



Making Your Publishing Dream Come True: An Interview with DEIL Alumni Authors

Patti Watts (1994) with Anne Berry (1992), Fred Davidson (1981), Laura Hahn (1986), Nina Ito (1990), Heidi (Shetzer) Helfand (1997), and Rongchang Li (1994).

Have you ever dreamed of walking into a bookstore and finding a book with your name on the shelf? Or sighed when you discovered that your "million dollar" idea for a best selling ESL book was just written by someone else (See, you knew it was a good idea.)? Or opened up a textbook and developed a slew of ideas about how to make it better? If so, maybe now is the time to find out what it takes to author a book. In this article, six DEIL alumni authors share their insights on how to make your dream a reality.

Motivation

Many people come up with an idea for a book but never get beyond that point. What was different in the case of these authors? When asked what motivated them to write a book, the most common response was knowing that a gap in materials or scholarly literature needed to be filled. In particular, Laura Hahn wrote that neither she nor her colleagues across the country could find a textbook to suit their students' needs. The motivation to write, even at the nascent stage, was based not just on good ideas but also on awareness of how ESL publishing operates: the book needs to be unique in comparison with its peers and a market for the book must exist. This notion of niche marketing—filling an existing gap—came

up again and again, leading to the conclusion that market awareness is a central tenet of success for ESL authors.

Finding a Publisher

The process of finding a publisher was different for different authors. In Rongchang Li's case, Future Horizons invited him to publish a book after hearing him speak at a conference. For most authors, however, the process works the other way: It's necessary to approach publishers and sell them on your idea. The most common starting point was the publishers' clearinghouse at the TESOL national conference, where one can quickly establish informal contact with a number of publishers and get an idea about the process. Fred Davidson advised would-be authors to find out the parameters for the next three components of the process: submitting a thought piece, a proposal, and the manuscript and to beware that the proposal requires a clear argument for the need for the book. The marketing side was clearly important as other authors mentioned reviewing competing textbooks as part of the proposal.

Additional advice for finding a publisher included not focusing exclusively on the major publishers, choosing a publisher who

publishes similar work, looking at commercial as well as academic publishers, and not being offended by rejections.

Timeframe

No clear pattern emerged for the amount of time it took to get the book published. Responses ranged from "six months" to "it felt like forever." But nearly all of the authors wrote that the process took much longer than expected. So, writers should be prepared to be involved in the project for at least a year. Anne Berry offered some practical advice to help authors manage their time: keep track of the amount of time spent, and set aside time each week to make progress on the book.

Working with an Editor

The role the editor played ranged from administrative functions such as scheduling and coordinating, and checking format to supportive and collaborative (giving advice and reassurance, making suggestions, and helping the authors make the best use of feedback from pre-publication reviews). Some editors were clearly more involved than others. But from this small sample, it is impossible to draw any conclusions about editors from one publishing house to another.

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Message from the Director

This year is proving to be a period of important change for the University and for the Division of English as an International Language. With the rather abrupt change in the recent economic fortunes of the State of Illinois, the University has undergone, and will probably continue to suffer from, important cutbacks in the budget. These financial difficulties have obviously had a negative impact on salaries for faculty and student employees, and has also made it more difficult than usual to make sure that our students in the MATESL Program and the ESL Service Courses have access to the courses they need, when they need them. While the situation will probably continue to worsen for the next year at least, I am pleased to report that the Division is actually still in very good shape. Indeed, we are able to meet the many challenges of implementing DEIL's mission of teaching and scholarship in TESL with a great deal of confidence.

For example, DEIL has been able to develop a number of new courses. Professor Irene Koshik has introduced new offerings in Discourse Analysis and Conversation Analysis. Professor Kim McDonough has not only overhauled DEIL's introductory course in Second Language Acquisition but also developed advanced seminars in SLA and Action Research. And Professor Cathrine Berg has developed an exciting new Introduction to Linguistics for TESL teachers, which promises to meet the needs of our students quite well. The ESL service courses too have seen a lot of growth, not only in numbers, but also in terms of specialist ESP instruction targeting several units in the College of Business Administration.

Last but not least, there has been an increase in the number of students electing to pursue the thesis option in the MATESL program. A number of very good theses on topics including SLA, Conversation Analysis, Phonology, Curriculum Design, Testing and Writing Studies are either in progress or have recently been completed. Faculty and students have also been presenting papers at international and national conferences, keeping the Division very much in the limelight as one of the nation's leading MATESL programs. So, despite the temporary financial difficulties that the University

is going through at the present time, I am pleased to report that the Division has been able to continue building on its intellectual capital. We therefore look forward to making continued progress in our mission of educating future language teachers and preparing the future leaders of the ESL profession for the challenges that lie ahead.

Best wishes,

Numa Markee

Publishing, *cont'd from page 1*

Comparison Between Writing a Book and an Article

When asked to compare writing a book to writing a research article, several notable differences were mentioned. On the negative side, the book was obviously more time-consuming. But the plusses seemed to clearly outweigh the serious investment of time: the book was seen as a more collaborative and creative process and ultimately more rewarding. Yet another take on this question was to create another comparison: writing a textbook paralleled the process of preparing to teach a class in that the author had to create activities for pedagogical objectives, prepare materials, write teacher's notes, and try to foresee problems.

Learning from the Process

Even though five of the six authors surveyed were first time authors, they were surely skillful beginners because they indicated there was little they would change. The most specific advice came from Fred Davidson—who is not a first time author and whose books are scholarly works rather than textbooks. He advised writers not to include the first or last chapters in the proposal because those chapters always change during the process of writing.

Additional Advice

The most common advice was to get feedback from colleagues and peers to get an idea of the gap your book might fill and to see how your work fares with target readers.

Particularly useful is feedback from people who have written the type of book that you plan to write. Both Rongchang Li and Heidi (Shetzer) Helfand, writers whose ESL books have a technological bent, suggested strictly limiting the number of URLs you reference because, as Heidi puts it, their "shelf life isn't guaranteed." Other advice related to psychological preparation. First, make sure you are strong enough to handle the ups and downs involved. As in any undertaking of this size, not everything will go smoothly. Also, you need to carry enthusiasm for your idea. Obviously, writing a book is a big commitment, so if you are not excited by the topic (or about writing a book), the process will be pure drudgery. Finally, make sure you do your best because once the book is in print bearing your name on it, the quality of the work will reflect on you.

Now It's Your Turn

Nearly all of these authors have plans to write another book, a sure sign that the rewards outweigh the effort involved. If you have been mulling over an idea for a book, take the next step and talk to some colleagues about your ideas. You never know; you may be the next to join the growing group of DEIL alumni authors.

Anne Berry & Nina Ito, *The Great Big Bingo Book*

Fred Davidson, *Principles of Statistical Data Handling and Testcraft:*

A Teacher's Guide to Writing and Using Language Test Specifications

Laura Hahn (with Wayne Dickerson), *Speechcraft: Discourse Pronunciation for Advanced Learners* textbook and corresponding workbooks *Workbook for Academic Discourse* and *Workbook for International TA Discourse*

Heidi (Shetzer) Helfand, *Internet for English Teaching*

Rongchang Li, *Finding ESL Treasures on the Internet* ■

Alumni Update

Charlene Uney (1973) has been a true laborer, teaching ESL in the same high school for the past 23 years! That's dedication. uneyc@sd401.k12.il.us

Jan Bernsten (1973), who is Associate Professor of Linguistics in the Department of English at the University of Michigan-Flint, was on campus for the graduation of her daughter **Suzanne** (2002) from DEIL, now pursuing a second Masters at UIUC in Library and Information Science. Suzanne received a Foreign Language Area Studies (FLAS) fellowship this year to study Portuguese. Congratulations, Suzanne!
bernsten@umich.edu, sbbernst@uiuc.edu

Carmen Z. Dunlap (1974) has been at California State University for 14 years and is now a full professor and department chair of Elementary and Bilingual Education, where there are 33 full time faculty, more than 80 part-time faculty and over 1,200 students. Her research and published work have to do with first-and second-language and literacy development, teacher preparation for diversity and family/community involvement in schools. Power to you, Carmen!
czdunlap@fullerton.edu

Alison Jacobs (1974), after almost 20 years with United Airlines, has felt the pinch of United's bankruptcy in lost wages and time in the air, with more bad news expected. On the brighter side, she has been on the UIUC campus recently, participating for the fourth year in the French Means Business program. Returning to campus is especially nice these days because her niece Lindsey is now an undergraduate here.
CiaoBellaAli@aol.com

Nancy (Schmedeke) Miller (1974) was in ESL/EFL for a few years in Iran and in the States, got into sales (ESL materials), then on to other kinds of sales which she says is a natural fit: "We still communicate information to educate clients/students." She got an MBA along the way and is now Account Director in medical sales.
nancy.miller@omnicarecr.com

Mary O'Connor (1974) reports finishing her twenty-fifth year of teaching in the ESL Program at the University of Massachusetts at Amherst. Congratulations, Mary! For the last nine years she has served as the coordinator of the program.
maaoconnor@yahoo.com

Marcia (Olson) Poore (1975) teaches Spanish at Lyons Township High School in La Grange, IL. Two of her daughters have UIUC connections: Stephanie graduated last year from Fine and Applied Arts, and Kirsten is in the College of Agricultural, Consumer and Environmental Sciences. Melissa is due to graduate this year from Northwestern College in St. Paul, Minnesota, and Rachel will graduate from high school this year.
mpoore@lths.net

Frances Foster (1976) worked for more than a dozen years, teaching ESL/EFL in Central and South America and stateside. Taking the opportunity to focus on her real interest, writing, she is now Senior Technical Writer in charge of product manuals, engineering documents, service bulletins, etc. in a technology company. She says, "We live on top of a hill in the beautiful Finger Lakes region of upstate New York southeast of Rochester. We love it here and don't even mind the long winters."
Frances_Foster@mksinst.com

Pam (Cohen) Falger (1980) writes from The Netherlands, where she is assistant to the editor of a medical journal, doing all the work so her boss can get the credit! From time to time she gives private English and beginning Dutch lessons at home. She has a full house, including her two sons, Jeremy (age 13) and Andrew (age 11), her dad, and her husband, Paul, who is a psychologist who also runs a heart rehabilitation program at the hospital.
pcroh@ms-azm-3.azm.nl

Amma Akrofi (1981) has accepted a position as Visiting Assistant Professor of Children's Literature at Texas Tech University. amma.akrofi@ttu.edu

Kieran Hilu (1981) is now the Curriculum Coordinator at the English Language Institute of Virginia Tech. She administers the academic side of the program as well as teaches three hours. The program is focused primarily on those students wishing to pursue higher education in the US.
kieranh@pop.vt.edu

Jeff Hubbell (1981) is Professor of English at Hosei University, Tokyo, Japan, where he teaches EFL. He also serves on the executive committees of JLTA (The Japan Language Testing Association) and the Testing and Evaluation SIG of JALT (The Japan Association of Language Teachers).
jkh@twics.com

Steve Kaesdorf (1983) has been an instructor at WESL Institute at Western Illinois University in Macomb, Illinois, for the last fourteen years. He and his colleagues worked for two years preparing for accreditation of WESL Institute, now a reality. Good job! Steve_Kaesdorf@ccmail.wiu.edu

Sophia Shang (1984) and her sons Makoto (10) and Bunji (5) moved from Japan to Bellingham, WA. She is at Whatcom Community College teaching in the Intensive English Program, the academic ESL program, and the ESL Immigrant Program.
Sshang@whatcom.ctc.edu

Anna Kasten (1985) introduced Sophia Marie to the world in June, 2002. Joan Marie, now 2, is very excited about being a big sister! Sophia is named after Anna's good friend Sophia Shang (1984). The two Sophias got together in Chicago on New Year's Eve. Anna continues to work at the IEI, coordinating special programs and teaching oral communication.
a-kasten@staff.uiuc.edu

Abdul Ghani Abu (1986) is working on his Ph.D. at Universiti Putra Malaysia focusing on students' learning styles in literature classes. Simultaneously, he teaches literature at Teachers Education University.
a.gani@upsi.edu.my

Ella Ozier (1987) is still working for Compuware as a project manager in Wisconsin, still applying skills gained in degree work. Her older son, Byungchun, just graduated from high school in May. And she has a two-year old son named Theo.
Eozier@wbmi.com

Chen-hui Wu (1987) has been teaching in a high school in Taiwan and having fun with the students. And she got married recently—all things to be happy about. But now she is moving to San Jose, CA, where her husband has a job. For a person who really loves teaching and has always wanted to be a teacher, this is a difficult move for her. Our thoughts are with you.
wuchenhui@mail.hkhs.kh.edu.tw

Marilyn (Larink) German (1989) and her husband Jeff have been working in Chiang Mai, Thailand, since 1991 in the area of literacy.
jeff-marilyn_german@sil.org

Nina (Skokut) Ito (1990) is serving as the IEP Level Chair of the CATESOL (the California and Nevada affiliate) Board of Directors for 2002-2003 and continues as the

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Updates, cont'd from page 3

Assistant Academic Coordinator of the American Language Institute at California State University, Long Beach.

Ninalto@aol.com

Mary Lambea (1990), after moving from pillar to post (Italy, Mexico, Venezuela, Spain) and doing a myriad odd jobs in EFL, has finally settled with her family in Texas where she has started teaching ESL at Houston Community College and is enjoying Texas hospitality. Welcome home!
lambeam@hotmail.com

Mike Lynn (1991) and Sandi, who live in Japan, adopted a five-week-old baby boy in May. His name is Christopher. Our best wishes to the new parents!

backy006@jtk.zaq.ne.jp

Masahiro Kasai (1992) went on to finish his Ph.D. in 1997. He is now Coordinator of Assessment & Testing at Northeastern Illinois University in Chicago. He says he enjoys living in the city with his cat Necco that he got from Debbie Barks Smith (1991).
m-kasai@neiu.edu

Gail Blaauw (1993) now lives in Ann Arbor, where her husband David is now a Computer Engineering Professor at the University of Michigan. After eight years in Austin, TX, where she worked outside the home, she's a stay-at-home mom for now with their 3 children, ages 8, 6, and 4, trying to keep up with their activities. She says its good to be back in the Midwest again, closer to family and where she can experience 4 seasons once more!
helia@comcast.net

Maria Crawford (1993) lives in Tuscaloosa, Alabama now, where she's a part-time ESL instructor at the English Language Institute at the University of Alabama, and a full-time mom to her two daughters, 4 and 7.
crawford@eli.ua.edu

Isabel Ramirez-Perez (1993) is working as a high school teacher in Madrid, teaching English and German and a bit about computers, agreeing that it is the wave of the future. She is working on a Ph.D. degree but slowly; teenagers are a time-consuming challenge.

rpmaribel@eresmas.com

Heather (Music) Gentry (1994) and her husband Eric still work in Central Asia. Heather is a stay-at-home mom with Joseph (3) and Caleb (1) and loving it!
ehgentry@securenym.net

Brian Phillips (1994) is the Department Chairperson of Bilingual, English as a Second Language, and Foreign Languages Instruction at Wheaton North High School and serves as the ESL Monitor Specialist at Wheaton-Warrenville South High School in Wheaton, IL. Besides administration, he teaches high-school ESL. He is finishing an MA in Educational Leadership at Dominican University and has received his administrative certificate from the State of Illinois.
bphillip@cusd200.org

Tina Stone (1994) now teaches ESL full-time at Meramec Community College in St. Louis, part of the St. Louis Community College system.
tstone@stlcc.edu

Riki Suess-Balard (1994) had another baby girl in March, Katie Marie. Congratulations, Riki!
fsuess@parkland.cc.il.us

Akemi (Kaneko) Terao (1994) gave birth to a boy, Yuta, in October. Congratulations, Akemi!
ha-terao@cb3.so-net.or.jp

Soyun Jeon (1995) has diversified. After doing EFL for a while, she worked for a real estate consulting firm and now, for a wine import company. No doubt she would tell us that her MATESL degree prepared her for her new life!
syjon@hanmail.net

Marina Laso-Taylor (1995) currently works at San Pablo University, Madrid, Spain, teaching ESP courses on Business and Advertising, only a 20 minute walk from where she lives in a city of 4 million inhabitants! Can't beat that!
moshimo2000@hotmail.com

Haejin (Ha) Patton (1995), unbelievably, added Micah Theodore Joonyoung to the Patton team in November. He joins Kaye Lee (16) Caleb (3) and Michaela (18 months). You've added yet another attraction to Champaign, Illinois. Congratulations to Haejin and Joe!
haejinjoe@bigfoot.com

Juan-Pedro Rica (1995) teaches English and Translation at Complutense University in Madrid. In July and August 2002 he was invited to be a Visiting Professor at Baylor University (Waco, TX) where he taught two courses in Intermediate Spanish for Culture and Literature studies.
juanpe@filol.ucm.es

Portia Williams (1995) has moved from Associate Director for Peace Corps South Africa to Peace Corps Sub-regional Pro-

gramming and Training Officer for East Africa & Indian Ocean. She is based in Nairobi and works with five Peace Corps countries on programming, training, and staff development. Way to go, Portia!

pwilliams@peacecorps.gov

Leslie Hammersmith (1996) is now Director of Educational Technologies in CITES (Campus Information Technologies and Educational Services) at UIUC. She and Sven got engaged in April 2002, will be married in June, and are going to Iceland for the honeymoon. Between the two of them, they have a horse, 2 dogs and 3 cats. A family already!
lhammer@uiuc.edu

Yukie Koyama (1996) moved to Nagoya a year ago to teach English for Science and Technology at Nagoya Institute of Technology. She is also working on a corpus of text data from technology journals in order to develop EST textbooks. She hopes to return to UIUC to continue her research.
koyama@center.nitech.ac.jp

Susan (McDonagh) Amaya (1997) is now teaching 7th and 8th grade ESL (language and social studies) in the Fairfax County, VA public schools.
sm_amaya@yahoo.com

Laurel (Heskin) Castilla (1997) has been living in Mexico City for the past two years with her husband Humberto Castilla, a 1998 graduate of UIUC in Environmental Engineering, and is teaching English at Monterrey Tec, ITESM, Mexico City Campus. She also co-coordinates the Writing Center on campus. She says, "It has been a very rewarding experience living in Mexico and teaching at the university level."
lheskin@hotmail.com

Kyung-Ja Hyun (1997) has returned to Champaign after several years away and is now in the Library and Information Science MA program at UIUC, while her husband is working as an Assistant Visiting Professor in Animal Sciences. Welcome back!
kjhyunyang@yahoo.com

Jitpanat Suwanthep (1997) finished her Ph.D. in Education at UIUC last year and is now working as an English instructor in the School of English, Suranaree University of Technology, in Thailand.
jitpanat@ccs.sut.ac.th

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Jean Czaja (1998) works full-time at Marquette University in Milwaukee, WI, where she teaches ESL writing, reading, listening, and grammar. She also works with ITAs, running their pre-semester orientation, revamping their curriculum, and teaching their culture & communication course. In her spare time, she does church work and is delving more deeply into her Polish heritage through genealogy.

jean.czaja@marquette.edu

Rachel (Wallace) Escoto (1998) is back in the States while her husband is working on his MBA at Duke. All her time now is spent caring for her two children, 2 years and 8 months. ESL/EFL is on hold for the time being. *rwescoto@yahoo.com*

Deanna Williams (1998) is back in Champaign after a stint at Yonsei Foreign Language Institute in Seoul. She's now teaching ESL composition at Parkland College and enjoying her quiet life.

djwill1@hotmail.com

Fred (1999) and **Aileen** (1999) **Griffiths** are back from Indonesia, not so hospitable to Americans these days, and living in Wisconsin where their son, Jonathan Christo-

pher was born in November 2001. Fred works at the ESL Institute at St. Norbert College in De Pere.

fsgriffiths@hotmail.com,

aileen_griffiths@hotmail.com

Tanya Seredynska (1999) was granted permanent residency in Canada and now lives in Montreal where she teaches Business English in various law firms in the city and English conversation at Ericsson.

tseredynska@hotmail.com

Kate Hahn (2000) finished her Ph.D. in Second Language Acquisition and Teacher Education (Educational Psychology) at UIUC with a specialization in phonology and graduated in May 2002. In October, she and David Forgue were married in Chicago in a beautiful ceremony. Double congratulations, Kate! *khahn@rocketmail.com*

Becky (Mladic) Morales (2000) now teaches ESL college in London, England, where her husband works. Her students find her accent fascinating!

becknorales@hotmail.com

Liana Rojas (2000) is working hard as a "curriculum developer" at the Binational American-Costa Rican Center and writing oral and written tests for all sorts of courses

DEIL Awards 2002

Congratulations to the following graduate student award winners:

**The DEIL Peter Strevens Award
for Academic Excellence**

Sally Henderson

**The DEIL Katharine O. Aston
Award for Outstanding Masters
Thesis**

Benjamin Willey

**The DEIL Mary A. Hussey
Award for Excellence in ESL
Teaching**

Jill Knutson

**The DEIL Peter Strevens Award
for Excellence in Teaching in the
IEI**

Stephanie Ngom

Faculty Favorites

We continue our coverage of reading recommendations from DEIL faculty with this contribution from Wayne Dickerson.

Palmer, Parker J. (1998). *The Courage to Teach - Exploring the Inner Landscape of a Teacher's Life*. Jossey-Bass Publishers.

This is not exactly a TESL book but it spoke and still speaks profoundly to me as a TESL teacher. Built on the premise that we teach who we are, it has helped to clarify for me the tensions I have always felt, and all thoughtful teachers feel, between the demands of the institution and the needs of the heart to teach with integrity, and has reinforced my determination to resolve the tensions in favor of the heart. No matter where the teacher is in his or her career, this book can shed light on past and current issues of being a teacher and point out a clearer path to the future.

and levels of students. She says it's a challenge! *lianarojas2@hotmail.com*

Jennifer Chien (2001) got married in Taiwan at the end of '02, as witnessed by Carolyn Chen (2001), William Sun (2001), and Yu-Ming Cheng (2001)! Congratulations, Jennifer! She and her husband live in Michigan. Jennifer is enrolled in a Masters program in learning technologies at the University of Michigan. *yhchien@comcast.net*

Sally Henderson (2001), now back in New Zealand, introduced her first child to the world in November: Evelyn Rose - named for grandmothers. A grand round of applause for the new parents, please! Sally also received DEIL's academic achievement award, noted in this issue. *hendertyne@clear.net.nz*

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From the Editors

Alexis Lopez (2001), now a doctoral student in the Second Language Acquisition and Teacher Education (SLATE) program at UIUC won the award for best student presentation at the 2002 Midwest Association of Language Testers (MwALT) meeting. Congratulations, Alexis! aalopez@uiuc.edu

Sarah (Dunn) Walter (2001) was married in May of 2002. Best wishes to the new couple! With stops along the way, as with most Army families, the newlyweds expect to be in Germany by June where Sarah hopes to do some serious EFL teaching.

sarahewalter@hotmail.com

Andy Meissen (2002), a Teach For America corps member, is teaching third grade in Houston, Texas. That's a long way from DEIL! He says, "I know that if I can figure out how to be effective on this level, then I can teach anyone, anywhere." We wish you well!

andrew_meissen@hotmail.com ■

In recent years, several DEIL alumni have published professional books related to TESL. A number of these authors share the ins and outs of getting published in this issue's feature article. We hope you find their insight useful. A special thanks goes out to Wayne Dickerson for his dedication to updating and maintaining our alumni database. We would not reach nearly as many of you without his consistent effort in that regard. For your part, you can help us stay in touch by sending us an update through the DEIL website (<http://www.deil.uiuc.edu>) or by e-mail (dickrson+DYI@uiuc.edu).

If any of you are in need of an e-mail account, the University of Illinois

Alumni Association offers a free web-based email address and account. To register for an account, go to <http://www.illinoisalumni.org>. If you have questions about the mail service or the Alumni Association, please send e-mail to alumni@uillinois.edu or call (217) 333-1471.

We hope to see many of you at the upcoming TESOL conference in Baltimore.

Best wishes and stay in touch!

∞

Editor

Consulting Editor

Editorial Support

Patti Watts

Wayne B. Dickerson

Doe-Hyung Kim

DEILing You In

Division of English as an International Language
University of Illinois at Urbana-Champaign
3070 Foreign Languages Building
707 S. Mathews Avenue
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