Welcome to Chicago! The 2019 EFA Conference promises to be an exciting event, filled with opportunities to learn and to network with others. Our speakers are ready to share editorial skills and resources to keep attendees at the top of their game. And once again, we hope the conference offers all attendees a chance to meet other freelancers, share their stories, and make new friends.

Putting on a conference is no small feat. Over the past two and a half years, EFA members and others have worked hard to make it happen, often taking time from their own work to contribute to this event. Considerable thanks to those involved in planning for this year’s conference, including:

- Susannah Driver-Barstow
- Lauren Duensing
- Sonnet Fitzgerald
- Tanya Gold
- J.J. Hall
- Kellie Hultgren
- Kelly Johnson
- Laurie Lewis
- Molly McCowan
- Ruth Mullen
- Vina Orden
- Heather Quist
- Tia Ross
- Christina Shideler
- Amy Spungen
- Lila Stromer
- Alex Uth
- Susan Walker
- Karen Wallace
- Heidi Ward

We also want to thank those volunteers who have stepped up to help out on site, stuff tote bags, answer questions, act as local guides, and more.

A big thank you to all of the speakers and panelists on the conference schedule, including keynoters Louise Harnby and Marilyn Schwartz, both for their time and for the wise counsel they will offer. Thank you also to those participating in our first poster session, to take place Thursday afternoon. And finally, the closing session of the conference is called “Tips of the Trade.” YOU are creating the content of this session by offering attendees your own freelance editorial advice. The conference bag that you received at registration has index cards in a variety of colors; you’ll also find instructions on how to participate.

We hope you enjoy the offerings and the opportunity to connect with other editorial freelancers. And remember that everyone involved in making this conference a success will be happy to assist you with specific questions or needs. You can also help make the next EFA conference even better by completing the evaluation form included in the tote bag and dropping it off at the EFA registration table before leaving.

Thanks again to all of you who will be contributing to the success of this conference.

Bill Keenan, Co-executive
Editorial Freelancers Association

Christina Frey, Co-executive
Editorial Freelancers Association

CMOS IS A PROUD SPONSOR OF EFA 2019

Welcome to Chicago!

FROM

The Chicago Manual of Style

Book Sale!

30% off CMOS 17 and all writing and editing titles—at the CMOS booth or online!

Word Nerds Rejoice!

Pay tribute to Chicago Style wherever you go! T-shirts, kid’s apparel, drinkware, accessories, and more at chicagomanual.threadless.com.
FUN THINGS TO DO IN CHICAGO

For web links to these locations and events, visit https://tinyurl.com/2019EFACon-Chicago.

Take advantage of all that our host city has to offer! The following are suggestions for fun things to do while you're in Chicago. We recommend searching online for more info, hours of operation, admission fees, and so on.

Our conference takes place on or near (depending on how it’s defined) the Magnificent Mile. The website features event listings; directories of shops, restaurants, and attractions; and a blog of the latest news and happenings in the area. EFA Conference attendees can access The Magnificent Mile® Digital Passport, updated with special offers from area businesses. Log on to themagnificentmile.com/digital-passport with our special code: EFA2019.

If you’re staying over the weekend, also check out Chicago CityPass and ChooseChicago.com for all things Chicago.

For transit on the CTA system (subways and buses), you’ll need a Ventra card (purchasable at all stations). For transportation help, try TransitChicago.com. Put in your current address, destination address, and when you want to leave. It'll even ask if you want an accessible or step-free trip. For Chicago travel apps, go to the app store to find ones related to the CTA, parking, etc. It might be handy to have one or two on your phone while visiting.

Museums:
- American Writers Museum
- Adler Planetarium
- Art Institute
- Cultural Center
- Field Museum
- Museum of Broadcast Communications
- Museum of Science and Industry
- Shedd Aquarium

Tours:
- Chicago Architectural Center Tours:
  - Elevated Architecture: Downtown "L" Train
  - Must-See Chicago
  - River Cruise
- Free Chicago Walking Tours (but tip guide at the end; TripAdvisor 2018 Travelers' Choice)
- Gangsters and Ghosts Tours
- Weird Chicago Tours: “Ghosts, Gangsters, Mystery and Mayhem of the Windy City”

Theater, Improv, etc.:
- ChicagoPlays.com (listing of what’s playing in all theaters)
- ChicagoTheater.com (listing of events: theater, music, dance, stand-up, etc.)
- ComedySportz Chicago (improv)
- Second City (improv)
- Steppenwolf (True West will be playing during the EFA conference period)
- Zanies Comedy Club

Outdoors:
- Chicago dinner cruise on the Odyssey
- Chicago Riverwalk (1.25-mile-long path along the Chicago River; food vendors available)
- Grant Park
- Lincoln Park Zoo (Twilight Safari on August 21)
- Millennium Park and the Bean (check out the Bean and have a picnic lunch)
- Oak Street Beach

Music:
- Buddy Guy’s Legends (jazz and blues; serves food)
- Chicago Jazz Festival (August 23–September 1)
- Green Mill Cocktail Lounge (jazz, traditional, bebop, contemporary, improvisational)
- Rosa’s Lounge (blues; serves food)

Book-lovers Outliers:
- Kibbitznest 2212 N. Clybourn Ave. (writers bar; not near downtown area).
- Volume Bookcafé 1474 N. Milwaukee Ave. (all things related to books; not near downtown).

Sports:
- Chicago Cubs (home games, August 23–August 25)
- Chicago Fire (home game, August 24)
- Chicago White Sox (home games, August 22–August 29)

Nearby Food and Drink (in no particular order):
- Filini Bar & Restaurant 221 N. Columbus Dr. ($$, Italian, bar, desserts; 1-minute walk)
- Billy Goat Tavern 430 N. Michigan Ave. ($, burgers)
- Frontera Grill and Topolobampo 445 N. Clark St. ($$, Mexican; Rick Bayless Restaurants)
- Maggiano's Little Italy 516 N. Clark St. ($$, Italian)
- Rock Bottom Restaurant and Brewery 1 W. Grand Ave. ($$, upscale brew pub)
- Bandera 535 N. Michigan Ave. ($$, Southwestern)
- Big Bowl 60 E. Ohio St. ($$, Chinese and Thai)
- Flat Top Grill 30 S. Wabash Ave. ($$, Asian fusion)
- La Pizza and La Pasta at Eataly Chicago 43 E. Ohio St. ($$, Italian)
- India House 59 W. Grand Ave. ($$, Indian)
- The Kitchen 316 N. Clark St. ($$, American bistro)
- Food Life in the Water Tower 835 N. Michigan Ave. (high-class food court with everything)
- And, of course, deep dish pizza!

Compiled by Lila M. Stromer, with help from Laurie Lewis and Alexandra Uth.
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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</thead>
<tbody>
<tr>
<td>2:30 p.m. – 5:30 p.m.</td>
<td>Check-in and Registration</td>
<td>St. Moritz</td>
</tr>
<tr>
<td>7:00 p.m. – 9:00 p.m.</td>
<td>Evening Welcome Reception</td>
<td>Élevé (42nd floor)</td>
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**Wednesday, August 21**

<table>
<thead>
<tr>
<th>Time</th>
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<tbody>
<tr>
<td>8:00 a.m. – 8:30 a.m.</td>
<td>Sponsor Booths Open</td>
<td>Lucerne Ballroom, Lucerne Foyer</td>
</tr>
<tr>
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<td>Check-in and Registration</td>
<td>St. Moritz</td>
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<tr>
<td>8:30 a.m. – 11:00 a.m.</td>
<td>Louise Harnby, Keynote—To Visibility and Beyond: Building Trust, Getting Work, and Saving Time</td>
<td>Lucerne Ballroom</td>
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<td>9:30 a.m. – 10:00 a.m.</td>
<td>Coffee Break</td>
<td>Lucerne Foyer</td>
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<td>10:00 a.m. – 11:00 a.m.</td>
<td>Being Human: Addressing Errors with Honesty, Humility, and Humor</td>
<td>Currents (Concourse, 1 level up)</td>
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Freelancing 101: Making the Leap  
From Shy to Sold: Querying, Proposing, and Getting Published  
Getting Started with Macros  

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<td>11:00 a.m. – 11:30 a.m.</td>
<td>Coffee Break</td>
<td>Lucerne Foyer</td>
</tr>
<tr>
<td>11:30 a.m. – 12:45 p.m.</td>
<td>Copyediting Fiction for Traditional Publishers</td>
<td>Zermatt/Gstaad</td>
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<tr>
<td></td>
<td>How and When to Hire Virtual Assistants</td>
<td>Currents (Concourse, 1 level up)</td>
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<td></td>
<td>&quot;How Should I Price It?&quot;: Pricing and Estimating Workshop</td>
<td>Alpine 1</td>
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<td></td>
<td>How to Successfully Freelance with a Disability or Health Concern (Panel)</td>
<td>Alpine 2</td>
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<tr>
<td>12:45 p.m. – 2:00 p.m.</td>
<td>Networking Lunch</td>
<td>Lucerne Ballroom</td>
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<tr>
<td>2:00 p.m. – 3:00 p.m.</td>
<td>Editing for Professors</td>
<td>Zermatt/Gstaad</td>
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<td>Guiding Your Clients to Successfully Self-Publish</td>
<td>Alpine 1</td>
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<td>The Right Tool for the Right Job: Four Programs that Save Time and Help You to Deliver Better Text</td>
<td>Alpine 2</td>
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<td></td>
<td>Sensitivity Reading: Intention versus Impact and Giving Feedback with Grace</td>
<td>Currents (Concourse, 1 level up)</td>
</tr>
<tr>
<td>3:00 p.m. – 3:45 p.m.</td>
<td>Coffee Break sponsored by ACES</td>
<td>Lucerne Foyer</td>
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<tr>
<td>3:45 p.m. – 5:00 p.m.</td>
<td>Poster Session sponsored by The Chicago Manual of Style</td>
<td>Lucerne Ballroom</td>
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<tr>
<td>8:00 a.m.–8:30 a.m.</td>
<td>Breakfast</td>
<td>Lucerne Ballroom</td>
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<tr>
<td>8:30 a.m.–9:30 a.m.</td>
<td>Marilyn Schwartz, Keynote—From “Grammar Hobby” to Profession: Revising a Classic Handbook for Copyeditors</td>
<td>Lucerne Ballroom</td>
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<td>10:00 a.m.–11:15 a.m.</td>
<td>Advanced SEO Skills for Digital Content Editors and Writers</td>
<td>Alpine 1</td>
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<td>Honing and Practicing Negotiation Skills (advance registration required)</td>
<td>Currents (Concourse, 1 level up)</td>
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<td>Rights and Permissions for Editors</td>
<td>Zermatt/Gstaad</td>
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<td></td>
<td>Selling It: Marketing Strategies and Tips for Freelancers (Panel)</td>
<td>Alpine 2</td>
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<tr>
<td>11:15 a.m.–1:30 p.m.</td>
<td>Lunch and Networking</td>
<td>Offsite</td>
</tr>
<tr>
<td>1:30 p.m.–2:30 p.m.</td>
<td>Clinical Translation: A Needed Skill Set For a Burgeoning Healthcare and Biotech Scene</td>
<td>Zermatt/Gstaad</td>
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<td>For All of Us: Building Power in Inclusive Media through Editorial Decision Making</td>
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<tr>
<td>3:00 p.m.–4:00 p.m.</td>
<td>Editorial Ethics</td>
<td>Zermatt/Gstaad</td>
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<td>Systems &amp; Shortcuts: Supercharge Your Business</td>
<td>Alpine 2</td>
</tr>
<tr>
<td></td>
<td>Time to Team Up?: The Pros and Cons of Hiring Other Freelancers</td>
<td>Alpine 1</td>
</tr>
<tr>
<td>4:00 p.m.–4:15 p.m.</td>
<td>Coffee Break</td>
<td>Lucerne Foyer</td>
</tr>
<tr>
<td>4:15 p.m.–5:15 p.m.</td>
<td>Tips of the Trade</td>
<td>Lucerne Ballroom</td>
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*Rooms are located on the Ballroom Level unless otherwise noted*
THURSDAY KEYNOTE

To Visibility and Beyond: Building Trust, Getting Work, and Saving Time
Louise Harnby

Want to find out a ton of ways to:
• make yourself visible and trustable?
• build your wait-list?
• tell business famine to take a hike?
These are among the questions that will be addressed in this keynote.

Louise Harnby is a line editor, copyeditor, and proofreader who specializes in working with independent authors of commercial fiction, particularly crime, thriller, and mystery writers. She is an Advanced Professional Member of the Society for Editors and Proofreaders (SfEP), a member of ACES, a Partner Member of The Alliance of Independent Authors (ALLi), and an Associate Member of the Crime Writers’ Association. In her spare time, Louise writes quirky flash fiction. Find out more at www.louiseharnbyproofreader.com.

*Photo by Genevieve Shiffrar

Freelancing 101: Making the Leap
Ruth E. “I can write about anything!” Thaler-Carter

Learn about why (and why not) to freelance; vital characteristics for success; when and how to launch your business; networking effectively; promoting your business; finding projects and clients; getting paid; potential problems and how to head them off; managing your time and competing demands; what clients want vs. what freelancers want; invaluable resources; and more. This session will be packed with practical, experience-based tips from a colleague who’s been freelancing successfully and happily for many years.

From Shy to Sold: Querying, Proposing, and Getting Published
Ally E. Machate

You’ve worked with your author clients to help them refine their craft and produce a quality piece of writing—but now what? If they want anyone to read their work outside of their immediate circle of family and friends, they’ll need to get published. Though self-publishing is always an option, this talk focuses on how writers generally approach the submission process. Find out who really decides what gets published, how your clients should approach them without getting the proverbial door slammed in their faces, and what these gatekeepers expect from writers besides their very best work. You’ll also get tips that will make your clients’ queries and proposals more effective for best results.

Getting Started with Macros
Patricia Boyd

Time and again, presenter Patricia Boyd has heard colleagues say that they know little about macros and hesitate, or lack the time, to learn about them. This session is aimed at editors who are familiar with MS Word but who have not yet used macros. It will explain what macros are and their benefits, describe two simple ways to include macros in Word files, and demonstrate in real time and with real documents how to apply these two methods step-by-step.

THURSDAY // SESSION 1

August 22 | 10:00 a.m.–11:00 a.m.

Being Human: Addressing Errors with Honesty, Humility, and Humor
DeAnna Burghart

When the client points out a problem—a simple miss, an overlooked passage, or (quelle horreur!) an introduced error—it’s easy to second-guess your skills or worth. But if we treat every error like a crisis, we may overlook real cues indicating a fundamental skill gap or project disconnect. This session will triage different kinds of editing errors using real-world examples. Together we will create recovery plans, explore root causes, and develop strategies to avoid repeats and restore confidence in our competence. No editor is perfect, so we should all know how to confront our project gremlins rationally, productively, and proactively.

THURSDAY // SESSION 2

August 22 | 11:30 a.m.–12:45 a.m.

Copyediting Fiction for Traditional Publishers
Amy Schneider

This session will cover one experienced editor’s approach to copyediting fiction for mainstream publishers. Topics include handling files; balancing house style and the author’s voice; appropriate level of editing; leeway in applying “correctness”; using style sheets to maintain plot consistency for characters, locations, and timeline; editing series; handling dialogue; genre considerations; balancing real and fictional elements; and diplomacy in editing and querying.
How and When to Hire Virtual Assistants
Laura Pennington Briggs

Many editorial freelancers have built their business on their own shoulders. While that builds revenue up to a point, even a great and experienced freelance editor is limited by the number of hours in the day. Scaling your business requires careful strategy and the right hires.

In this session, attendees will learn how and when to hire a virtual assistant, the types of tasks to outsource to a virtual assistant, and how to train this person to expand your revenue, free time, and brand awareness so editors can stay focused in their “zone of genius.”

Attendees will walk away with handouts covering:
• The most common tasks outsourced to a VA
• Where to find great VAs
• Key interview questions to ask VAs before hiring

“How Should I Price It?: Pricing and Estimating Workshop
Jake “Dr. Freelance” Poinier

This session kicks off with a brief overview of pricing and estimating strategy before transitioning into a fast-paced interactive workshop. Participants will be given sample project descriptions to create hypothetical estimates for potential clients. Based on parameters such as page/word count, tasks required, deadline, and client behaviors, they’ll need to quickly crunch the numbers and decide how they’d approach the estimate. There are no wrong answers…but working through problems and hearing solutions from fellow attendees and guidance from the session leader will offer real-world insights on securing more freelance jobs at better rates.

How to Successfully Freelance with a Disability or Health Concern
Moderated by Molly McCowan with panelists
Christina M. Frey, Antonn Park, and Ebonye Gussine Wilkins

When we think of freelancing, one of the first things we think of is flexibility—freelancers usually have the freedom to work whenever and wherever they’d like. But there are downsides, like no paid time off, no employer-sponsored benefits, and possible income instability. While these are universal concerns for freelancers, they especially come into play when freelancing with a disability, after an injury or illness, or with an ongoing mental or physical health condition. This panel will take an inclusive, empowered approach to freelancing with a disability or health concern, featuring freelancers who have personal experience doing just that.

Professors can be highly appreciative and rewarding clients, but editors who work with them need to understand how the relationship differs from working with nonacademic authors.

The presentation will address these topics:
• Profile of a typical professor client
• Understanding the professor’s workflow and editorial needs
• Dealing with university payment systems
• Ethics of editing for professors
• Finding professor clients

Attendees who want to work more effectively with professors or expand their academic client base will gain insights and strategies from an experienced editor.

Guiding Your Clients to Successfully Self-Publish
Ally E. Machate

With so many options available, it can be difficult for new authors to navigate their way to self-publishing success. If you want to help your clients enjoy great results, you must guide them to make better choices: they can’t just copy what the bestsellers are doing or upload their files to Amazon.com and hope for the best. You establish and enhance your value when you’re able to share with them the unique opportunities and limitations of the industry that many authors don’t discover until it’s too late. This presentation will provide you with crucial insight on how to succeed at self-publishing while teaching you how to better attract and serve indie author clients.

The Right Tool for the Right Job: Four Programs that Save Time and Help You to Deliver Better Text
Daniel Heuman

If you want to manually check whether the hyphen on page 6 matches the one on page 204, then this is not the talk for you! However, if you want to save time on minutia so you can focus on substantive editing, this session will highlight four programs that can help. It will show you the difference that PerfectIt, WordRake, Edifix and Editors Toolkit can make. Each program is different, and each helps on a different aspect of editing. This session will review which tools to use and when and will give you the confidence to try and experiment with more tools.

Sensitivity Reading: Intention versus Impact and Giving Feedback with Grace
Ebonye Gussine Wilkins

Sensitivity reading is important for today’s print and digital media. It plays a critical role in treating different perspectives with dignity and respect. Oftentimes, when writers produce work from a perspective that is not their own (especially with respect to gender, race, sexual orientation and identity, religion, and culture), a manuscript, presentation, or other media may be published with harmful language and ideas. This includes but is not limited to racial tropes, tired stereotypes, misperceptions, and projected assumptions rooted in misinformation. The role of a sensitivity reader is to identify these problems, alert the writer of why something is problematic, and offer suggestions on revision. Since pointing out sensitivity problems in writing is not often well-received, approaches and strategies for relaying constructive criticism will be discussed.
FRIDAY KEYNOTE

From “Grammar Hobby” to Profession: Revising a Classic Handbook for Copyeditors

Marilyn Schwartz

After earning a PhD in English from the University of California (Davis) in 1976, Marilyn Schwartz joined the staff of the University of California Press. She was promoted to the position of managing editor in 1983 and served in that position for twenty-eight years. From 1979 through 2004, she also taught editorial workshops for UC Berkeley Extension. She was the acquiring editor for the original Copyeditor’s Handbook, written by her colleague Amy Einsohn (1952–2014), and steered its production through initial publication and two subsequent editions. She has now prepared a substantially revised and updated fourth edition of this classic reference, published in 2019 by the University of California Press, and has written a new companion volume, The Copyeditor’s Workbook, with a coauthor, Erika Bűky.

FRIDAY // SESSION 1

August 23 | 10:00 a.m.–11:15 a.m.

Advanced SEO Skills for Digital Content
Editors and Writers

Michelle Lowery

This session is for freelancers who are or want to be digital content editors and writers and want to advance their SEO skills, or who want their own websites to perform better. The session will cover:

- Keyword Targeting—How do you target multiple keywords on one page without diluting their value?
- Content Consolidation—What do you do with multiple pieces that split your traffic? Consolidate! Which one stays and which ones go?
- Internal Links—They can help readers and be powerful ranking boosters, but only if they’re strategically optimized. And what’s the biggest mistake people make here?
- And more!

Presenter Michelle Lowery will also discuss the tool she uses for keyword research, competitive analysis, and rank tracking, and how she applies that data to content management. She’ll demonstrate all of these tactics with successful, real-world examples.

Honoring and Practicing Negotiation Skills

Laurie Lewis

In this interactive workshop, you’ll learn how to prepare to present or counter a fee, and you’ll practice negotiating strategies that result in a price agreeable to both you and your client. Although the workshop focuses on negotiating fees, the techniques can apply to other aspects of a freelance business, such as negotiating the deadline or size of a project. Come prepared to participate!

Rights and Permissions for Editors

Caitlin O’Brien

Just taken on a manuscript full of clip art and song lyrics? Do phrases like “fair use” and “orphan work” set your heart racing and your teeth on edge? Do you fall asleep every time you try to read the US Copyright Act of 1976? Then this is the seminar for you. Full-time freelance editor and permissions consultant Caitlin O’Brien covers copyright essentials that all editors need to know, as well as specific tips, tricks, and best practices for working with permissions no matter who’s securing them—the author, a permissions editor, or you! Whether you’re new to the world of perms or an old hand, this seminar will empower you to deal with copyright issues intelligently and efficiently. Questions and lively discussion are welcomed and encouraged!

Selling It: Marketing Strategies and Tips for Freelancers

Moderated by Molly McCowan with panelists Naomi Kim Eagleson, Jake “Dr. Freelance” Poinier, and Ruth E. “I can write about anything!” Thaler-Carter

Marketing funnel. Lead nurturing. Return on investment. Unique value proposition. Conversion rate. Do freelancers really need to know all this stuff to build their business? What does it even mean to market yourself as a freelancer, anyway—or especially for those who don’t have a brand name or who have multiple offerings and skills? In this panel, freelancers who are marketing pros will walk you through the process of taking your marketing to the next level—without all the jargon—so you can start to think of yourself as the CEO of your own company and attract the best clients, create a fulfilling project lineup, and earn what you’re worth.
FRIDAY // SESSION 2

August 23 | 1:30 p.m.–2:30 p.m.

Clinical Translation: A Needed Skill Set for a Burgeoning Healthcare and Biotech Scene
Rachael Sparks

In the fast-moving world of biotechnology, medical devices, innovative patient care, and healthcare in general, the skills to translate complex clinical and scientific concepts for the general public are increasingly critical. From startups to massive corporations, not only are these translational abilities valuable in external marketing, the need for internal training and intra-organizational marketing creates a growing sub-specialty for copywriters, graphic designers, and anyone tasked with marketing in healthcare fields. Join this session to explore fascinating examples of clinical translation, best practices, common challenges, tips to save time, ways to improve your ability to handle clinical topics, and how to promote yourself to those who need your skills.

Fact Checking Beyond the News
Gerri Berendzen

Fact checking is a big deal today on news sites, but verifying information is important no matter what your medium or audience. This session will offer strategies for how to best search for and evaluate information of all kinds when writing and editing. You'll learn how to build a list of credibility cues for all types of fact checking.

For All of Us: Building Power in Inclusive Media through Editorial Decision Making
Ebonye Gussine Wilkins

Editors are often in a powerful position to add to society's collective knowledge through publishing. But how conscious are we about the impact of the work that passes through our hands? Every choice we make about a manuscript either confirms or denies biases, perceptions, and working knowledge of who we are and how we move about in the world. This session is an examination of how we treat the written word and what we can do to affect change. Through inclusive editorial standards and the informed decisions that we make about imagery and design, we can help promote richer publications that strengthen the power of our voices.

Mind Your Own Business: The Year-End Review for Freelance Professionals
Laura J. Ninger, ELS

If you want to know where your freelance business is going, it helps to know where you've been. This presentation explains how to perform a year-end review of your earnings, client base, projects, and marketing efforts to help you meet your personal goals for achieving financial security, expanding your client base, and ensuring project diversity (or specialization). The presentation discusses how to analyze the most important metric, your effective hourly rate, which can reveal surprising information about which clients are the most profitable for you (or not). An analysis over several years can also expose long-term trends and verify whether your business is growing. This presentation is applicable to all business types and experience levels.

FRIDAY // SESSION 3

August 23 | 3:00 p.m.–4:00 p.m.

Editorial Ethics
Christina M. Frey

Act like a professional and give your best—sounds so so simple, and sometimes editorial work does sail along smoothly. But what happens when an ethical question sends you off course? How should you handle sticky situations when clients or colleagues are involved? This interactive session will cover some of the ethical conundrums you may encounter as a freelance editor—from confronting clients who plagiarize others’ work to working with content contrary to your beliefs to handling colleagues who have given your clients inaccurate information. We’ll discuss how to determine your most ethical and professional response and how to confidently inform clients and colleagues of your decision. Come prepared to challenge yourself!

Systems & Shortcuts: Supercharge Your Business
Lori Paximadis

Running a freelance business is not for the faint of heart. Not only do you need to do what your clients hire you to do, but you must also nurture your client relationships, find new clients, manage your overall workflow and individual projects, keep on top of your invoices and finances, and so much more—all without losing your mind. This session will explore how to use systems and shortcuts to save you time, increase your productivity, bring flow to your business, and ultimately make you more money.

Time to Team Up?: The Pros and Cons of Hiring Other Freelancers
Naomi Kim Eagleson

Are you thinking of leveling up your solo freelance business and hiring a team to support you as your company grows? In this session, you’ll learn the pros and cons of partnerships and agency models, how to recruit talented editors, what to charge clients and pay subcontractors, and how to ensure the editorial process runs smoothly from start to finish. I’ll cover contracts, client management systems, short- and long-term hires, whether interns are worth it, and when to say goodbye to a subcontractor. The ultimate goal is to provide your clients with greater value, while also freeing yourself from the brunt of the editorial work and becoming more financially stable over time.
Gerri Berendzen teaches at the University of Kansas School of Journalism and Mass Communications after a long career as a designer and copy editor at newspapers. She has been focused on teaching editing, fact checking, digital media and information management. She also does freelance editing projects, ranging from organization newsletters to textbooks. She recently edited Be Credible: Information Literacy for Journalism, Public Relations, Advertising and Marketing Students (authors: Peter Bobkowski and Karna Younger).

Session: Fact Checking Beyond the News
gberendzen.com // Twitter: @gerrrib

Patricia Boyd is the founder of her editorial business, Steel Pencil Editorial. With thirty years’ editing experience, she has edited hundreds of mostly nonfiction titles in science, business, and social justice. She has also enjoyed editing numerous memoirs and biographies and does consulting editorial work for some medical research companies.

Session: Getting Started with Macros
steelpencilvania.com // Twitter: @Dottyeyes

Laura Pennington Briggs is a former teacher and PhD candidate turned entrepreneur and author. She started her freelance writing business in 2012 with no experience and grew it into a multiple-six-figure venture all while traveling the country as a military spouse. She’s worked with more than 300 clients all over the world, including Microsoft and TrueCar. She’s been featured in Inc. and Business Insider and her first book, Start Your Own Freelance Writing Business, will be published by Entrepreneur Media in July 2019.

Session: How and When to Hire Virtual Assistants
sixfigurewritingsecrets.com // betterbizacademy.com // linkedin.com/in/laurapenningtonwrites

DeAnna Burghart has done freelance writing and editing since the late ’90s—a natural outgrowth of her education and inclinations. In the early 2000s, she became the full-time editor and content manager of ProjectConnections and started taking on full-length manuscript edits on the side. In 2016, she finally jumped into the deep end of the freelance pool and became a full-time independent editor. DeAnna specializes in business nonfiction, with a side of family history and creative nonfiction, and works primarily with corporations, consultants, family offices, nonprofits, and self-publishing authors. She has a BS in Organizational Communication and is a member of EFA, ACES, and AIAPP.

Session: Being Human: Addressing Errors with Honesty, Humility, and Humor
deanna.burghart.us // Twitter: @DeAnnaBurghart // linkedin.com/in/deannaburghart

Naomi Kim Eagleson is the founder of The Artful Editor, an editorial agency comprised of over twenty editors that provides book editing services to authors and publishers. Naomi began her career as an editorial assistant at Manoa: A Pacific Journal of International Writing, where she edited literature from the Pacific Rim. She has an MFA in creative writing from the Iowa Writers’ Workshop and a BA in English from the University of Hawaii. She has published book reviews and articles at Words Without Borders and Asian Review of Books. She lives with her husband and cat in Santa Monica, and has been a member of the EFA since 2010.

Sessions: Time to Team Up?: The Pros and Cons of Hiring Other Freelancers; Selling It: Marketing Strategies and Tips for Freelancers (panelist)
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Christina M. Frey is co-executive of the Editorial Freelancers Association, a developmental/line editor and literary coach with Page Two Editorial (pagetwoeditorial.com), and a traditionally published graphic novelist. With over 20 years of experience in writing, editing, and publishing, she now works with select authors and small presses on full-length fiction and creative nonfiction. She specializes in helping both novice and experienced writers to develop and refine their authorial voice.

Session: Editorial Ethics; How to Successfully Freelance with a Disability or Health Concern (panelist)
Instagram: @turntopage2 // Twitter: @turntopage2
Michelle Lowery is a digital content editor. She’s been a writer and editor for more than 25 years and an entrepreneur for 11 years. Her background both as a linguist and in the SEO and digital marketing industries has strengthened her understanding of language, content, and influence. She uses this knowledge and experience to help her clients convey their ideas in plain language, optimize their content, increase their rankings, and earn conversions. Michelle is the author of Self-Editing for Indie Authors and is currently at work on her first cozy mystery novel. She lives in San Antonio, Texas.

Session: Advanced SEO Skills for Digital Content Editors and Writers
michellelowery.com // Facebook: @MichelleDLowery // Twitter: @MichelleDLowery // linkedin.com/in/michellelowery

Ally E. Machate is on a mission to make great books happen. A bestselling author and expert publishing consultant who loves using her experience and insider knowledge of the book industry to lead serious authors toward success, Ally has served both small and “Big Five” publishers, including Simon & Schuster, where she acquired and edited books for the Touchstone and Fireside imprints. Her client list includes authors publishing with such companies as Simon & Schuster, Penguin Random House, Rodale Inc., Chronicle Books, Kaplan Publishing, Sourcebooks, Sunrise River Press, and Hay House, as well as independently published bestsellers. A Phi Beta Kappa graduate with a Master of Arts in English and Creative Writing, Ally leads a diversified team of editorial professionals who work with all types of authors on their books and publishing and marketing strategies. Get free gifts and learn more at thewritersally.com and allymachate.com.

Sessions: From Shy to Sold: Querying, Proposing, and Getting Published; Guiding Your Clients to Successfully Self-Publish

Daniel Heuman is the CEO of Intelligent Editing and the original developer of PerfectIt. His software is used by thousands of freelance editors around the world as well as Fortune 500 companies, government departments, and transnational institutions. Daniel has presented at the American Copy Editors Society, Editors Canada, the Society for Editors and Proofreaders (UK), and SENSE (Netherlands).

Session: The Right Tool for the Right Job: Four Programs that Save Time and Help You to Deliver Better Text
intelligentediting.com // Facebook: @PerfectItSoftware // Twitter: @intelligentedit

Karin Horler has more than fifteen years of experience as a freelance editor and proofreader, specializing in medical, academic, and association publishing. Her clients include university presses and scholarly journals as well as individual professors from universities across the United States. Previously, she worked at Cambridge University Press in New York City. In addition to the Editorial Freelancers Association, she is a member of ACES: The Society for Editing, the American Medical Writers Association, and Chicago Women in Publishing. Karin lives in Madison, Wisconsin, and drinks way too much coffee.

Session: Editing for Professors
kpheditorial.com

After many years working in-house, Laurie Lewis began a full-time freelance career more than 30 years ago, specializing in medical editing and writing. She has developed and taught numerous courses and workshops for editorial professionals and freelancers and has been a popular presenter at professional meetings. Most of these presentations are based on her award-winning book What to Charge: Pricing Strategies for Freelancers and Consultants. In recent years, she has called herself retired, although she still does occasional freelance assignments and is writing a book about things that originated in New York City.

Session: Honing and Practicing Negotiation Skills

Sessions: From Shy to Sold: Querying, Proposing, and Getting Published; Guiding Your Clients to Successfully Self-Publish
SPEAKER BIOS

Molly McCowan is a developmental editor, copyeditor, literary coach, and editorial consultant. She has edited for publishers like Oxford University Press, Routledge, and Taylor & Francis, and has served as editor in chief for two Northern Colorado publications (not all at the same time, thankfully). As Lead Word Nerd of Inkbot Editing, Molly uses her editorial expertise to assist indie authors, universities, and corporations. She also provides business consulting and mentoring for freelance editors, and runs many successful writing groups and classes for indie authors in Fort Collins—including a 300-member chapter of Shut Up and Write™.

Sessions: How to Successfully Freelance with a Disability or Health Concern (panel moderator); Selling It: Marketing Strategies and Tips for Freelancers (panel moderator)
www.inkbotediting.com

Antonn Park is a content editor, copyeditor, and proofreader who specializes in economics and crime. She is a member of the EFA (as well as a coordinator for the EFA Boston chapter), ACES, American Economic Association, and the Academy of Criminal Justice Sciences. When she's not working, she enjoys spending time with her husband and their 6-year-old dog, Ollie.

Session: Panelist, How to Successfully Freelance with a Disability or Health Concern
blueflowerediting.com // Twitter: @BFEditing

Lori Paximadis has been an editor and project manager since 1991 and has more than 15 years of experience in running a full-time business that provides editorial services to publishers and indie authors.

Session: Systems & Shortcuts: Supercharge Your Business
loripax.com

Laura J. Ninger, ELS, is a medical writer and editor with 30 years of experience, including 25 years as an independent consultant. Laura provides assistance on varied projects including abstracts, continuing medical education, journal articles, patient education materials, slide decks, pharmaceutical sales training modules, and other content in various therapeutic areas. Her services encompass all levels of editing and writing as well as fact checking, annotating, and proofreading. She began her career at Elsevier in New York City, started freelancing in 1994, and established Ninger Medical Communications, LLC, in 2007. In addition to her certification as an Editor in the Life Sciences (ELS), Laura holds three certificates from the American Medical Writers Association (AMWA) and has presented at several meetings on topics pertaining to freelance business practices.

Session: Mind Your Own Business: The Year-End Review for Freelance Professionals
ningeredcom.com // linkedin.com/in/ningeredcom

Jake “Dr. Freelance” Poinier is the author of The Science, Art and Voodoo of Freelance Pricing and Getting Paid and The Smooth-Sailing Freelancer. As a freelance writer and editor since 1999, Jake has worked with a wide array of corporate clients such as AT&T, Starwood Hotels & Resorts, National Speakers Association, and Ingersoll Rand, as well as numerous indie authors. He blogs regularly on freelance topics at DoctorFreelance.com.

Session: “How Should I Price It?: Pricing and Estimating Workshop; Selling It: Marketing Strategies and Tips for Freelancers (panelist)
Doctorfreelance.com // Facebook: @DrFreelance // Twitter: @drfreelance

Caitlin O’Brien started her publishing career a decade ago as a copyright and pictures editor for Pearson Australia’s schools division. In the intervening years, she’s managed rights teams for publishers both big and small, and in 2013 expanded her skillset to include structural and line editing of all genres, fiction and non-. Currently, she divides her full-time freelance workload evenly between editing and permissions consulting.

Session: Rights and Permissions for Editors
caitlinobrien.com

Amy Schneider, owner of Featherschneider Editorial Services since 1995, is a full-time freelance copyeditor and proofreader of college textbooks, trade nonfiction, university press books, and best-selling fiction in a variety of genres. When she’s not working in the soft glow of her four-monitor desktop, she enjoys running, singing, and teaching her springer spaniels to do silly tricks (not all at the same time).

Session: Copyediting Fiction for Traditional Publishers
featherschneider.com
Ebonye Gussine Wilkins is a social justice writer, editor, and indie publisher and the Chief Executive Officer of Inclusive Media Solutions LLC. She has provided significant editorial support—in-house and remote—to small businesses, nonprofit organizations, and government agencies, including the City of New York.

Session: For All of Us: Building Power in Inclusive Media through Editorial Decision Making; Sensitivity Reading: Intention versus Impact and Giving Feedback with Grace; How to Successfully Freelance with a Disability or Health Concern (panelist)
inclusivemediasolutions.com // Twitter: @ebonyetheauthor

Rachael Sparks was born and raised in Waco, Texas. She holds a degree in Microbiology from Texas A&M University, where she ghostwrote her first book. After a decade-long career in Austin, Texas, as a transplant specialist, she joined Xenex Disinfection Services, a startup fighting healthcare-acquired infections in hospitals nationwide and abroad. Her first fiction novel, Resistant, was published in October 2018. She is the founder and CEO of Yar Marketing and the Vice President of the Board of Directors for the Asheville Museum of Science.

Session: Clinical Translation: A Needed Skill Set for a Burgeoning Healthcare and Biotech Scene
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Ruth E. “I can write about anything!”® Thaler-Carter is an award-winning freelance writer/editor who provides writing, editing, proofreading, website work and presenting to publications, associations, nonprofits, businesses and individuals. She is the owner of Communication Central; owner of the An American Editor blog and author of its “On the Basics” column; author of the EFA’s “Freelancing 101: Launching Your Editorial Business” booklet and author/publisher of “Get Paid to Write: Getting Started as a Freelance Writer”; and editor of and contributor to The Business of Editing with Rich Adin and Jack Lyon. Thaler-Carter is active in the EFA, ACES: The Society for Editing, National Association of Independent Writers and Editors (Board of Experts member: Networking), Society of Professional Journalists, Association of Media & Publishing, International Association of Business Communicators, Greater St. Louis Association of Black Journalists, and Association for Women in Communications.

Session: Freelancing 101: Making the Leap; Selling It: Marketing Strategies and Tips for Freelancers (panelist)
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Rachael Sparks was born and raised in Waco, Texas. She holds a degree in Microbiology from Texas A&M University, where she ghostwrote her first book. After a decade-long career in Austin, Texas, as a transplant specialist, she joined Xenex Disinfection Services, a startup fighting healthcare-acquired infections in hospitals nationwide and abroad. Her first fiction novel, Resistant, was published in October 2018. She is the founder and CEO of Yar Marketing and the Vice President of the Board of Directors for the Asheville Museum of Science.

Session: Clinical Translation: A Needed Skill Set for a Burgeoning Healthcare and Biotech Scene
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Ruth E. “I can write about anything!”® Thaler-Carter is an award-winning freelance writer/editor who provides writing, editing, proofreading, website work and presenting to publications, associations, nonprofits, businesses and individuals. She is the owner of Communication Central; owner of the An American Editor blog and author of its “On the Basics” column; author of the EFA’s “Freelancing 101: Launching Your Editorial Business” booklet and author/publisher of “Get Paid to Write: Getting Started as a Freelance Writer”; and editor of and contributor to The Business of Editing with Rich Adin and Jack Lyon. Thaler-Carter is active in the EFA, ACES: The Society for Editing, National Association of Independent Writers and Editors (Board of Experts member: Networking), Society of Professional Journalists, Association of Media & Publishing, International Association of Business Communicators, Greater St. Louis Association of Black Journalists, and Association for Women in Communications.

Session: Freelancing 101: Making the Leap; Selling It: Marketing Strategies and Tips for Freelancers (panelist)
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