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March 2014

# Announcing the LIAG Founder's Award

#### By John P. Cardone

ith great pride, the LIAG Board of Trustees has kicked off a new and exciting award—one that recognizes an individual or an organization who has helped the Long Island Authors Group and/or the LI Writing Community in special ways. At our March First

Wednesday meeting at the Bonwit Inn, David B.
Axelrod was presented with the 2014
Founder's Award.
While called the LIAG Founder's Award, it is not named after any one person, but instead reflects the innovative, creative, and



giving spirit. It could be awarded as an honor, or in recognition of someone's unselfish giving, or for the work they do (or have done), or for someone who has made a difference, or... for all of the above. While it is designed to be awarded annually, it doesn't have to be if no appropriate candidate is recognized. And it doesn't have to be awarded for the prior year; it can be for any year of service.

In one of his most famous speeches, President John F. Kennedy proclaimed, "Ask not what your country can do for you—ask what you can do for your country." While on a much smaller scale, we have this same concept in mind when selecting candidates, what have you done for the LIAG and the LI writing community? In every organization, there are always special people who unselfishly give of themselves while expecting nothing in return. These individuals are the ones who step forward to volunteer, or develop ideas that impact others, or give freely of their time to benefit the organization

or the members themselves. Within the LIAG, we are very fortunate to have many such individuals—and this award in many ways says thank you to everyone who has done something while recognizing the special giving

nature of one particular person. In addition to recognizing someone within the LIAG, the Founder's Award can be awarded to another group or organization, or an individual outside the LIAG who has in some special way, helped and assisted our organization and the LI writing community. By selecting David B. Axelrod as the recipient of the first award in 2014. the LIAG Board has selected an individual who epitomizes this award's spirit. David is perfectly suited to receive this award for many reasons. His curriculum vitae could fill the pages of this newsletter, but we can share some highlights of his accomplishments that reflect his giving side.

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LIAG Mission Statement

Your articles and photos are always welcome! **News** about your current books, new releases, upcoming events, accomplishments, and other information you would like to share with our members will make our newsletters interesting, fun to read, and informative! Send your submissions to kbonnet7@gmail.com.

## A Message From Your President....

"Sunshine cannot bleach the snow, nor time unmake what poets know." ~ Ralph Waldo Emerson

hat's as deep as the snowfall we've shared on LI this season!

Cheers to all our members, and welcome to this nearly spring edition of the LIAG\_\_\_\_\_Newsletter.

The reason for the blank will be explained later with details about a fun contest we're running. Winner, Prize, Prestige!

In other articles, you'll read about the 1st annual Founder's Award, 2nd annual LIAG Scholarship Essay Contest, First Wednesdays, and more news of interest to LIAG members and our Long Island community.

Thanks to Anne Coltman for becoming chairperson of our First Wednesdays. By now, you've all received Anne's gracious invitations to participate in the monthly dinner meetings.

February was snowed out, but Cindi Sansone-Braff will present her lecture in collaboration with our June dinner event.



On March 5th, Karen Bonnet shared her educated advice on public relations and marketing with LIAG members.

We also awarded our 1st Annual Founder's Award to David Axelrod.

Glad to see members enjoying the new PayPal system recently introduced by our Treasurer, Jeff Rimland. We're happy to make life easier for members!

Please continue to share your good news and tips on our LIAG group Facebook page. We applaud your success stories, and appreciate the support given to authors. Hope to see you soon at an upcoming event!

Best wishes,

Torothy Mc Rartland

## **LIAG Second Annual Scholarship Contest**

e are proud to announce that our Second Annual Scholarship Contest is underway. We opened this year's scholarship program to two Long Island High Schools: Lindenhurst High School and Bethpage High



School. Candidates for the scholarships have to be high school seniors.

With the guideline of 500-700 words, we asked that these high school seniors answer the question, "What Long Island personality, past or present, living or dead, has most affected your life and your life's mission?" The deadline for entries is Monday, March 31st, 2014. submit them to us. After that, three LIAG authors from from Lindenhurst High School, and three LIAG authors

Suffolk County will act as judges to choose the best essay We have asked that English teachers from each of these schools pick the best 5 essays from their students and submit them to us. After that, 3 LIAG authors from Suffolk County will act as judges to choose the best essay from Lindenhurst High School, and 3 LIAG authors from Nassau will choose the best essay from Bethpage High School. All the judges will then read these two essays and decide the first place winner, who will receive a one-time award of \$500, and a second place winner, who will receive a one-time award of \$250.

Winners will be notified by Monday, April 14th. We have decided to give each of the students, who submitted an essay, a Certificate of Recognition. The first and second place winner will receive their awards on June 4, 2014. The presentation will begin at 7pm and take place at the First Wednesdays' Series of the Long Island Authors Group, which is held at the Bonwit Inn, I Vanderbilt Motor Parkway, Commack, New York 11725.

Cindi Sansone-Braff will also do a brief presentation entitled No More Writer's Block: Seeking Inspiration. We hope you attend to show support of our scholarship program.

Dorothy

## A Note from Your Editor....

✓ IAG members have had a busy and productive year! Highlights of 2013 included fun, informative, and interactive book fairs; invitations to speak at the Heckscher and Islip Arts Council lecture series; "First Wednesday" gatherings, holiday events, book talks, new book releases, a summer's day outing to Fire Island, and myriad activities that highlighted our authors. We also had the opportunity to hold our first annual "Scholarship Essay Contest," in which students of two high schools competed last spring. Several finalists were chosen out of many talented student writers. Finalists were given scholarship awards from the LIAG, which not only provided these students with monetary rewards, it recognized them for their determination to pursue their dreams.

For authors who are writing a second or third book, and looking for a publisher, I would like to share information about a book publisher called Brave New Publishing. I am proud to announce that I am now part of their team of editors, and the marketing specialist for the company. Here is a synopsis of the organization and its mission: Brave New Publishing is devoted to helping both first-time and self-publishing authors strengthen

their manuscripts, as well as prepare winning submissions to send to literary agents and publishing house agents around the country. The staff is made up of a team of editors and marketing professionals, including



Editor-in-Chief and Publisher, Saryta Rodriguez.

The staff has a wealth of experience with editing and marketing books, and preparing your manuscript for submission via the traditional channels, or preparing it for self-publication to make it stand out in today's highly competitive market. Brave New Publishing also specializes in assisting authors who currently have agents strengthen the quality of their proposals and meet pressing deadlines. You can visit their Website at: www.bravenewpub.com to view a list of their services and client testimonials.

Spring is just around the corner, and I'm sure many of you are looking forward to seeing that first bloom, or any of the first signs of spring! As for me, I am eagerly awaiting its arrival...

Cheers. Karen Bonnet

### **NEWSLETTER NAMING CONTEST**

he LIAG newsletter needs a name! We are calling on all LIAG authors to participate in this exciting contest which allows you to use your imagination to come up with a creative newsletter name that speaks volumes about the LIAG! LIAG members can submit their naming entries to Joe Giaquinto at: joegiaquinto@mindspring.com. by the deadline date of March 28th, 2014.

Joe will submit the entries (without listing names of members on submissions) to Jaci Clement from the Fair Media Council, who is our guest speaker at the April First Wednesday meeting. Jaci has agreed to judge the entries and announce the winner at the April meeting. The member with the winning entry will receive dinner for two and a bottle of wine and will be featured in an article in our June newsletter. Good luck to all and have fun!



"Progress is impossible without change, and those who cannot change their minds cannot change anything." - George Bernard Shaw

# Islip Arts Council Book Fair...











ynda Moran, director of the
Islip Arts Council Museum,
invited members of LIAG to
participate in a Book Fair early
December. Members had the
opportunity to sell their books
to visitors at discount prices and
enjoyed an atmosphere of
camaraderie in spirit of the
holiday season!







# Islip Arts Council Book Fair...







## LAG's Newest Members...



Terri Muuss, whose poetry has appeared in *Bolts of Silk, Apercus Quarterly, Digging in the Dirt, Long Is-*

land Quarterly, Red River Review, JB Stillwater Magazine and three anthologies: Whispers and Shouts: An Anthology of Women's Voices on Long Island, Veils, Halos, and Shackles: International Poetry on the Abuse and Oppression of Women, and the Bards Annual 2013, is the author of Over Exposed (JB Stillwater, 2013) and the one-woman show, Anatomy of a Doll. Anatomy of a Doll was named

"Best Theatre: Critics' Pick of the Week" by the *New York Daily News* and has been performed throughout the US and Canada since 1998. Terri co-produced and hosted the monthly Manhattan poetry series. *Poetry at the Pulse* for two years and her poem, *Rialto Beach* won the 2013 Great Neck Poetry Prize. As a licensed social worker, Muuss specializes in the use of the arts as a healing mechanism for trauma survivors and

teaches a course at Rutgers University to social workers entitled, "Youth Development Through the Written Arts." She currently lives on Long Island with her husband, writer Matt Pasca, and her two gingerhaired boys, Rainer and Atticus.www.terrimuuss.com. Link to book trailer:

http://m.youtube.com/watch?v=25Jk47U5Q\_4



hoshanna McCollum is soon to celebrate her first anniversary with LIAG. She joined after publication of her first book Fire Island: Beach Resort and National Seashore and her second Fire Island: Modern Images of America is due for release come June. To read her story is to understand how she came to this profession and calling.

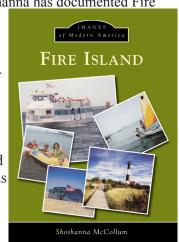
While Long Island has been her home for nearly 20 years, Shoshanna is a New England native, born the third of four children raised by J. David and Brina Cohen in Danvers, Massachusetts. Historically, Danvers was called Salem Village during the Puritan era, and therefore is the true place of the Salem Witch Trials. Some of her grade school classmates and teachers were descendants of both accusers as well as the accused. Her own family tree however includes former U.S. Poet Laureate Howard Nemerov and the photographer Diane Arbus on her mother's side, as well as Golden-Age of Radio playwright and Academy Award nominee Norman Corwin on her father's.

Shoshanna came to New York City at age 19 to attend

School of Visual Arts where she majored in painting. A job interview a few years later would be the first time she set foot on Fire Island, where she was hired for the position of Curator at the Ocean Beach Historical Society in 1994. Here she met long time year-round resident John McCollum and they wed in 1999. She was offered her first newspaper column the following year. This would lead to freelance writing for a number of local publications over the next decade, securing both state and regional journalism awards.

One way or the other Shoshanna has documented Fire

Island's history and its people as part of her work, so the opportunity to write these books came as a natural transition. Both are with Arcadia Publishing, which specializes in photo-essay format local history books. While her first title received decent recognition there was one small problem – it was released six months to the day Hurricane Sandy made landfall. Her upcoming book



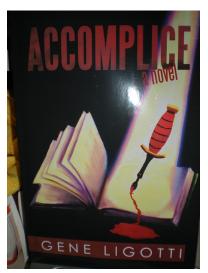
Fire Island: Modern Images of America is a companion volume to its predecessor, but also part of a new series launch for the publisher and Shoshanna has high hopes for its success.

Its availability is anticipated at ArcadiaPublishing.Com and Amazon as well as a number of Fire Island gift shops and bookstores on greater Long Island.

http://www.arcadiapublishing.com/9781467121712/Fire-Island

## Members In the News...

Suspense thriller and has just been published. He plans to have a book signing at the Book Revue in



Huntington in the spring. At that time he will also debut his last book, *Fatal Flaw*, which was delayed due to a heart attack in 2012. He is fine now and going full steam ahead working on a new genre... a love story called, *As Ever and Forever*.

his past year LIAG President Emeritus Kerriann Flanagan

Brosky won three prestigious book awards for her sixth book, *The Medal*, a work of inspirational fiction. Kerriann received a silver medal in the 2013 IPPY Awards, she was a Finalist in the 2013 INDIE Excellence Awards, and she was a Finalist in



the USA Book Awards for 2013. She just recently came in third place (under Nelson DeMille) for "Best Author on Long Island 2014" through *Long Island Press Magazine*.

ichael J. Kannengieser is a retired New York City police officer who lives on Long Island, in New York with his wife and two children. He is the author of two novels, *The Daddy Rock and Burning Blue*. Michael worked as the Managing Editor for *Fiction at The View from Here Magazine*; a U.K. based literary publication. Currently, he is employed at a performing arts college as an Instructional Technology Administrator. He has been published at *The View from Here*, and in *Newsday*, a Long Island newspaper. Michael speaks as a guest lecturer on campus.





#### **Author Show Contest Yields LIAG Winner - Linda Maria Frank**

was so happy to receive an award for *The Madonna Ghost*, my first Annie Tillery Mystery. The award comes from The Author Show, which is a website featuring authors in an interview format. Just click on www.theauthorshow.com, select your favorite genre, and listen to the interview of your choice from the menu. The Author's Show provides their interviewees with the opportunity to enter a contest. If you are the grand prize winner, you will receive marketing goodies from Don McCauley and Danielle Hanson, the producers of the show.

You will also be provided with your own section in the book, "50 Great Writer's You Should be Reading," including comments from all the winners. You will be sharing your experiences, advice and philosophy that enabled you to publish your works. From the back cover of "50 Great Writers . . ."

This book offers the stories of fifty authors. As guests of The Authors Show, they have willingly bared their writer's souls to the world. Here you will find amazing stories of success and dismal tales of failure. You will hear narratives of dreams achieved and stories of hopes dashed. Above all you will hear, from the mouths of these writers, what it means to

become a successful author.

I have enjoyed working with the folks on The Author's Show, and am thrilled to be a winner. It's worth taking a look at.

ANNIE TILLERY MY
By
Linda Maria

Linda Frank



Once again, as in the past, LIAG members shared a lovely evening with a delicious meal to celebrate the holiday season!

### The Founder's Corner

by John P. Cardone

ooking back... Nearly seven years have gone by since the founding of the Long Island Authors Group, and just recently I was reflecting on the many ways this organization has helped me grow as an author. Back then, before I started organizing the very first book fair, I had self-published my first book, Without Consent, and sadly, not doing very much to sell or promote it. Not because I didn't want to mind you. Talking with a friend of mine one day about how tough it is to get the word out, my friend looked at me and said, "But hey John, what's the point of writing a book if you don't get out there and sell it?" He was right of course—and those words haunted me (actually, they still do). At the time, it made me think, really—what could I do? I also realized I had

no clue how to go about marketing a book. Heck, I didn't know anything about the book industry or even how to go about learning. Looking back over the years, in comparison, it amazes me what I know now. Things started with organizing the Martha Clara Book fair during the second half of 2007 spilling over into the first months of 2008 culminating in an event on March 9th that had 16 LI authors in a winery with an estimated crowd of some 450 visitors—all book and wine lovers. I sold 55 books that day and felt I had made an excellent start.

In the years that passed, I went from having a couple of cases of books in a closet and a lot of questions, to someone who can actually create a marketing plan while taking action. I even know more about writing a book, designing it, and what to look for in a publishing company.

- continued on p. 9

## The Founder's Corner by John P. Cardone

### Looking Back....

-continued from page 8

Plus, I feel confident on creative ways to seek a book agent. And I have the people I met through the LIAG to thank. Yes, what a learning curve. However, before I point out some individuals who helped me along, as well as mention some of the activities that stimulated me to do more, let me start by saying that among the things I appreciate the most, are the many friends I have made among the members of the Long Island Authors Group. Plus the many friends I can count among their spouses, families, or acquaintances—all wonderful folks I might add.



Let's start with one of the common things that always happens after participating in a LIAG event or going to a LIAG meeting, it's the stimulating burst of energy I get to write. I can always count on getting support, encouragement, a push, creative ideas or ways to do things, and more.

Here's a list of some of these stimulating moments thanks to the LIAG.

- If it wasn't for the LIAG, I would never have learned about the book distribution side of the business.
- Or, the ins and outs of the bookstore business and how things work.
- If it wasn't for the LIAG seminar on social media I would not have met Peter Ward, Director of the Lindenhurst Library and not had the pleasure of being interviewed by him for one of the library's podcasts. A podcast featuring my short story collection, *Tales Under A Full Moon* that today is a YouTube video.
- If I didn't meet Kerriann Flanagan Brosky, I would not have attended her book talks or learned the tips she shared with me on how to incorporate mentions of my books during my own book talks.
- If I wasn't involved in the LIAG, I would not know what I know today about social media and how to use it to create book buzz.
- I wouldn't have the courage to contact libraries and community organizations to do book talks and lectures.
- If it wasn't for the LIAG, I never would have met Gloria Golden who secretly gave me the courage to try working on my own photo-book.
- I wouldn't have heard of the Writer's Dream TV show or have been interviewed by Linda Maria Frank.
- If it wasn't for the advice from so many LIAG members, I would not have been able to create a website or a Facebook page. Visit www.WaterviewsBook.com
- If it wasn't for the LIAG, I would not have met Bonnie Grice, one of the radio personalities at the Public Radio Station in Southampton. Through that contact I was able to secure a spot on her radio show to promote my book Waterviews.
- If I didn't go to the First Wednesday meeting when Lynda Moran was there, I never would have learned that she is the Executive Director of the Islip Arts Council.
- And if I didn't participate in the LIAG book fair hosted by the Islip Arts Council, I would not have had the opportunity to discuss with Lynda the idea of offering a photography course through the Arts Council.
- If it wasn't for my work on the Membership Committee I would not have learned so much about book editing and proofreading.
- If it wasn't for the LIAG I would not have met the authors who agreed to read my book, *Waterviews* and create some terrific blurbs for the back cover.

I'm sure there are many more mentions that could be added to this list..., but I think you get the idea. I don't know if this article is more about looking back or looking ahead. Or, maybe it is just about gaining confidence to do more. I keep hearing my friend's words in my head, "John, what's the point of writing a book if you don't get out there and sell it." Seven years later, I still think he's right.

## ong Island Founder's Award...

From the very beginning David had been supportive of the idea of a Long Island Authors Group and was one of the original 16 authors who participated in the very first LIAG book fair in 2008. He helped establish our first board of directors and served on the board from its inception through 2010. During that time, David generously allowed the LIAG to receive non-profit status through his own non-profit organization, Writer's Unlimited Agency while our own application was pending. Over the years, David has provided guidance and advice to each LIAG President on many issues as our organization went through its growing pains. He single-handedly developed the concept for our First Wednesday meetings, and took the time to scout and locate a suitable setting. David coordinated those first meetings and recruited LIAG member Suzanne Litrel as the First Wednesday meeting co-coordinator. And even though the location of the meetings has moved, we honor David each time we walk through the doors of the Bonwit Inn and take our places at the table. He has also been, and continues to be instrumental in shaping our membership standards, and has served on the Membership Committee for all the years we have had one. And amazingly, even though he is now retired and has since moved to Florida, David continues to serve as a LIAG Membership Committee application book reader and a valued advisor. All of this without asking for anything in return—plus, even though he moved he still pays his dues in support of our organization.

But wait, there's much more. David is a three-time

**Nassau County Poet Laureate** 



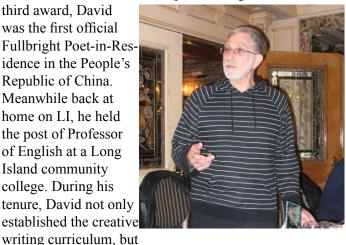
ur First Wednesday speaker for May is Mario Susko, the author of 31 poetry collections and the recipient of numerous awards, including the 1997 and 2006 Nassau Review Poetry Award, the 1988 Premio Internazionale di Poesia e Letterature "Nuove Lettere" (Italy), the 2000 Tin Ujevic Award for the best book of poems published in

Croatia in 1999, among others.

In 2012 he was named by the Walt Whitman Birthplace Association Long Island Poet of the Year, elected member of the Croatian Academy of Sciences and Arts, and given the CCHA Regional Distinguished Humanities Educator Award.

He has read his poetry both internationally and domestically. His poems have been published in journals and Fullbright Scholar, and the only American to win the award back-to-back in two separate categories. With his

third award. David was the first official Fullbright Poet-in-Residence in the People's Republic of China. Meanwhile back at home on LI, he held the post of Professor of English at a Long Island community college. During his tenure, David not only established the creative



created a visiting writer's program that brought hundreds of authors to Long Island to perform. Over a period of 40 years, David taught writing to an estimated 12,000 college students. Even now in Florida, he has established mentoring programs and continues to be an influence to the LIAG and the writing community wherever he happens to live. And let's not forget he was awarded, and carried out with distinction, the office of the Suffolk County Poet Laureate from 2007 - 2009.

One of the best features of the Founder's Award is the plan to select the next recipient. Candidates for the 2015 Founder's Award will be nominated in the last quarter of 2014 by current members of the LIAG. Following these nominations, the LIAG members will vote for the winner. What better way to recognize those individuals who make a difference. Hip, hip, hooray!

anthologies in Croatia, India, Italy, Hungary, Sweden and Austria, among others.

Mario Susko is also known as an editor and translator of major American writers such as Saul Bellow,

Bernard Malamud, William Styron, Kurt Vonnegut, Donald Barthelme, James Baldwin, Theodore Roethke, and E.E. Cummings.

He received his M.A. and Ph.D. from SUNY Stony Brook in the early 70's. A witness and survivor of the war in Bosnia, he returned to the US in 1993. Currently he teaches in the English Department at Nassau Community College, Garden City, NY.

The mission of the Nassau County Poet Laureate Society is to select and support the Nassau County Poet Laureate, to encourage discovery of the poetic voice, to elevate appreciation for the written word, and to enrich the lives of poets and residents of Nassau County and the greater Long Island community through the art of poetry.

# Making Connections....

### **Connections Through the LIAG**

by John P. Cardone

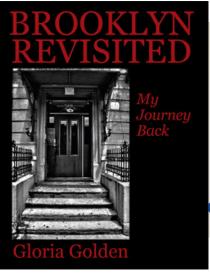
One of the best features of the Long Island Authors Group (LIAG) is making connections. So with that in mind, I am very excited to announce that Gloria Golden and I will be taking part in an upcoming artistic event. We'll both be exhibiting our photographs while discussing our photo-books at the Art League of Long Island's **Art After Dark** event on Friday, March 28th from 7 to 9 PM.

You are all invited to come out and have some fun—bring family and friends too. The Art League will be serving wine and cheese while live music plays in the background. A number of Long Island artists will be participating in different studio locations within the center. Look for us and say hello. It is the first time author/photographers are taking part—members of the LIAG are making history.

Gloria Golden has authored a number of photo-books, but this event will feature Brooklyn Revisited and her amazing black and white photographs snapped in and around Brooklyn, NY. I'll be displaying my Long Island scenic and wildlife color photographs from my photo-book Waterviews. During this session, we'll be discussing a number of topics under our theme for the evening, Photo-Books: The Art of Writing with Pictures.

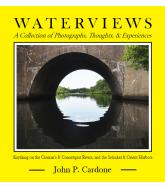
The Art League of Long Island was established in 1954 and is a not-for-profit organization dedicated to broad-based arts education, providing a forum and showcase for artists of all ages and ability levels. The Art League is located at 107 East Deer Park Road, Dix Hills, NY 11746. For more information about the Art After Dark event, contact the Art League of Long Island at (631) 462-5400. www.artleagueli.net.











March First Wednesday Presentation
"Simple Public Relations and Marketing
Strategies for the Busy Author"



Karen Bonnet, LIAG Editor and owner of KLB Services Public Relations & Marketing, gave an informative presentation to LIAG members about ways to market and promote their books. Karen is the author of Whale Island and the Mysterious Bones, an exciting fiction book for children, age eight to eleven.

## Board of Directors and LIAG Mission Statement

# GOOD IDEAS ARE ALWAYS WELCOME!

**2014 Long Island Authors Group Board of Directors and Officers** 

Dorothy McPartland, President
Lois Stern, Vice President
Jeff Rimland, Treasurer
Sandy Lanton, Secretary
Linda Maria Frank
Gloria Golden
Anne Coltman
Karen Bonnet

David Axelrod, Advisory Board
Kerriann Flanagan Brosky, President Emeritus, Advisor to the Board
John Cardone, Founder & President Emeritus

#### **Committe Chairpersons**

First Wednesdays, Anne Coltman
Membership, John Cardone
Publicity and Newsletter Editor, Karen Bonnet
Events, Linda Maria Frank
Outreach, Gloria Golden and Anne Coltman (Co-Chairpersons)
Communications, John Cardone
Website, Joe Giaquinto



### **The LIAG Mission Statement**

The mission of the Long Island Authors Group is to encourage, support and promote authorship, primarily in the Long Island, New York area.

We are a group of local book authors who have joined together to conduct activities and events that add to the availability of our published works while promoting the Long Island writing community.

Our group works with retail bookstores arranging book talks and signings, and conducts events at various locations that are open to the public.

Our group fosters knowledge and experience by conducting educational seminars on assorted topics such as writing workshops, marketing techniques, promotion strategies, and the use of emerging Internet outlets & new technologies.

Join Us For LIAG's next First Wednesday Meetings
7:00 PM
The Bonwit Inn
1 Vanderbilt Parkway
Commack, NY

