



# “Be a Better Freelancer! Resources for a Successful Editorial Business”

7th Annual Communication Central

“Build Your Communications Business” Conference

Friday, October 12–Saturday, October 13, 2012

Courtyard by Marriott Baltimore Downtown/Inner Harbor, Baltimore, MD

## Program highlights

### Friday, October 12

Registration, continental breakfast, lunch, networking  
Three sets of concurrent two-hour sessions

### Saturday, October 13

Registration, continental breakfast, lunch, networking  
Three sets of concurrent two-hour sessions

**Sunday, October 14 – Editorial Bootcamp** – separate registration and fee, with discount for conference attendees; see page 3.

## Fees

	By August 30		August 30–October 11		Onsite	
	Colleague*	Other	Colleague*	Other	Colleague*	Other
<input type="checkbox"/> Friday only	\$150	\$175	\$175	\$200	\$225	\$250
<input type="checkbox"/> Saturday only	\$150	\$175	\$175	\$200	\$225	\$250
<input type="checkbox"/> Friday and Saturday	\$250	\$300	\$300	\$350	\$325	\$375

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

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

Name \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Attended:  **Communication Central** event  Editorial Bootcamp (includes October 14, 2012, students)  Editorial Inspirations

Member of:  ACES  AIW  AWC  EFA  fbb  IABC  MWA  NABJ  NAIWE  NWU  SPJ  STC  
 Other \_\_\_\_\_

Sweatshirt shirt size:  XL  L  M  S

Payment may be made by **check** to **Communication Central**, 2500 East Avenue, Suite 7K, Rochester, NY 14610.

Credit cards accepted via **PayPal**, payable to [conference@communication-central.com](mailto:conference@communication-central.com)

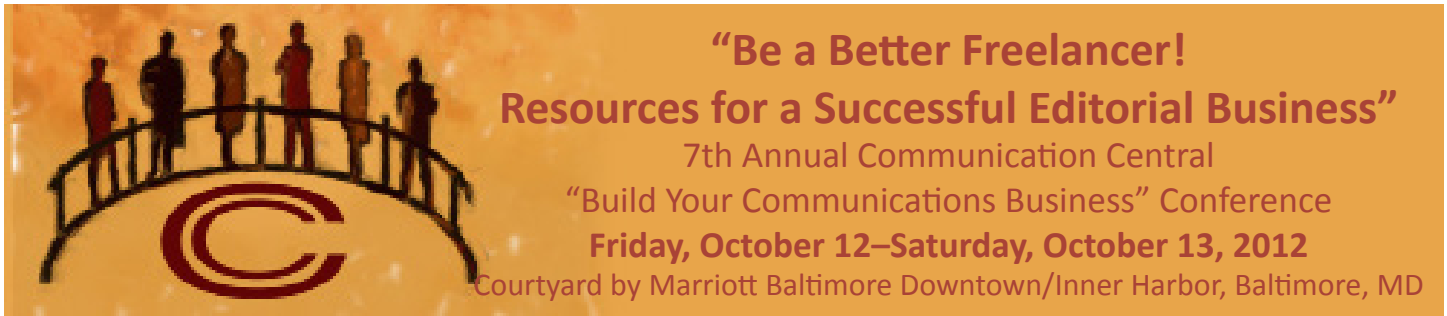
(if using PayPal, please **fax** the registration form to **585-248-3638**).



Registration is complete only when payment is received. **Discounts apply only when payment received by dates shown.**

Refund policy: Cancellations received by September 10 will receive a 50% refund; September 11–30, 30% refund; after October 1, no refund.

For accommodations, contact the **Courtyard by Marriott Baltimore Downtown/Inner Harbor, Baltimore, MD** at **443-923-4000** or **800-321-2211** ([www.marriott.com/hotels/travel/bwidt-courtyard-baltimore-downtown-inner-harbor/](http://www.marriott.com/hotels/travel/bwidt-courtyard-baltimore-downtown-inner-harbor/)) and say you are with the **Communication Central** conference. **Rate: \$139/night + taxes**, includes wifi. **Parking: \$23/night**. The hotel is at **1000 Aliceanna Street**, Baltimore, MD 21202 – **Harbor East** neighborhood, one block from the waterfront and an easy stroll east to Fell’s Point and north to Little Italy, water taxi access to the Inner Harbor (National Aquarium, science museum, shopping), and more.



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This year’s **Communication Central** conference will feature two full days of activities, with a discount for the **Editorial Bootcamp** on October 14 (see page 3). Please indicate your topic preferences for the concurrent sessions. These choices are not binding, but will help with planning space for each session. For session descriptions and speaker bios, go to [www.communication-central.com](http://www.communication-central.com).

Day/Time	Session A	Session B
<b>Friday, October 12</b>		
8–9 a.m.	<b>Registration/Continental breakfast</b>	
9:15–11:30 a.m.	<input type="checkbox"/> <b>Go Wild with Wildcards for Greater Productivity,</b> <i>Jack Lyon</i>	<input type="checkbox"/> <b>Adapting to Acrobat,</b> <i>Bevi Chagnon</i>
Noon–1:15 p.m.	<b>Lunch—network with presenters and colleagues</b>	
1:15–3:15 p.m.	<input type="checkbox"/> <b>Don’t Let Your Electronic Files Manage You,</b> <i>Paul Lagasse</i>	<input type="checkbox"/> <b>Websites that Benefit Your Business,</b> <i>Ruth E. Thaler-Carter</i>
3:30–5:30 p.m.	<input type="checkbox"/> <b>InDesign for Editing and Proofreading,</b> <i>Bevi Chagnon</i>	<input type="checkbox"/> <b>A Writer’s Take on Troubleshooting and Customizing Word,</b> <i>Maggie Secara</i>
5:45–6:45 p.m.	<b>Cash bar/Networking time</b>	
7 p.m.	<b>Dinner (not included in registration) – group outing will be arranged</b>	
<b>Saturday, October 13</b>		
8–9 a.m.	<b>Registration/Continental breakfast</b>	
9:15–11:30 a.m.	<input type="checkbox"/> <b>Editing Summit,</b> <i>Erin Brenner, Janice Campbell, Laura Poole, John McIntyre, Carol Fisher Saller, Barbara Hart, April Michelle Davis</i>	<input type="checkbox"/> <b>Launching Your Freelance Business,</b> <i>Ruth E. Thaler-Carter</i>
Noon–1:15 p.m.	<b>Lunch—network with presenters and colleagues</b>	
1:15–3:15 p.m.	<input type="checkbox"/> <b>Getting Editors and Publishers to Say “Yes” to Your Writing,</b> <i>David Hazard</i>	<input type="checkbox"/> <b>Profiting from Project Management,</b> <i>Elaine Smith</i>
3:30–5:30 p.m.	<input type="checkbox"/> <b>A Dual Look at Editing Fiction,</b> <i>Carolyn Haley and Amy Schneider</i>	<input type="checkbox"/> <b>Social Media, Blogs, Teleseminars and Webinars – Tech to Promote Your Business,</b> <i>Janice Campbell</i>
5:45–6:45 p.m.	<b>Cash bar/Networking time – Giveaways!</b>	
7 p.m.	<b>Dinner (not included in registration) – group outing will be arranged</b>	

## Local attractions

Baltimore is chock-full of fun and fascinating cultural, entertainment and educational resources for conference-goers and their families to enjoy. To download a listing of such offerings, go to [www.communication-central.com](http://www.communication-central.com) and look for **Baltimore attractions**.

# Editorial Bootcamp: Copyediting Intensive

Sunday, October 14, 2012, 9 a.m.–3 p.m.

Courtyard by Marriott Baltimore Downtown/Inner Harbor, Baltimore, MD

*In conjunction with the 2012 **Communication Central** conference  
for freelance editors, writers, proofreaders, indexers and other editorial professionals*

**Laura Poole**, owner of **Archer Editorial Services** and co-founder of **Editorial Bootcamp**, will present this skill-intensive seminar for both aspiring and experienced editors. For more information, go to [www.editorialbootcamp.com](http://www.editorialbootcamp.com).



This **Copyediting Intensive** provides training on nonfiction copyediting skills and concepts, both the fundamentals and more advanced topics, including:

Reference and style guides	Software
Markup	Style sheets
Author's voice	Fact-checking
Querying	Notes and references
Front- and backmatter	Tables and figures
Spelling, capitalization, punctuation, numbers	<i>and more!</i>

Breakfast and lunch are included in the registration fee, as well as all printed materials and exercises to be done outside of class. Attendees of the 2012 **Communication Central** conference, October 12–13, 2012, at the same location, receive a \$50 discount. (To register for the **Communication Central** conference, see other pages or go to [www.communication-central.com](http://www.communication-central.com).)

Registration fee: \$250 per person (\$200 for 2012 **Communication Central** conference attendees), payable by check or PayPal.

Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Amount enclosed/sent via PayPal: \$ \_\_\_\_\_

*Send check and registration form to:*

**Archer Editorial Services, Inc.**

112 Blue Ridge Court

Durham, NC 27703

*For Paypal, use [laura@archereditorial.com](mailto:laura@archereditorial.com)*

For hotel reservations, call 443-923-4000 or 800-321-2211 ([www.marriott.com/hotels/travel/bwidt-courtyard-baltimore-downtown-inner-harbor/](http://www.marriott.com/hotels/travel/bwidt-courtyard-baltimore-downtown-inner-harbor/)) and say you are with the **Communication Central** conference or **Editorial Bootcamp**. Rate: \$139/night, includes wifi. Parking: \$23/night. The hotel is at **1000 Aliceanna Street**, Baltimore.