

# Seasons of an Editing Career



## 2023 Keynote Speaker Amy J. Schneider

Amy J. Schneider was an obvious choice for our 2023 keynote speaker. Her new book, *The Chicago Guide to Copyediting Fiction*, was just published, and she'll share with conference attendees the story of how she came to write it—and the career path that led her to this achievement. Amy started her freelance editing career literally in “the middle of nowhere,” with no in-house experience, and managed all of her own training. From there she moved on to attending conferences and eventually giving in-person and online presentations to share her experience and knowledge, and in 2019 one of those presentations led to her book contract with the University of Chicago Press. Her presentations are a highlight of any conference, and we eagerly anticipate what she'll bring to Red Pencil 2023.

Saturday, May 6, 2023

Lynnwood Event Center, Lynnwood, WA


Welcome to the eighth biennial conference of the Northwest Editors Guild—our first-ever hybrid event!


In this program guide, you'll find everything you need to get the most out of this full day. We hope that through a packed schedule of presentations, panels, and discussions, you'll learn new skills, stay up to date with language trends and business-building practices, and make meaningful connections that can lead to future collaborations and opportunities. Thank you for attending today.

### Connect with us!

Tag your Red Pencil Conference posts with [#EdsGuild2023](#).

Visit the Guild online at [edsguild.org](https://edsguild.org).

 Twitter: @EdsGuild

 Facebook: @EdsGuild

 LinkedIn: @Northwest-Editors-Guild

Wi-Fi network: Lynnwood Event Center  
Wi-Fi password: ilovelynnwood

## Sessions at a Glance

---

### 8:30-9:30

Registration 2A

Newcomers Meetup 2E

---

### 9:30-9:45

Welcome ■• 1DE

---

### 9:45-10:30

Keynote Speaker: Amy J. Schneider ■• 1DE

---

### 10:30-10:45 Break/Exhibitors

---

#### 10:45-11:45 Session 1

The Paper It's Written  
On ■• 1DE

Launch Your Editorial  
Business Now 1F

Exploring "Passive"  
Income for Editors Who  
Need Flexibility \* 1BC

Creating an Index 2BC

---

### 11:45-1:15

Luncheon/Discussion Tables 2E

---

#### 1:15-2:15 Session 2

Talking Points:  
Copyediting Dialogue  
in Fiction ■• 1DE

Systems and Shortcuts  
for Working with Indie  
Authors 1F

Five Keys to Retiring  
Fearlessly 1BC

Taxes, Licensing,  
and Banking in Plain  
English 2BC

---

### 2:15-2:30 Break/Exhibitors

---

#### 2:30-3:30 Session 3

The Business of Getting—  
and Keeping—Editing  
Business ■• 1DE

Copyediting Challenges  
in Nonfiction: Learning  
from Other Editors 1F

Saving Your Own Voice:  
Freelancing Outside  
the Box 1BC

A Non-Techie's Guide  
to Working with  
Programmers 2BC

---

### 3:30-3:45 Break/Exhibitors

---

#### 3:45-4:45 Session 4

Level Up Your Business  
with the Quad ■• 1DE

LinkedIn for Editors:  
Learning, Growing, and  
Building a Professional  
Community 1F

Developing Your Editing  
Bedside Manner 1BC

Your Life and Your Options:  
Three Ways to Better  
Understand What You  
Really Want 2BC

---

### 4:45-5:00 Break/Exhibitors

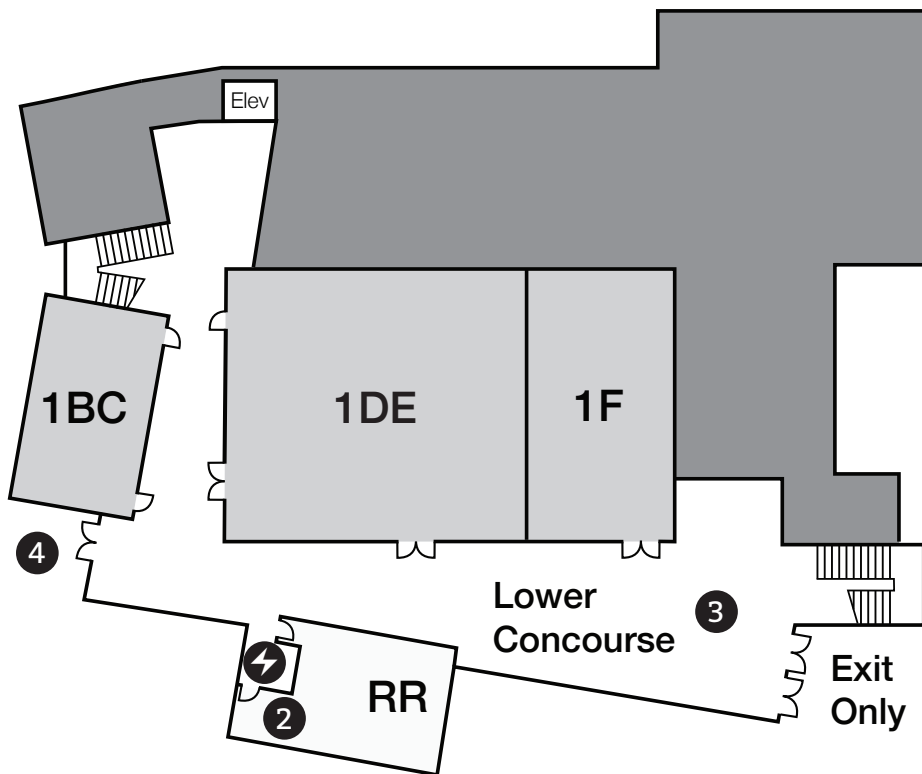
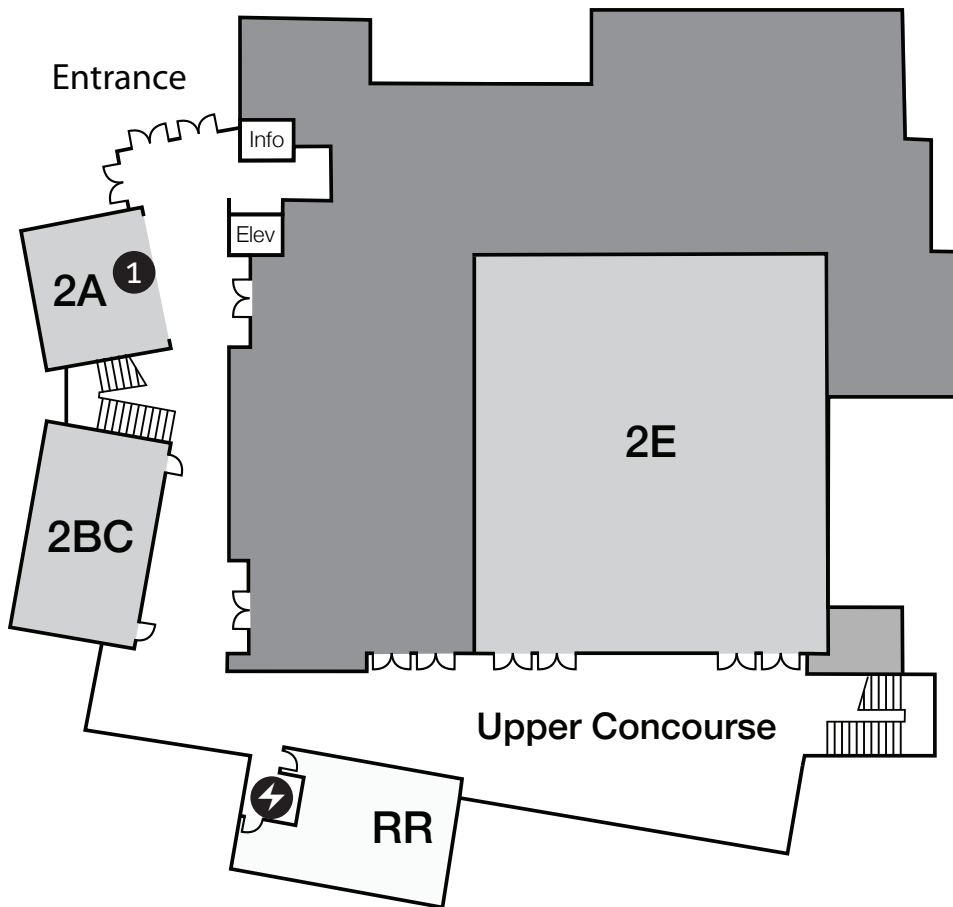
---

### 5:00-5:15

Closing remarks and Guild Award of Excellence announcement ■• 1DE

Key: ■• Live streamed \* Recording not available

# Upper Level



# Lower Level

## Key

### 1 Quiet Room

Need a break? During the conference, room 2A will serve as a quiet retreat space and room for presenters preparing for their sessions.

### 2 Mothers Room

A private and secluded lounge for new mothers is located off the lower level women's restroom and includes comfortable chairs, side tables, and electrical outlets.

### 3 Lower Concourse Exhibitors

We encourage everyone to visit our conference exhibitors, meet with presenters at the book-signing table, and stop by the Guild's booth for a photo with Giant Pencil.

### Exhibitors

- Third Place Books
- University of Washington Professional and Continuing Education
- Portland State Graduate Program in Book Publishing
- Northwest Editors Guild

### 4 Patio

An outdoor seating area is located at the west end of the lower concourse.

### ⚡ Charging Stations

Complimentary charging stations can be found outside the restrooms on both floors.

---

# About the Conference

## Background

Held biennially since 2007 (with the exception of 2021), Red Pencil is one of the top editing conferences in the country and the largest specifically for editors on the West Coast, with attendees and acclaimed presenters from the Pacific Northwest and beyond.

## Theme: Seasons of an Editing Career

Providing editors with opportunities to grow and succeed throughout their work lives is a key objective of the Guild, and this goal is embodied in the 2023 conference theme. This year, Red Pencil will focus on providing professional development opportunities that support every phase of an editorial career—from breaking into the field, to expanding a client base, to diversifying or specializing, to exploring paths to retirement.

## Comfort and Safety

The Northwest Editors Guild is committed to creating a comfortable and safe environment for everyone. We ask you to help make this happen:

- **Wear a mask.** Although it's not required, we encourage everyone to wear high-quality masks as a matter of courtesy to others. Extra masks are available at the Guild's information table in the lobby.
- **Respect different interaction comfort levels.** We've provided colored name tag stickers so that everyone can indicate their comfort level with physical contact: red means no contact, please; yellow signals elbow contact or handshakes are okay; and green means hugs are welcome.
- **Notice "no photos" name tag stickers.** These stickers identify attendees who do not want to be photographed. Back-of-head shots in groups are fine, but otherwise please respect their request.
- **Create access.** Use middle seats and make a new friend whenever you can. Leave some side chairs open for late arrivals. Presentations will be amplified, and some front-of-room seating will be reserved for people who are hard of hearing, have low vision, or require easily accessible chairs. These seats will be designated by "Reserved: Accessible Seating" signs.
- **Ask for what you need.** If you have an accessibility question, concern, or request today, please ask at the registration table or Guild information table. Alternatively, if you notice something that makes you uncomfortable, text our Attendee Services coordinator: 206-533-1717.

---

# Networking Opportunities

## Newcomers Meetup

8:30–9:30 a.m.

### *Room 2E on the upper level*

Those who are just starting out in editing as well as first-time Red Pencil attendees and new Guild members are welcome to drop in and chat informally with each other and with experienced Guild members.

## Breaks

Fifteen-minute breaks between sessions provide an opportunity to speak with exhibitors, have presenters' books signed, and catch up with other attendees. Or, if you need a break from the action, feel free to step into the quiet room, 2A on the upper level.

## After the Conference

On our website, we've identified nearby eateries so you can plan your own post-conference functions with colleagues and friends.





Biographies for all presenters are available on the Red Pencil website: [edsguild.org/red-pencil-presenters](http://edsguild.org/red-pencil-presenters).

---

## Welcome and Keynote:

### 9:30 to 10:30

Room 1DE

---

## Session 1: 10:45 to 11:45

### ■ The Paper It's Written On

*Dick Margulis and Karin Cather*

Room 1DE

The independent editor is in business, and the relationship with the client is a business relationship. A contract is a tool the editor can use to help shape that relationship and keep a project moving toward a successful conclusion. In this session, the coauthors of *The Paper It's Written On* will encourage reluctant editors to take better control of their businesses by writing effective contracts and explain the what, why, and how.

### Launch Your Editorial Business Now

*Katherine Pickett*

Room 1F

In this hands-on session, exercises will spur the momentum and excitement of building a business from scratch. We'll cover getting the right training, choosing your business model, growing your network, managing business finances, and maintaining your business once launched. Handouts include numerous resources and at-home exercises: where to get training, resources for business formation, a networking calendar, and software tools. By the end of this session, attendees will know what steps they need to take to realize their dream of working for themselves.

### Exploring "Passive" Income for Editors Who Need Flexibility \*

*Tanya Gold*

Room 1BC

Many who live with a disability or chronic illness turn to freelancing or start our own businesses to have the flexibility we need. This flexibility can be amazing and empowering, but taking the time needed for our well-being can sometimes result in decreased income. In this

interactive workshop, we'll discuss ways to increase your income that you can develop and maintain on your own time, at your own pace, on your better days. You'll reflect on content you've likely already created, ways to repackage it for your clients, and how to promote it when you have the capacity.

*\* Session not recorded. Alternate materials to be provided in place of recording.*

### Creating an Index

*Heather Pendley*

Room 2BC

It is important to comprehend the ins and outs of a final step in the publishing process: creating an index. In this session, you will discover the differences between a computer-generated and a human-generated index and determine whether a publication needs a back-of-the-book or embedded/hyperlinked index. You'll see examples of some of the tools used in creating indexes, such as Word, InDesign, and dedicated indexing software programs. After this session, you will understand what type of material benefits from an index, who should attempt it, and why (and how) it's done.

---

## Buffet Luncheon:

### 11:45 to 1:15

**Sponsored by FunctionFox**

Room 2E

Grab a buffet lunch and a seat to talk with friends or join one of the marked discussion tables for an editing-related chat. There should be time to table-hop once you're finished eating too. Guild board members will also have a table, so drop by if you have questions or are interested in getting involved.

### Table Topics:

- Self-Publishing/Project Management
- Genre Editing: Romance/Rom-Com/Chick Lit
- Genre Editing: Sci-Fi/Fantasy/Paranormal
- Genre Editing: Mystery/Thriller
- Nonfiction Editing: Cookbooks/Crafts
- Nonfiction Editing: Academic/Technical
- Nonfiction Editing: Corporate/Nonprofit



---

## Session 2: 1:15 to 2:15

### ■• Talking Points:

#### **Copyediting Dialogue in Fiction**

*Amy J. Schneider*

*Room 1DE*

Dialogue in fiction consists of so much more than “they said, she said, he said.” In this session you’ll learn to handle the mechanics of many types of dialogue in order to maintain each character’s voice while keeping the dialogue understandable for the reader and letting the story shine through. Topics covered are dialogue tags, verbs of utterance, and action beats; punctuating dialogue; formatting unspoken dialogue (direct thought, indirect thought, imagined or remembered dialogue, telepathic communication); informal dialogue (dialect, slang, and offensive language); sounds and other nonverbal expressions; non-English language and translated dialogue; and electronic communication.

#### **Systems and Shortcuts for Working with Indie Authors**

*Lori Paximadis*

*Room 1F*

Working with indie authors presents special challenges for editors, especially if you are used to working with publishers. The proposal and onboarding processes usually involve more back-and-forth than with publisher clients, and indie authors often need more education, hand-holding, and reassurance, as well as more frequent progress reports. This session will give you a foundation for developing time-saving systems for working with indie clients and creating resources for clients that will showcase your professionalism and help build trust.

#### **Five Keys to Retiring Fearlessly**

*Rachel French*

*Room 1BC*

This session is relevant for editors who are at or approaching retirement age, or for anyone planning ahead for their later years. We’ll address collecting Social Security benefits while working, making rollovers to Roth IRA accounts, planning for the two-year income look-back for Medicare, “catch-up” contributions to retirement accounts, and recent changes with the new SECURE Act 2.0 that can impact making distributions from retirement accounts.

#### **Taxes, Licensing, and Banking in Plain English**

*Jenny MacLeod*

*Room 2BC*

Many self-employed folks worry about meeting tax and license requirements, and with good reason! There are multiple levels of government to work with, each with different portals, taxes, and reporting requirements. This worry can steal energy from one’s primary work and add stress, waste time, and be expensive. Eventually tax and license requirements become the Monster in the Closet! In this session, we turn that monster into a purring kitten as we sort out the exact tax and license requirements to meet each year, as well as tips and hacks to make it all easier.

---

## Session 3: 2:30 to 3:30

### ■• The Business of Getting—and Keeping—Editing Business

*Ruth Thaler-Carter*

*Room 1DE*

Being a freelance editor is more than being a skilled professional; it means being in business, and that means finding clients, connecting with colleagues and prospects, and securing new work as we go along. We’ll cover sources of clients, good and bad; connecting and communicating with new and ongoing clients, including estimating fees/rates, setting boundaries, managing contact, responding to issues, and getting recommendations/referrals; how to turn single assignments into ongoing work; and expanding into other fields/topics.

#### **Copyediting Challenges in Nonfiction: Learning from Other Editors**

*Erin Brenner*

*Room 1F*

In this session, attendees will copyedit short texts and then share their edits with the group. By sharing our approaches to editing, we’ll learn from each other and learn that there’s no one right way to edit. It’s a great opportunity to see a range of editing styles and talk about the finer details of the choices we make. Participants will gain confidence in their own editing while learning new ways to think about the challenge of not just correcting but polishing prose to support both authors and readers.

## **Saving Your Own Voice: Freelancing Outside the Box**

*Joanie Eppinga*

*Room 1BC*

People entering the freelance editing world often hear that they “must” do this or “shouldn’t dream” of doing that. Newbies often express feeling inadequate or intimidated when they think of running a business, and hearing about all the pieces they must have in place makes those feelings worse. In this session, Joanie shows editors at all levels that they can run their businesses in creative and even idiosyncratic ways. Many “musts” are negotiable; their ideas about running a freelance editing business can be more open and expansive, and their work can leave them feeling energized rather than worn down.

## **A Non-Techie’s Guide to Working with Programmers**

*Sarah Grey*

*Room 2BC*

Interested in serving technical clients but unsure where to start? Need to quickly ramp up your skills in an unfamiliar field? Sarah will share lessons from her own transition, including rapid learning of vocabulary and usage, querying authors with confidence, working with (and learning from) texts that include code, and exploring the differences between publishing-industry and tech-industry standards and expectations about writing style and tone, book structure, plagiarism, and citations.

---

## **Session 4: 3:45 to 4:45**

### **■• Level Up Your Business with the Quad (with Brenner, Grey, Paximadis, Schneider)**

*Laura Poole*

*Room 1DE*

The Quad, a mastermind group of successful editors, has been active in its current incarnation since 2015, supporting each other with daily chats, yearly retreats (some virtual), work sprints, emotional support, and more. Three Quad members have won the ACES Robinson Prize, and two have written books for publication by a major university press. We will discuss how to grow your freelance business beyond the start-up phase and the various ways we did it—including how we supported ourselves with a mastermind group, added new services, ran a team of subcontractors, raised our rates, changed our clients, wrote books, and more.

## **LinkedIn for Editors: Learning, Growing, and Building a Professional Community**

*Mary-Colleen Jenkins*

*Room 1F*

LinkedIn can be so much more than a useful digital address book for storing contact info! This session promises to energize you with the platform’s full potential, from profile basics for both new users and those dusting off a neglected profile to tips for building your community, pursuing professional learning opportunities, showcasing your skills, and using your profile as a mini-website. Participants will actively draft content with “Quick Fire” activities and identify connections and strategies to pursue post-conference, supported by detailed handouts.

## **Developing Your Editing Bedside Manner**

*Lindsay Schopfer*

*Room 1BC*

Do you worry about striking a balance between being mindful of your client’s feelings and maintaining your professionalism? Your bedside manner is just as important as your expertise when it comes to repeat business. In this fun and informative look at the editor-author relationship, participants will learn how to establish the proper expectations with a client, maintain a friendly yet professional relationship, and avoid becoming emotionally compromised during a project.

## **Your Life and Your Options: Three Ways to Better Understand What You Really Want**

*Marnette Falley and Portia Stewart*

*Room 2BC*

It’s harder than it seems to articulate what will really make you happy. And sometimes tougher yet to decide what steps will get you there. Is it time to make a big change—to a new job or even a new career? Is it time to focus on building new skills to set better boundaries or influence others more? Is it time to start a new project—or time to end one? Is it time to fire that awful client? In this interactive session, Portia and Marnette will share three strategies that help break an endless circle of the same thoughts and get you to new ground.

---

## **Closing: 5:00 to 5:15**

*Room 1DE*

### **■• Final remarks and Guild Award of Excellence announcement**

Justify Sal's salary.

Stay on top of Bill's billability.

No more Justin just-in-time.

Don't let Mark be a markdown.

Keep an eye on Tim's time.

Deal with Margo's margins.

Help Bud stay on budget.

Everyone's accountable with our Timesheet and Project Management tools designed to help creative teams succeed.  
Free demo and details at: [FunctionFox.com/redpencil/](https://FunctionFox.com/redpencil/)

  
**FunctionFox**<sup>®</sup>

## Red Pencil Planning Committee

### Michael Schuler, chair

Beth Chapple, Christina Dubois, Kristi Hein, Kelsey Klockenteger, Karen Parkin, Sarah M. Peterson, Andrea Ptak, Kathleen Sidwell, Kathleen Sims

## Event Volunteers

### Alison Saperstein, coordinator

Lauren Alexander, Ariel Anderson, Kris Ashley, Margie Banin, Lea Galanter, Amanda Gibson, Lisa Gordanier, Jen Grogan, MariLou Harveland, Beth Jusino, Julie Klein, Jenifer Kooiman, Mi Ae Lipe, Tina Loucks-Jaret, Kat Mink, Elsy Pawelak, Kristy Phillips, Lynn Post, Pm Weizenbaum, Carrie Wicks, Brenda Winter Hansen, Raelynne Woo, Polly Zetterberg

## Additional Assistance

Kyra Freestar, Manny Frishberg, Kelley Frodel, Julie Klein, Rudy Leon, Valerie Paquin, Jill Twist, Jill Walters

## Scholarship Fund

The Guild appreciates the generous contributions made to the 2023 scholarship fund—you've exceeded our expectations! Donations by more than fifty attendees made it possible for five editors to participate in today's conference, supporting the Guild's efforts to build a more inclusive editing community.

Additional funds were provided by the Conscious Style Guide, Kyra Freestar, Marti Kanna, Karen Parkin, and Pm Weizenbaum.

## Guild Board

### MariLou Harveland, Conference Liaison, 2022

### Tina Loucks-Jaret, Conference Liaison, 2023

David Hicks, VP of Board Development

Rudy Leon, VP of Member Services

Laura Yoo, Secretary

Megan Christy, Treasurer

Members at Large: Michael Horenstein, Kristine Hunt, Mi Ae Lipe, Barbara Merchant, Kristy Phillips, Dawn Schuldenfrei,

Lucy Vosmek

Administrative Support: Jen Grogan