signings and sales, at senior centers.



### Jane Dorney



Jane wrote a [guest blog post](#) for the Vermont Family Forests website that was published in April 2019. The post described the field trip she led with a Vermont Master Naturalist group to the Vermont Family Forests' Wells Farm in Lincoln. It can also be seen at her website, <https://janedorney.com>.

*Submit your recent accomplishments and publishing credits to Shannara Johnson ([shannara.johnson@gmail.com](mailto:shannara.johnson@gmail.com)) for inclusion in League Lines. Please only include published works from the past year, including books, short stories, magazine articles/columns, guest blogs, plays, and movie/TV scripts. Other accomplishments may include the facilitation of writing workshops, hosting of open mics, and more. Unfortunately, works in progress or older than one year cannot be considered for League Lines but may be posted on the League's Facebook page.*



## FALL 2019 PROGRAM Recaps

### **Gowri Savor**

By Rhonda Richard

Gowri Savor shares her talents and unique perspectives as a teacher, blogger, visual artist, and writer. She weaves these interests into the characters she creates, including a girl named Tiny who first appeared to her in the form of a feather. This feather took flight, and the Tiny Hero Tales came to life. Detailed brown ink drawings depict Tiny, who often travels through the world perched on the backs of owls and other birds that are gigantic in comparison to her.

Gowri describes Tiny as representing “that brave little hero that lives inside each and every one of us.” When Tiny and other characters were first created, Gowri matched her writing to these strong visuals that she described as demanding to take center stage.

Creating a narrative prompted by drawings can be a successful writing technique, but it can also come with constraints. Gowri decided to look at the connection of visuals and words from a different perspective, with a story being written first and then drawings matched to enhance it. She described this approach as providing a little more “wiggle room” and allowing visuals and words to have a more balanced existence.

This balanced existence is also evident in how Gowri approaches a challenge that writers often face, which is what takes place while waiting to be published and reach a broader audience. Gowri described how she does not waste time waiting to be accepted by a publisher but uses time as an opportunity to revise, connect with communities, and allow for her characters and herself to grow.

Her website demonstrates the power of visual media and her skilled use of it. Gowri has developed an engaging space where she is able to reach an expanding audience as they explore unique storytelling through her words, art, and fascinating characters.

### **Corrina Thurston: Marketing Through Visual Media and Storytelling**

By Celia Ryker

Corrina told us the story of an illness that led her to the stunning artwork she creates. She shared with us how her artwork led her to writing and marketing. She recommended that we tell the world who we are and make our brand recognizable and consistent. Your writing style, content, personality, and mission are all part of your brand.

Copywriting is more than your published work and advertisement. It is everything you write to clients, customers, newsletters, and your marketing materials.

Make your marketing memorable, share stories about pets, hobbies, some of your favorite things. Let your potential customer know something about you and your product, and they are likely to want to know more. Create an online presence that is user friendly. Make it easy to contact you, easy to navigate, containing inviting visuals. Avoid long pages of text.

Determine your target audience and look for ways to reach them. Where do they convene? What do they need or want?

## FALL 2019 PROGRAM Recaps (continued)

Corrina's tips for marketing include:

- Know your target audience.
- Write as if you're writing to one person.
- Use stories—engage your audience.
- Use high-quality images.
- Write persuasively—tell them why they should care.
- Focus on them—your writing is about you, marketing is about your audience.
- Talk about the benefits.
- Recommend, don't sell.
- Use a call to action—invite them to click here, read this, come to this event.

Corrina's stories helped us see how to use our own stories as marketing tools. She told a client how many times she had to circle each splash of water in a given image. When she returned from talking to another customer, she heard this woman explaining to another how many times the artist had to outline each splash in the image she was viewing. She had told a story that would be retold. That is what we want to include in our marketing plan. People are not likely to tell their friends about the awards your book has won, but they may share the story you have told.

### D.B. Johnson

By Bobbi Jo Capone

D.B. Johnson presented at the League's Fall Program, "The Art of Writing." He was an engaging presenter with great expertise in creating award-winning children's books.

Back in the mid-1990s, D.B. realized things were changing at his job as an illustrator for a local newspaper. In order to change with the times, he decided to move toward creating his own works of art in the form of children's books.

D.B. explained how he created the perfect trifecta for some of his wonderful children's books using illustration, words, and technology to combine images with movement. He creates images, then words, and when words are spoken, animation begins. Two methods he uses to generate his animated books are HTML and CSS. He mentioned that he did not start out tech savvy, and if he could do it, we could too.

He has found the seven most useful properties for animation to be opacity, position, rotate, translate, scale, sprite, and overflow hidden. However, he pencil-draws first and then creates magic!

D.B. Johnson's presentation was outstanding and informational, as well as inspiring. It is well worth the time to [check out his website](#) to learn more about this amazing author.

# Registration Form

## Winter Program 2020: Getting Down to the Business of Writing: New Voices, New Opportunities & Annual Business Meeting

Register online at [www.leagueofvermontwriters.org](http://www.leagueofvermontwriters.org) or fill out the form below and send the registration form with a check to the League's P.O. Box postmarked by Jan. 20, 2020. **League of Vermont Writers, P.O. box 5046, Burlington, VT 05402.**

Please make your check payable to: **League of Vermont Writers.** Write "Winter Program" on the memo line.

Registrar: [lvw@leagueofvermontwriters.org](mailto:lvw@leagueofvermontwriters.org)

**DATE:** Saturday, January 25, 2020

**TIME:** 8:30 AM – 9:30 AM Check-in/Registration/  
morning refreshments  
9:30 AM – 3:30 PM Program

**LOCATION:** Delta Hotel Burlington (formerly Trader Duke's), 1117 Williston Rd., South Burlington, VT 05403

**DEADLINE:** Jan. 20, 2020. Please register as soon as possible.

### Schedule at a Glance:

8:30 – 9:30	Registration and morning refreshments
9:30 – 11:00	<b>Megan Price — Secrets of a Successful Writer</b>
11:00 – 11:15	Break
11:15 – 12:30	<b>Annual Business Meeting</b>
12:30 – 1:30	Hot Buffet Lunch
1:30 – 2:00	League of Vermont Writers' video
2:00 – 3:00	<b>Ann Dávila Cardinal — The Moveable Feast of Promoting Your Writing</b>
3:00 – 3:30	Writers' Roundtable

Name(s) \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Members: \_\_\_\_\_ @ \$49 each registration = \$ \_\_\_\_\_

Non-members: \_\_\_\_\_ @ \$64 each registration = \$ \_\_\_\_\_

(Students, ask about our student discount)

Tax-deductible donation: \$ \_\_\_\_\_

TOTAL ENCLOSED \$ \_\_\_\_\_

Check # \_\_\_\_\_

**TELL YOUR FRIENDS ABOUT THE LEAGUE!**

**HAVE THEM VISIT OUR WEBSITE AT:**

[www.leagueofvermontwriters.org](http://www.leagueofvermontwriters.org)

**LVW Board:** Bobbi Jo Capone, president; Shawn Anderson, vice-president; Alyssa Berthiaume, immediate past president; Ron Jensen, treasurer; Shannara Johnson, secretary; Lisa Halvorsen, Tammy Hetrick, Amy Braun, Joan Grant, and Pat Esden at large.

Membership: Tommy Walz

League Lines is published four times per year. Questions or information can be emailed to us at [lvw@leagueofvermontwriters.org](mailto:lvw@leagueofvermontwriters.org)