



Welcome Linda Ruggeri as Mentor Liaison

The Professional Editors Network board of directors is pleased to welcome member **Linda Ruggeri**, a nonfiction editor based in Los Angeles, to the board as PEN's new mentor liaison. The PEN mentorship program launched under the direction of **Dara Syrkin**, who led as mentor liaison until earlier this year. We appreciate all of Dara's hard work and look forward to the new ideas and enthusiasm Linda will bring to the table!

Linda, who was a featured speaker in our November 2020 roundtable on editing memoir (**recording available**), will be drawing on her two years of experience with the **Editorial Freelancers Association's** Welcome Program in her new role with PEN. After being a participant, she became codirector and then director of the EFA program, which pairs new members with experienced ones. She will be building on Dara's efforts working with both new and longtime PEN members looking for mentorship in different areas of their careers, connecting them with fellow members who can offer the guidance they need.

Linda hopes to enhance the community-building aspect of the program and expand its structure by helping members zero in on the specific type of help they need as well as helping mentors and mentees establish simple plans with achievable goals. Her planned initiatives include the introduction of "mentorship itineraries" that participants can follow to build stronger editor profiles, enhance their networking relationships, and improve their freelance career development.

"I'm excited to be the newest (and the most distant) member of PEN's board, and I look forward to making the mentorship program a fun, engaging, and enlightening experience for everyone," says Linda. "In my experience, both volunteering as a mentor and asking for help as a mentee can open many doors professionally. Participating in a mentorship program is a great way to strengthen our skills, to expand our network, and, most of all, to create new opportunities for ourselves."

If you are interested in participating in the member mentorship program, whether as a mentor or as a mentee, you can fill out the form available in the **members-only section** of the PEN website. And if you have any innovative ideas for the program you'd like to share, Linda encourages you to email her at mentors@pensite.org.

Member Directory

by Madeleine Vasaly

Are you using your PEN directory listing to its full potential?

One of the benefits of

Professional Editors Network membership is a listing in our member directory that you can use to market yourself and your services. Whether you're a full-time freelancer looking to attract new clients or an in-house editor who wants a place to list your skills and experience, your directory listing is yours to make your own.

Over on the PEN blog, we've just published "**10 Ways to Make the Most of Your Professional Directory Listing**," a collection of tips you can use to make your listing the best it can be. However, just for PEN members, we want to provide a peek behind the curtain so you can better understand how some our directory's features work and use them to your best advantage.

The Basics

Haven't created your directory listing yet? Click the Create a Directory Listing link on the recently revamped main landing page of the members-only section of the PEN website, which you can reach by clicking members only in the top navigation menu of the site. Once you submit your listing, an administrator must approve it; you'll receive an email notification when it has been approved and published.

PEN
PROFESSIONAL EDITORS NETWORK

ABOUT DIRECTORY JOIN CALENDAR MEMBERS ONLY CONTACT

Members Only

LOG OUT

You are logged in.

Update Your Profile
Update your directory listing or the contact information you have on file with PEN

Renew Your Membership
If you received a notice that your membership is due, renew it here

Create a Directory Listing
If you don't yet have a directory profile, create one here

Maybe you already have a listing—either one you created a while ago on our previous website or one you created more recently on our current site—but haven't updated it in a while or haven't added much information yet. To edit an existing listing, make sure you're logged in on the PEN website, then visit your listing page and click the Edit button that appears on the top right-hand side. If you haven't bookmarked your listing, you can search for yourself from the main **directory page**; in the results, click on your name to visit your listing page or use the Edit button that appears within the search results at the bottom right-hand side of your listing.

Member Directory

PEN's members include copyeditors, writers, proofreaders, indexers, translators, and many other wordsmiths. Find an experienced professional to work on your book manuscript, article, website copy, newsletter, grant proposal, marketing plan, training manual, or other project.

Enter a name or keyword below or click the Advanced Search link to tailor your search by editing or writing type, subject, style manual, genre, and more. Click on a member's name or the View button to see their full profile.

To advertise a project or in-house job to our whole members-only email list, [click here](#).

To become a member and get your own directory profile to advertise your services, [click here](#).

FIND LISTINGS

[Advanced Search »](#)

DIRECTORY

VIEW ALL LISTINGS

On our old website, all available directory fields were displayed in every member's listing, whether or not a member entered any information in a given field. However, in our current directory, a field will display in your listing only if you enter information in that field, so you don't have to worry about blank fields cluttering up your page. That said, we recommend filling out all the fields that apply to you to get the most out of your listing! (See tip #3 in our blog post.)

Directory Search

When visitors to the PEN directory use the "quick search" function—that is, when they enter a term in the search box that appears on the main [directory page](#) and click Find Listings—the website looks for the search term in the following text fields:

- Name
- Business Name
- Business Contact Email
- Long Description
- Short Description
- Subjects
- End Products

It also searches the following checkbox options:

- Editing Services
- Writing Services
- Other Services
- Fiction Genres
- Nonfiction Genres
- Age Levels
- Software

You may recognize that this constitutes most, but not all, of the available directory fields. The search engine does not consider your website, phone or fax number, other memberships, or social media links. The reason for this is that the more fields are included in the search, the longer it takes to run a search. Since a slow search can deter prospective clients, we've chosen to leave out these fields to help things keep moving quickly.

However, users also have the option of clicking on the [Advanced Search](#) link. This allows them to tailor their search using any or all of the text fields and checkbox options.

Outside search engines like Google can also search our directory listings. However, we can't control exactly how those outside sites prioritize the information they find or whether they treat certain fields differently from others.

Search View Versus Full Listings

When a person searches the PEN directory, they see shortened versions of relevant members' profiles in the search results. The biggest difference between the version of your profile that shows up in search results and the full version that appears on your individual listing page is that what you enter in the Short Description field appears only in search results, while the Long Description appears only on your listing page.

In addition, the following appear only on your full listing page:

- Email
- Phone
- Fax
- Other Memberships
- LinkedIn
- Facebook
- Twitter

Your photo, if you've uploaded one, appears both on your individual page and in search results.

Social Media Sharing

One of the ways in which our current website, which just celebrated its first birthday in November 2020, improves on our old one is in link sharing. When you share a link on a social media site like Facebook or LinkedIn, the platform attempts to retrieve a page title, preview text, and a preview image from the page you're linking to. While our old website was not able to generate these previews, our current one is, so pensite.org links will generate full preview cards like the one below.



The image shows a Facebook post preview for the Professional Editors Network. At the top left is the PEN logo with the tagline "Professional Editors Network". To its right is the name "Professional Editors Network" and the date "August 14" with a globe icon. On the far right are three dots representing a menu. The main text of the post reads: "Our new season of programming starts next month, and as you might expect, we're 100% virtual! Join us for presentations on poetry editing, book distribution, digital proofreading, and so much more." Below the text is a preview image showing a desk with a camera lens, jewelry, and a calendar page titled "THIS WEEK" with a Sharpie pen resting on it. At the bottom of the preview is the URL "PENSITE.ORG", the title "Announcing PEN's All-Virtual 2020-2021 Event Lineup", and the text "Check out the topics we'll be covering this season!". A small information icon is in the bottom right corner of the image area.

This extends to directory listings. If you share your listing page on social media and have uploaded an image, that image will be used as the link's preview image. If you haven't uploaded an image, the photo and "PEN Makes Great Writing Better" text that appear on the pensite.org homepage will show up instead.

Unfortunately, there is one current exception: Twitter does not seem to communicate well with our directory system, and, as a result, profile links shared on that platform will not display with full previews. However, the main directory page and all other permanent pages on the

website work fine. If and when we're able to solve this issue, we'll be sure to let you know.

Leaving the Directory

If at any time you decide you no longer want your listing in the directory, you can remove it using the Delete option that appears alongside the Edit button described at the beginning of this article. To prevent accidental deletions, you will be prompted for a confirmation.

Additionally, if your membership lapses, we will remove your listing from the directory. This is a big reason to make sure you renew your membership on time! There is a brief delay between listing removal and permanent deletion, so in some cases we may be able to restore your listing if you realize right away that you accidentally let your membership lapse. If your listing has already been permanently deleted, however, you'll have to create a new one.

We notify members by email when their membership renewals are due, but if you'd like to know your renewal date, you can always email the member registrar at membership@pensite.org to ask for this information. We highly recommend setting an annual reminder on your calendar to make doubly sure you never miss it!

I hope this information and the tips on our blog help you fine-tune your listing. If you have any directory success stories, or any general tips for successful directory marketing, I encourage you to share them with your fellow members on **PENchat!**

***Madeleine Vasaly** is the Professional Editors Network's **marketing and social media liaison** and website administrator. She is a freelance editor specializing in trade nonfiction books as well as the senior editor of the news and culture website **Twin Cities Geek**.*

BULLETIN BOARD

Join the conversation on PENchat.

PENchat is our members-only discussion group. It's a forum where you can ask and respond to questions about editing work, share and find job and project leads, ask for help with software issues or working with a difficult client, and more. To post, send an email to pen@groups.io. Or read and post messages on the website at <https://groups.io/g/pen>. Remember to include at least one official hashtag in the subject line: **#biz**, **#chat**, **#events**, **#jobs**, **#scams**, **#tech**, and **#usage**.

Has your contact information changed?

If so, tell us about the change to ensure that you receive membership renewal notices, copies of *Networking News*, meeting notices, and continued access to our PENchat discussion list. Log in to the **Members Only** section, and then click **Update Your Profile**. It's easy, it's fast,

WELCOME TO PEN

The following word workers recently became new members. If they opted to create a listing in the directory, you can learn more about them at pensite.org. Type the member's last name into the search field, scroll to the bottom of the page, and click "SEARCH."

Joe Feidt, St. Paul, Minnesota, edits *DiscGolfer*, a quarterly print magazine for disc (Frisbee) golfers. He edits, writes, plans, proofs, and recruits writers. He says: "I have been doing this since 2009. I thought it was about time I joined PEN. I know I still have much to learn."

Elizabeth McPhillips, Gilford, County Monaghan, Ireland, is a freelance writer and editor, specializing in business, education, technology, and workplace topics. She says, "I join professional associations partly for the educational and

and it's the best way to get your information to the right people.

Get tips for working from home.

Due to the coronavirus pandemic, many people continue to work from home, and for some, it is the first time they have done so. We collected tips and tricks from PEN members about what they wish they'd known when they started out and what they do to make their workdays more fun or more productive. Madeleine Vasaly gathered responses on **PENchat** and then adapted and edited them. You'll find the list of tips, along with suggestions from other sources, under **Personal Wellness, Mental Health, and Work Process for dealing with COVID-19**.

Are you visible to potential clients?

If you don't have a listing in PEN's online directory, it's possible you're missing out on opportunities. To add your listing, log in to the **Members Only** section using your password, then click **Update Your Profile**. Click the link in the second paragraph, and then fill out the form by adding content and checking as many of the fields that apply. Include keywords that prospective clients might use in a search. When done, submit the form by clicking **Complete Listing** at the bottom.

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In longer Word documents, PerfectIt helps find inconsistencies, maintain styles, and more. Visit **intelligentediting.com** and enter promo code PEN-Member at checkout to claim your discount.

development opportunities and partly because of the friendly international dimension.”

Caitlin O'Brien, Nashua, New Hampshire, is a freelance editor with more than a decade's experience in permissions editing and language editing. She says, “I started my career in pharma PR, hopped to ed pub, then branched out into academic, fiction, and trade nonfiction as a freelancer—in other words, I like to change it up!” Caitlin won a PEN membership through the October 2020 Twin Cities Book Festival.

Jessica Puckett, St. Paul, Minnesota, has 20 years of editorial experience, ranging from proofreading and copyediting to typesetting and developmental editing. Her specialties include K–12 nonfiction, higher education, technology, and health literacy. She's also a dog lover, obsessive knitter, former farmer, and board game geek.

Emma Robbins, Longmont, Colorado, is a copyeditor and proofreader. In her free time, she enjoys reading, sewing, and playing the violin. Emma won a PEN membership through the October 2020 Twin Cities Book Festival.

Lauryn Smith du Toit, Hayward, California, is a full-time freelancer based in the San Francisco Bay Area who specializes in editing nonfiction. She is excited to join PEN and make new connections!



Calendar

December 15 at 6:00 p.m. CST—Virtual Holiday Mingle. The pandemic may be keeping us physically apart, but we still want you to have a chance to connect with one another during this end-of-year season. Grab your beverage of choice and meet us on Zoom for this members-only social event! All members will receive the access link via email on December 14. RSVPs are not required, but you can let us know you're coming using our **online form** or responding to our **Facebook event**.

In the Spotlight: Lin Sedlar

Lin Sedlar has specialized in medical copyediting and proofreading for about 20 years. Originally from Chicago, she worked and traveled in various parts of the world before moving to Minnesota ten years ago. Her jobs included working for the Red Cross with American troops overseas, editing a newsletter on superconductivity, and being an investigative journalist in the Czech Republic.



What led you to editing as a career choice?

As a child, I was fascinated by words and always tried to figure out how I would say things differently. I majored in journalism and have always written, but medical editing appeared by accident. I love it because it is a good fit with my brain, the people I work with are wonderful, and unlike journalism, I can more easily leave it at the office while I focus on my own writing projects.

What is your editorial specialty?

I almost exclusively do medical editing, e.g., brochures for patients, education for healthcare workers, monographs and journal articles about diseases and treatments, and clinical trials' research.

What has surprised you most about editing?

What's surprised me is how fulfilling—and even fun—working on the most densely scientific, biotechnology-laden treatises can be.

Which PEN events and aspects have been especially helpful?

I am rarely available for the monthly meetings but follow the programs later online, always read the newsletter, and enjoy the tips and insights from members throughout the website.

What is the best career advice you were given?

I never had an organized career or received much advice except the kind I didn't listen to: I had a few prestigious, well-paying jobs along the way and was told I'd be a fool to give them up, but I listened instead to my gut and went traveling.

Which project are you most proud of?

When I lived in Prague, I was an occasional editor for the Czech Academy of Sciences. Under the Soviet system, the English that was taught (for those allowed to learn) was a bit stilted, so they needed a native speaker to ensure their presentations headed for the West were in good contemporary English. One day three members of the academy approached me and asked if I would be the English editor of their textbook on kidney transplantation, the culmination of many years of their work; helping get that book published and distributed internationally was one of the most rewarding things I've ever done.

What are your go-to resources for professional development?

I keep up with developments in medical editing and the AMA style guide via websites and conferring with colleagues.

What editing tip do you have for other members?

Years ago, I met a sculptor who told me about the time he had to prepare an exhibition for a New York gallery in record time due to a sudden cancellation—and wound up doing the best work of his life. When my deadlines occasionally seem impossible, remembering his words helps me marshal the focus to do my best under pressure.

What has changed the most since you started editing?

The transformation to digital was a huge change, which coincided with my move to Minnesota. I was prepared to look for new kinds of work, but my Chicago clients just emailed the work, so overnight I went from going to an office and editing on paper to working at home on my computer.

What do you do when you aren't working?

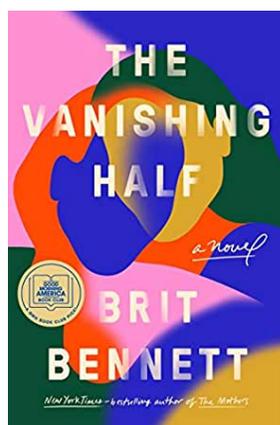
Swimming is my lifelong passion, and it keeps me grounded; over the years I've added weightlifting and qigong to my regimen. I love reading, writing, traveling, and reveling in the company of friends.

What is the most surprising thing about you?

I have kept a journal every day of my life since I was five years old.

All Booked Up

As editors and writers, many of us are also voracious readers. All Booked Up is a place where members can submit short book reviews and reading recommendations for all kinds of books, genres, and topics. To submit, email editor@pensite.org!



The Vanishing Half by Brit Bennett is one of those books where you should absolutely believe the hype and give it a read (or listen on audio, as I chose to do). It's the story of one family, but also so much more. It's about love, loss, racism, colorism, family relationships, large and small lies, and making new lives for oneself, set variously against the backdrops of the civil rights movement in the 1960s, the gay and drag scene in California around the same time, and a hint of the AIDS crisis in the 1980s. It shows what the United States was like for people who were rich and poor, white and Black, cis and trans, and a few identities in between all these. What I'm trying to

say is, there's a lot packed into one novel, and it's amazing. Especially listening on audio, the characters and their relationships with each other came alive. I also enjoyed that the chapters are told from a variety of viewpoints through the years, lending the story more nuance than it may have had otherwise. — Anne Nerison

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