



Better by the Dozen
12th Annual Communication Central
“Be a Better Freelancer”® Conference
Friday, September 15–Saturday, September 16, 2017
with extra session on Sunday, September 17, 2017
Hilton Garden Inn-College Town, Rochester, NY

Program Information

The sessions at this year’s conference bring new topics and presenters to join familiar faces from past events as we celebrate 12 years of providing a topnotch learning and networking event to freelancers at all stages of their careers—still planning, moonlighting, just launching and experienced at being in business for ourselves. Sessions are aimed at helping colleagues make their freelance efforts more efficient, effective and profitable.

Each day of the conference will begin with a continental breakfast and time for networking, followed by two concurrent two-hour presentations. Lunch is provided each day and will include giveaways and opportunities to purchase books by colleagues, along with a speaker on Friday and more networking time. Each afternoon will offer two sets of two-hour concurrent sessions. Dinner outings will be available or you can dine on your own – there are numerous dining options immediately within the complex that is home to the conference hotel and in the area immediately around the hotel.

The Heilmeier Catechism: Persuasive Writing for Fun and (Non-)Profit, Melissa Hellman

Wondering how to generate more projects and income? Getting the hang of proposals could make a big difference in building your freelance business. The Heilmeier Catechism is a tool originally developed for writing and assessing grant proposals that is also useful for other persuasive writing. In this hands-on session, a pro at producing effective proposals that win business will help you survey the questions of the Catechism, then look at a sample proposal and evaluate whether it does a good job of addressing those questions.

The Paper It’s Written On, Dick Margulis and Karin Cather

Contracts are a constant challenge for freelancers. We can all benefit from knowing more about the Who (you!), What, When (every time!), Where, Why and How of contracts with individual authors and other clients. Learn the basics of negotiating a contract for your services from a renowned publishing professional who works with independent authors and a former attorney—what constitutes a contract, types of contracts, clauses to include and to avoid, protection for yourself and for your client, how and when to present the contract, when you need a lawyer and when you don’t.

The Magic of Macros, April Michelle Davis

Macros make the work of editing and proofreading (and sometimes even writing) faster, easier and more efficient. As you look for ways to make more money from your freelancing business, macros are a perfect tool to use—but

many of us assume that they are too complicated for the average freelancer to create or learn to use. This is your opportunity to find out differently and develop the tools you need to enhance your work processes through macros.

Getting Started in Freelancing, Ruth E. Thaler-Carter

Being a freelance writer, editor, proofreader, indexer, graphic artist, website designer or any other member of the publishing profession is a mixed bag of liberating and frustrating. The appeal of setting your own hours, doing the work you prefer, and being free to balance work and family as you’ve always wanted to do is obvious—but making a living at it can be a challenge. Get the tips you need to start off on the right foot from someone who has made a comfortable, fulfilling living as a freelancer for many years. Even established freelancers might learn a thing or two!

Create More Freedom in Your Freelance Biz, Ally Machate

Frustrated that you aren’t enjoying as much freedom as you dreamed of when you first went freelance? Systems geek and 13-year freelancer Ally Machate will introduce you to tools and tactics that will help keep your business humming along, even when you’re out having fun. We’ll discuss several ways to make your business life easier, smoother, and more efficient, with a special focus on how certain tools and processes can help you spend less time on admin and marketing, have location independence, or just travel more and still be able to do a little work here and there (if you want), or not work at all.

An Epubs Overview – Making Them from Word, Bevi Chagnon

Epubs are increasingly popular versions of publications, from reports to books in all genres. Being able to create them is a practical and profitable arrow to add to your freelancing quiver. Learn the essentials from someone who has been on the cutting edge of document and publication production since desktop publishing began so you can be the one whom clients turn to – or when you're ready to publish your own work – for help with navigating this exciting corner of the publishing world.

No One Can Tell Your Story Like You Can (If Only You Can Get an Audience), Chris Morton

In this session, you'll learn about ways to best promote yourself using LinkedIn. You'll learn why LinkedIn isn't a place to post your tired old résumé. Instead, you'll discover how SEO keywords, sprinkled throughout an extended profile, can help you be found far beyond the confines on LinkedIn alone. You'll learn what comprises the best profile photo and how to customize your banner and nurture influential recommendations that go far beyond "Chris is a swell guy."

With a nod to moth-filled pocketbooks, you'll see how to create disparate rich media types to enhance your LinkedIn profile (byline URLs, online portfolios)—including no- to low-cost methods of producing self-promotional YouTube videos.

This session will also look at targeting key prospects: After using LinkedIn to identify one, what might you do once they have accepted your invitation to connect? Going beyond LinkedIn, learn how to selectively leverage your individual marketing pieces to stretch your guerrilla marketing effort.

Wrangling Word—Tips from an Expert Panel, April Michelle Davis, Dick Margulis and Chris Morton

It's been said a zillion times: Love it or hate it, we have to use Word for the majority of writing, editing and proofreading projects. The key is to know as much about

wrangling Word as possible so it works for and with us. This panel of experts will provide a range of tips based on their experiences with Word headaches and questions from the audience. If you have Word hassles to handle, send them to conference@communication-central.com by **September 10** to be considered for this session.

Essentials of Effective Websites, Victoria Brzustowicz and Ruth E. Thaler-Carter

It's become accepted wisdom that a freelancer needs a website to be successful, or at least to be found and have a way to let potential clients know what we do and how we work in this ever-increasingly electronic world. As websites have proliferated, it can be harder to stand out from the crowd. Ways to create and enhance sites seem to increase daily. The technology and potential costs can seem overwhelming.

This session provides a low-tech, light-hearted approach to creating and improving a freelancer's website through a conversation between a colleague who creates graphics and designs websites and a freelancer who works with words. You'll receive tips on what you need to include, illustrations of what does and doesn't work, and practical insights for creating the ideal site for your freelance business.

If you already have a website, this session will make it better; if time allows, the session will include critiques of participants' sites. If you're still wondering about how to create and manage one, this session will give you the steps to take.

Fire Up Your Marketing and Sales Techniques, Chris LaForest

Most freelancers are uncomfortable with selling and marketing their writing, editing, proofreading, indexing, graphics and related services, even though we know that doing so is essential to making a decent living. This first-ever conference luncheon presentation will help you fire up your enthusiasm for sales and marketing your business, no matter what kind of freelancing you do.

Sunday session: Understanding Section 508 Readability and Accessibility: Requirements and Techniques (additional fee) Bevi Chagnon

Accessibility is now required for all federal information: Word documents, PowerPoints, PDFs, websites, e-pubs and anything else in a digital format, but even if you don't work with government agencies, you still will need to know how to respond. Nonprofits and all federal government contractors that receive federal grants must make their content accessible; the academic, healthcare, legal and finance industries are starting to adopt the federal standards for accessibility; and corporations are adopting the standards to avert discrimination lawsuits from employees and customers. Writers, editors and proofreaders are the gatekeepers for accessible documents, but not enough are skilled in 508 document accessibility, which creates a growing need for professional communicators who know how to create appropriate documents. This session will provide the information you need to become one!

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About the Speakers



Brzustowicz • Cather • Chagnon

• **Victoria Brzustowicz** (www.VictoriaBCreative.com) is an award-winning painter, illustrator and graphic designer who has created websites for a variety of clients, from freelancers to nonprofits and businesses to artists and more.

Brzustowicz graduated from Wells College with a BA in studio art. She is affiliated with the Book Arts Studio of Flower City Arts Center, where she teaches linoleum block printing; a co-founder and chair of the Greater Rochester Plein Air Painters; and director of marketing and communications for the National Susan B. Anthony Museum & House. She also serves on the marketing committees for several not-for-profits.

With extensive ad agency experience and as principal of Victoria B Creative, her design experience includes brochures, logos and identity systems, newsletters (print and digital), illustrations, websites, e-blasts, ads (print and web), retail and tradeshow displays and materials, book design, and whatever is needed to tell a client’s story.

• **Karin Cather** is an editor with a background in academics and law. She left the legal profession, where she was a trial lawyer, in 2013 to become an editor and is still licensed to practice law in Virginia and in Arizona. She has almost 20 years of complex legal writing for courts, involving thorough research and accurate writing about medical, scientific or behavioral health evidence.

Cather is a well-rounded and intellectually curious language expert, knowledgeable in a wide range of subjects and disciplines. Because she believes in constantly updating and expanding her skills, she recently took medical terminology and statistics courses at the University of California San Diego Extension to improve her efficiency as an editor of academic and medical journals.

As an editor and copywriter, Cather uses the same skills

she used as a lawyer: She helps fiction writers tell their stories and scholars and other professionals present their evidence. As a former prosecutor who has extensive martial arts training, she is uniquely situated to edit police procedurals. She also edits mysteries, YA, apocalyptic fiction, science fiction, speculative fiction, and historical fiction. The subject matter experience she gained in criminal law make her the ideal editor for behavioral health, medical, and forensics work. She also has published in comparative literature, psychobiology, psychological anthropology and law.

Cather is chair of the Editors Association of Canada’s Publications Committee. She has an editing certificate from the University of California Berkeley Extension, JD degree from William and Mary Law School, and BA in comparative literature from the University of Virginia.

• **Bevi Chagnon** (www.PubCom.com) is a technologist for publishing, digital media and design. She has worked in all facets of the publishing industry, from editorial and design to printing, marketing, and distribution. Her 35+ years in the industry has seen her as a typesetter, magazine art director, graphic designer, marketing copywriter, direct mail guru, publications director, computer programmer, website developer and digital media maven.

Chagnon is half designer and half geek, and 100% teacher. She has been affiliated with dozens of software companies as an advisor and beta tester, especially programs used by the publishing and design industries. She’s a prolific writer on design, web, publishing, desktop publishing, computer technology, digital media and Section 508 accessibility. She is also a featured speaker at industry conferences on publishing and Section 508 accessibility.

Chagnon founded PubCom, a print publishing and digital media consulting firm in Washington, DC, 35 years



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ago. The firm helps major corporations, government agencies and nonprofit organizations choose and use the right technology for their print and digital communications.

Having held every title and position in publishing except for “publisher,” Chagnon celebrated 2016 by founding PubCom Media to publish her books and training materials, as well as works by other industry authors.

• **April Michelle Davis** (www.editorialinspirations.com) is skilled at creating macros and other time-saving and efficiency-enhancing techniques for a freelance writing, editing or proofreading business.

Davis is the Social Media Marketing Expert for the National Association of Independent Writers and Editors (NAIWE), chapter coordinator of the Virginia chapter of the Editorial Freelancers Association (EFA), past chair and website administrator for the Mid- & South-Atlantic chapter of the American Society for Indexing (ASI), a lifetime member of the American Copy Editors Society (ACES), and a contributing member of the Christian Proofreaders and Editors Network. She has published two booklets through the EFA: “A Guide for the Freelance Indexer” and “Choosing an Editor: What You Need to Know.”

She has a master of professional studies degree in publishing (2008) from George Washington University and a bachelor of arts degree in English (2001) from Messiah College. She holds certificates in Editing (University of Virginia, 2003), book publishing (University of Virginia, 2003), and professional editing (EEI Communications, 2004).

Davis attends and speaks at workshops, conferences, book festivals, writers’ retreats and colleges, including Agile Writers’ meetings, Communication Central, Randolph-Macon College, RavenCon and the Duke University Writers’ Workshop, Hanover Book Festival, James River Writers Conference, Sewanee Writers’ Conference, University of Iowa Writers’ Workshop, Virginia Women’s Press Conference and Williamsburg Book Festival.

Before starting Editorial Inspirations in 2001, Davis worked as an assistant editor at the National Society of Professional Engineers and a program assistant for the American Prosecutors Research Institute.

• **Melissa Hellman** (<http://www.cubiccommunications.com>) calls herself a refugee from chemistry lab. From her early days in grade school, she was the person

classmates would turn to when told to trade papers and proofread each other’s work. She always won the class spelling bee. Even at university and in graduate school, as she was becoming a synthetic organic chemist, fellow students and postdocs would search her out before they turned in their lab reports or finalized their presentations.

After school, Hellman worked in a research lab where most of her labmates were not native English speakers and asked her to review and correct their research reports and papers. Eventually, lab literally made her itch and she had to find a new job.

Hellman started editing professionally in 1996 (on word puzzle books), and began writing professionally shortly afterward. Since 2011, she has helped proposal clients win more than \$5 million in grants. She also has taught university courses in chemistry and physics, and SAT prep courses, as well as recreational knitting and cooking classes.

• **Chris LaForest** balances the mindsets of the 20th century with the perspectives of the millennium. He is a veteran of commission sales who has received top sales rep awards in electronics, insurance, home services, construction and consulting. He has held positions in front-line management and directorial leadership in the corporate sector.

LaForest grew up in poverty, has traveled the country in a van, served the country overseas as an intelligence officer in the U.S. Army and played jazz trumpet in a garage band. His focus is on consistent, continued education.

• Bestselling book collaborator, award-winning editor and publishing consultant **Ally E. Machate** (www.ally-machate.com, www.thewritersally.com) loves using her insider knowledge of the publishing industry and wealth of experience to help others reach their publishing goals, whether it’s showing a writer how to improve a manuscript, get an agent or self-publish, or ghostwriting a book to help an entrepreneur skyrocket a business platform to new levels. Since 1999, she has assisted, guided and supported would-be authors on their publishing journeys and takes pride in serving as their books’ best ally.

• **Dick Margulis** (www.dmargulis.com) is chief cook and bottle washer at Dick Margulis Creative Services,



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where his focus is on thoughtful editing, appropriate design, expert production and comprehensive project management for publishers of all sizes. He began correcting his elders as a small child and has been editing one thing or another for over half a century. Since his handwriting is execrable, he learned to set type at an early age and has been studying and practicing typography ever since.

Margulis works with individuals and companies to help them publish the high-quality books they are looking for.

- **Chris Morton** has been a B2B/B2C author, editor, proofreader, graphic artist, publisher, instructor, speaker and guerrilla-style self-promoter for more than 25 years. He was an early adopter of PC-based publishing in the mid-'80s, has had bylines in various computer periodicals, and has been a technical editor for Que Corporation software books and Microsoft user manuals.

He also has become a popular resource among colleagues seeking help with making better use of LinkedIn and other online resources for promoting a freelance editorial business.

Morton has worked both as an employee and contractor for companies large and small across the U.S., and has written about any number of topics—from Internet cloud security to oil and gas exploration, the global paint and coatings market to medical device imaging, and municipal water/wastewater electronic control devices to general business marketing.

As a committed freelancer, Morton landed his first ongoing client (listed on NASDAQ) within 30 days of joining the Editorial Freelancers Association. After he optimized

his LinkedIn profile, it attracted 450 views in one 90-day period. Thanks to its ProFinder tool, another client relationship has netted him over \$9,500 this year alone.

- **Ruth E. Thaler-Carter** (www.writerruth.com) has been a full-time, successful freelancer for more than 30 years. She writes, edits and proofreads articles, websites, annual reports and more for newspapers, newsletters, magazines, websites, companies, nonprofits and associations. She is the author/publisher of “Get Paid to Write: Getting Started as a Freelance Writer” and author of the Editorial Freelancers Association (EFA) booklet “Freelancing 101: Launching Your Editorial Business.” She presents webinars and in-person sessions on freelancing; the basics of editing and proofreading; and grammar for the EFA, American Copy Editors Society, Writers and Books, and a variety of other professional organizations, and writes about freelancing for the An American Editor blog of colleague Rich Adin. She also is a contributing author, with Jack Lyon, to *The Business of Editing* by Rich Adin.

In addition to her writing, editing and related services, Thaler-Carter also creates and/or manages websites for not-for-profit organizations, associations and businesses, and presents in-person and webinar sessions on websites for freelancers.

Thaler-Carter is also the owner of **Communication Central** (www.communication-central.com) and **A Flair for Writing** publishing services company (www.aflairforwriting.com). She received a Big Pencil award from Writers and Books for services to the literary community through her teaching and client work.

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Program highlights

Friday, September 15

Registration, continental breakfast, lunch with speaker, networking, concurrent sessions, dinner outing (cost not included)

Saturday, September 16

Registration, continental breakfast, lunch, networking, concurrent sessions, dinner outing (cost not included)

Sunday morning, September 17: Special workshop on 508 document accessibility (separate fee)

Fees

	Colleague* By August 15	Other	Colleague* August 16–September 10	Other	Colleague* September 11–onsite	Other
<input type="checkbox"/> Friday only	\$150	\$175	\$200	\$250	\$250	\$300
<input type="checkbox"/> Saturday only	\$150	\$175	\$200	\$250	\$250	\$300
<input type="checkbox"/> Friday & Saturday	\$250	\$300	\$350	\$375	\$400	\$450
<input type="checkbox"/> Sunday only	\$75	\$100	\$100	\$125	\$125	\$150

Total—enclosed by check or sent via PayPal : \$ _____

*A **colleague** has participated in a previous **Communication Central** program or is a member of a professional association listed below. One discount per person. (If your organization is not listed, contact **Communication Central** at conference@communication-central.com or **585-248-0318** to see if it qualifies for a discounted **colleague** rate.)

Name _____

Address _____

Phone _____ Fax _____ E-mail _____

Colleague — Attended **Communication Central** event

or member of: ACES AIIP AMA ASI AMWA AWC CE-L EAC EFA fbb IABC
 MWA NABJ NAIWE NWU RPCN SfEP SPJ STC WAB Other _____

Payment may be made by **check** to **Communication Central**, 2500 East Avenue, Suite 7K, Rochester, NY 14610 (include this form). Credit cards accepted via **PayPal**, payable to conference@communication-central.com (please **fax** this form to **585-248-3638**).

Registration is complete only when payment is received. **Discounts apply only when payment received by dates shown.**
Refunds: Cancellation received by **August 30**, 50% refund; **September 1–10**, 25% refund; after **September 10**, no refund.

Accommodations: **Hilton Garden Inn-University & Medical Center** (30 Celebration Drive, Rochester, NY 14620; 585-424-4404). **Room rate:** \$139/night (+ taxes) for room with 2 double-sized beds. **Wifi:** Included. **Parking:** Free! To register, go to www.rochesteruniversity.hgi.com/; look for “Add Special Rate Code”; under Group Code, enter **CCC1**.

Lots of great **activities for spouses and kids!** For details, go to <http://www.communication-central.com/2014/conferences/rochester-attractions-for-conference-goers-and-families/>.