

May 29, 2016

**2016 CONFERENCE SCHEDULE: July 28 - 31, 2016**

**CONFERENCE 2016 – TODAY WE WRITE**

**Thursday, July 28, 2016**

**8:00 am – 8:00 pm**

Registration Desk Open

**THURSDAY MASTER CLASS SCHEDULE**

**Cost: Conference registrants (per class) \$125.00  
Non-registrants (per class) \$150.00**

**9:00 am to 4:00 pm (One hour lunch break)**

1.

**Master Class: Navigating the Future of Publishing**

**Description:** A presentation focused on author development, business planning, and understanding the latest developments in publishing with a focus on the digital revolution.

**Speaker:** Bob Mayer

**Location:** Grand Ballroom 2

**Topic Schedule:**

9:00 – 9:50 Introduction to the Write It Forward Concept

10:00 – 10:50 What do you want to achieve with your writing & your career?

11:00 – 11:50 Understand your character.

12:00 – 1:00 Lunch Break

1:00 – 1:50 Platform. Product & Promotion: Understand Your Unique Position as an Author

2:00 – 2:50 E-pub, POD and the Future of Publishing for the Writer

3:00 – 3:50 Beyond the eBook uploaded – how do you sell it?

4:00 – 4:30 Q&A & Book Signing

2.

**Master Class: The Art of Writing**

**Description:** Some things to look forward to in this all-day workshop are how to create plots for page turners, creating the most memorable characters possible, how to write great tension, and the power of moral dilemma. With two bestselling authors, the amount you can learn here is limitless.

**Speakers:** Robert Dugoni and Steven James

**Location:** Grand Ballroom 3

**Topic Schedule:**

9:00 – 9:50 Creating Plots for Page Turners, by Robert Dugoni  
10:00 – 10:50 Playing God: Creating Memorable Characters, by Robert Dugoni  
11:00 – 11:50 Tension: Keep ‘em Up All Night Worrying, by Robert Dugoni  
12:00 – 1:00 Lunch Break  
1:00 – 1:50 How to Write Your Way Out of a Corner (And Why You Should Write Your Way into One First), by Steven James  
2:00 – 2:50 Abandon Your Outline to Improve Your Story: Keys to Organic Writing, by Steven James  
3:00 – 3:50 Between a Rock and a Hard Place: Harnessing the Power of Moral Dilemmas, by Steven James  
4:00 – 4:30 Q&A and Book Signing

3.

**Master Class: The Story of Your Life: A Memoir**

**Description:** Our best stories are often those we are most reluctant to tell. Writing a memoir requires all the discipline of crafting a work of fiction, with the added complication that authors often are sharing intimate and difficult details from their lives. In this class, you will learn how to turn your life into a story, discovering the power of narrative arcs, contrast, and compelling scenes taught in an encouraging, supportive, and friendly environment. Using William Kenower’s unique inside-out approach to writing, authors will learn how to successfully sustain their work for the months or even years it takes to finish their manuscript.

**Speaker:** William Kenower

**Location:** Evergreen 1 & 2

**Topic Schedule:**

9:00 – 9:50 Introduction, and the difference between memoir and autobiography  
10:00 – 10:50 Memoir as story, and the Three Narrative Arcs  
11:00 – 11:50 Characters, and the difference between the author and the protagonist  
12:00 – 1:00 Lunch Break  
1:00 – 1:50 The power of contrast in storytelling  
2:00 – 3:50 Work shopping  
4:00 – 4:30 Q & A and Book Signing

## Conference Workshop Schedule

10:00 – 11:30

### Craft and Revision Track

**Topic:** Plugging Your Plot-Holes, or Revising Made Easy

**Speaker:** Samantha McMahon

**Location:** Cascade 11

**Description:** Every published author starts as an un-pubbed writer struggling to learn their craft. Sometimes, the road they travel seems like the old joke that your grandfather used to tell about he walked five miles to school, barefoot, uphill --- in the snow. Writers create stories, agonizing over each word. Your story becomes a journey, not a destination, and a plot hole or two or three can be the downfall of many a great idea. Often it will be the difference between an acceptance and a revise and resubmit request. In this workshop, writers will learn how to recognize the holes in their work that need to be filled before they become sinkholes that claim your entire story.

### Craft and Inspiration Track

**Topic:** Elements of Imagination: Seven Keys to Develop Your Creativity as a Writer

**Speaker:** S.L. Whyte

**Location:** Cascade 13

**Description:** In this interactive multi-media presentation writers will explore elements of imagination to help identify their own strengths and weaknesses, and to discover tangible outcomes that shape writing skills. Participants engage in a variety of exercises that foster creativity, confidence and consistency.

11:30 - 1:00 pm      LUNCH BREAK

1:00 – 2:30 pm

### Business and Marketing Track

**Topic:** Preparing for Your Book Release

**Speaker:** Sabrina York

**Location:** Cascade 9 & 10

**Description:** Sabrina York, a New York Times bestselling author, has launched over 35 book titles in three years with traditional publishers, digital publishers and through self-publishing. She will discuss grass roots strategies, platform-strengthening tools, newsletters, free promos, book signings and how not all

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media advertisements are created equal as well as specific steps you can take to prepare for your book release. Whether you are published or pre-published, her advice is to start preparing NOW.

### **Business and Marketing Track**

**Topic:** **Get Seen, Get Read, Get Sold: How to Market Your Book to Bigger Sales**

**Speaker:** Rebecca Berus and Sean Fletcher

**Location:** Cascade 11

**Description:** Marketing both your book and you, as an author are key steps to increasing author visibility and sales. Rebecca Berus of 2Market Books will share invaluable tips on running successful price promotions, setting up blog tours, and maintaining visibility. Learn how to effectively brand yourself online and engage with your audience to reach more readers.

### **Poetry Track**

**Poetic Discourse: Writing the Senses**

**Speaker:** Lori A. May

**Location:** Cascade 12

**Description:** Imagine a world without taste or smell. Can you think of your loved ones without seeing their distinct facial expressions or hearing their voice? The senses are just as—if not more—important to your writing as they are in day-to-day life. By incorporating sight, smell, taste, touch, and sound into your poetry, you'll enhance the overall reader experience. We'll look at examples of published works that highlight sensory details and tackle some hands-on exercises to enliven your own sense of sense.

### **Craft and Inspiration Track**

**Topic:** **How to Craft Anti-Heroes, Villains, and Scoundrels**

**Panel:** G. Elizabeth Kretchmer and Christine Z. Mason

**Location:** Cascade 13

**Description:** Humbert Humbert, Professor Snape, Captain Ahab: What is it about unlikeable characters that make us love them so? As writers, we need to study and closely observe human nature if we want to craft dark and fascinating characters. In this interactive workshop, we'll examine personality traits of disagreeable, even loathsome, characters ranging from irritating to psychopathic. We'll also consider the purpose of this type of character in relation to the overall story and explore the psychological reasons why readers are drawn to them. After looking at some well-known compelling bad guys (and girls), we'll spend some time crafting character sketches of our own miscreants.

**3:00 – 4:30 pm**

### **Craft and Revision Track**

**PNWA**  
a writer's resource

**Topic: The Power of a Manuscript Overview: A critical component of editing.**

**Speaker:** Kiffer Brown

**Location:** Cascade 7 & 8

**Description:** Discover this critical step in the editing process that most self-publishing authors miss that will save you time, money, and will increase your chances of meeting your publishing goals.

#### **Craft and Inspiration Track**

**Topic: Where to Start Your Story**

**Speaker:** Lindsay Schopfer

**Location:** Cascade 9 & 10

**Description:** A great story must start strong to get the reader's attention. Each novel's beginning must be a balancing act of description, backstory, and action. Participants in this workshop will learn how much backstory to include in their novel, how to identify essential establishing information, and how to effectively drop their readers into the action.

#### **Business and Marketing Track**

**Topic: Business: Writer Critique Groups and Why You Should Be in One**

**Panel:** Chenelle Bremont, Taylor Arthur, Shandara Lawson, Ilona Rapp and Jeff Weaver

**Location:** Cascade 11

**Description:** This panel of authors will discuss how to start a critique group, examples of structure, communication, coordination and suggested feedback approaches. In addition, critique groups can offer support to improve your submissions to agents and editors, improve writing skills as well as brainstorm ideas for scenes, plotlines, and character development.

#### **Poetry Track**

**Topic: Poetry: Hybrid Short Forms**

**Speaker:** Gary Copeland Lilley

**Location:** Cascade 12

**Description:** This class is a presentation on the hybrid literary forms that are blurring the genre lines between prose and poetry: micro fiction, the braided essay, and the prose poem. Often there is debate on which is which. Does it matter when a piece of writing can air drop you into a scene that has a beating pulse, is rich in details, a scene that satisfies our criteria for story within a page? A narrative moving through poetic lyric moments, the key word here is satisfies. This class will examine some of the literary impulses that guide this type of work: creating tension, place, situations, and characters in the hybrid short forms.

#### **Business and Marketing Track**

**Topic: How Social to be on Social Media**

**Speaker:** Joe Gillard and Nicole Persun

**Location:** Cascade 13

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**Description:** When is the best time to be on social media, which venues are the most effective, how often should I be there, and how much time per day will get me the best result? These and other questions about social media will be answered so that you can create your own plan, execute it with confidence and not waste your writing time ever again.

**4:30 – 7:00 pm**      **Dinner Break**

**5:30 – 7:00 pm**

**Topic: Pitch Fest**

**Speaker:** Gerri Russell

**Location:** Evergreen 3 & 4

**Description:** *USA Today*, *New York Times* and Amazon bestselling author, Gerri Russell will teach the best ways to spark the attention of an agent or editors when you pitch your project. Gerri Russell is known as a hybrid author, and has achieved worldwide success in both traditional publishing and self-publishing. This workshop is hands on and after a brief description of pitching dos and don'ts, attendees will break out into small groups to practice the techniques they've learned.

**7:30 pm**

**Keynote Speaker: Robert Dugoni**

**Dessert Reception**

**Location:** Grand Ballroom 2 & 3

**Book signing after event**

**9:00 – 10:30 pm**

**Bards & Brews**

Poets: Gary Copeland Lilley, C.C. Humphreys, and Terry Persun

Location: Conference Center Lobby: Writers' Café

**Friday, July 29, 2016**

**7:30 – 9:00 am**

Continental Breakfast

**7:30 am - 7:00 pm**

Registration Desk Open

**8:00 – 8:30 am**

**PNWA Annual Meeting**

**Location:** Grand Ballroom 2 & 3

**PNWA**  
a writer's resource

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**8:30 – 9:30 am**

**Editor Forum**

**Location: Grand Ballroom 2 & 3**

The editors will give an overview of the kind of projects they are acquiring and the best way to submit your project. A question and answer period is included.

**9:30 – 10:00 am**

Morning Break

**10:00 – 11:30 am**

**Agent Forum**

**Location: Grand Ballroom 2 & 3**

The agents will give an overview of the kind of projects they are acquiring and the best way to submit your project. A question and answer period is included.

**11:00 am**

Lunch Sales Begins

## LUNCH TIME EVENTS

### NOON – 1:30 –LUNCH TIME EVENTS

**TOPIC: Spotlight On Kindle Worlds**

**Panel:** Sean Fitzgerald, Terry Persun, Pam Binder, Darcy Carson, Jeff Ayers, Nicole Person, and Deborah Schneider

**Location:** Evergreen 1

**Description:** Authors will discuss the opportunities with Amazon Kindle Worlds, a publication platform where you choose a licensed World, and Kindle Scout, reader-powered publishing for new, never-before published books. Kindle Worlds is a new and unique publishing platform that allows any author to immerse themselves in and publish works inspired by a canon of known brands that are licensed by Amazon Publishing--known as fan fiction in the publishing industry.

### **Business and Marketing Track**

**Topic: Legal Issues for Writers**

**Speaker:** Jason J. Cruz

**Location:** Evergreen 2

**Description:** Attorney Jason J. Cruz will discuss issues for writers on the various legalities they may face when writing and marketing for themselves. He will focus on the basic guidelines a writer should follow when they market their book, blog or podcast via Twitter, Facebook, or any other online web site/blogs.



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Some of the questions discussed will be: Is your book/writing protected? How do you avoid copyright infringement when marketing your work? What can you do to avoid being sued for infringement, defamation, right of publicity/privacy as well as other potential legal pitfalls?

**TOPIC: How to Get the Most out of a Writer's Conference**

**Speaker:** Bob Mayer

**Location:** Evergreen 3

**Description:** Bestselling author of close to 60 books, Bob Mayer will help authors get the most out of their conference experience. He will cover tips on how to select the workshops that will benefit you the most, how to socialize and mingle with those who can help your career, pitching techniques and tactics, as well as an After Action Review and Follow-up so every conference you attend is a great success. Bob Mayer will offer an eBook version of How to Get the Most out of a Writer's Conference for free to anyone coming to the conference.

**Business and Marketing Track.**

**Topic: Having Your Book Translated – Considerations, Caveats, Costs... & Is It Worth It?**

**Speaker:** Raymond Bolton

**Location:** Evergreen 4

**Description:** Raymond Bolton will touch on some of the considerations pertaining to having your book translated into another language, including reasons why you might wish to do so and which foreign markets are among the more promising. There are almost as many issues to choosing the right translator as there are to translation software. Some you will expect, but others can blindsides the first-timer. The costs of a quality translation can stagger even small publishing houses, let alone indie authors, but there are ways around this. Finally, once the work is done, what comes next?

2:00 – 3:30 pm

**Publishing Track**

**Topic: What To Expect When You're Publishing**

**Speaker:** Kendel Lynn

**Location:** Grand Ballroom 2

**Description:** Kendel Lynn, Managing Editor of Henerly Press, will discuss what's expected of the author and what they can expect from their publisher. Schedules, deadlines, editorial rounds, cover art, social media presence, ARCs, author endorsements, launch events, pre-orders, marketing materials, and blog tours will also be covered. This discussion will shed light on what the author

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needs to know from the moment they sign the contract until the day their book is published.

### **Pitch or Log Line/Query/Synopsis/First Page/Book Proposal Track**

**Topic :** The Pitch and/or Log Line

**Panel:** Lilly Ghahremani, Monica Odom, Elizabeth Kracht

**Location:** Grand Ballroom 3

**Description:** Bring your typed pitch or log line to this session. Each typed pitch or log line will be selected at random, read aloud and discussed by a panel of agents and editors. In order to qualify for a chance at selection, your pitch must be double spaced, 12-point font, with one-inch margins and one page only. Your pitch and/or log line is not just used when pitching your story to agents and publishers, it is another tool in marketing your novel.

### **Business and Marketing Track**

**Topic:** How to Become an “Authorpreneur”

**Speaker:** Deborah Schnieder

**Location:** Evergreen 1

**Description:** As more authors explore the options of Indie Publishing, they discover they need to be writers, artists, and business people. They need to be an “Authorpreneur”. This term means the author is both the Chief Executive Officer as well as the Chief Financial Officer. Award-winning author, Deborah Schneider, will take you through a step by step workshop that will cover: how to develop a business plan, how to create and stick to a budget, research permits, business registration, taxes, cover art, marketing as well as publishing, distribution, and discoverability alternatives.

### **Business and Marketing Track**

**Topic:** How Do I Sell a Million Books and Never Leave the Author’s Cave?

**Speaker:** Carew Papritz

**Location:** Evergreen 2

**Description:** Scared to death of social media? Don’t know where to begin? Wonder how you get book reviews, e-mail lists, Facebook likes, and bookstore signings? Can it actually be fun and easy to market your book? And why do you need to start marketing your book—even before you start it? Carew Papritz slugs it out every day on the battlefield of independent publishing. He knows how hard it can be both for first timers, and experienced authors to market their book. He will help you make it fun, easy, and simple to get your book read by the right audience!

### **Nonfiction Track**

**Topic:** The Terrain of Desire: Writing the Memoir

**Panel:** Ann Putnam

**Location:** Evergreen 3



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**Description:** “To deny one’s own experience is to put a lie into the lips of one’s own life,” Oscar Wilde. Yet we struggle to give ourselves permission to write our own lives. Have we the right to say this? Then how should we say it? Who will read it? Who will care? And who might we hurt trying to say it? The act of recovering our memories of a lost or broken self is an act of great courage. This workshop will help the attendee discover ways to overcome the self-doubt that comes in all stages of the writing process: from beginning thoughts to final revision. The workshop will combine lecture, reading, and writing exercises, along with question and answer opportunities about how to re-create the past. The point of the memoir is insight. Presenter Ann Putnam will demonstrate the shaping that takes place when the author decides what to select, what to leave out, and how to re-create the sense of the “felt experience” that authors need and readers long for.

### **Craft and Inspiration Track**

**Topic:** **Planning a Series: Things to Think About Before You Start to Write**

**Speaker:** Melisa Ann Singer

**Location:** Evergreen 4

**Description:** Whether you're writing a trilogy, an open-ended series, or "ten books and I'm done, I swear," some pre-planning can get your series off to a strong start – and (maybe) make writing subsequent books a little easier. Topics include: deciding what makes your series a series; establishing a timeline; building and re-building your cast; short-term and long-term plotting. If you've already started a series, don't despair – it's (almost) never too late to address these issues (and you can change your mind, too).

**3:30 – 4:00 pm**

Afternoon Break

**4:00 – 5:30 pm**

### **Craft and Inspiration Track**

**Topic:** **Unlocking Character Motivation**

**Speaker:** Lindsay Schopfer

**Location:** Grand Ballroom 2

**Description:** Motivation is the fuel that allows a character to make the long journey from a story’s beginning to its ending. No other character trait will prove more useful to the writer in determining a story’s structure, pacing, mood, and theme. Participants in this course will learn how to identify character needs, how to create motivation for both protagonists and antagonists, how to increase pacing through motivation, and how to make a character’s motivation evolve throughout the story.

### **Pitch or Log Line/ Query/Synopsis/First Page/Book Proposal Track**



**Topic: Query Letters That Grab Agent & Editor Attention**

**Panel:** Donald Maass, Caitie Flum, Cara Bedick, Abby Saul and Andy Ross

**Location:** Grand Ballroom 3

**Description:** Bring your one-page query to this session. Each query will be selected at random, read aloud and discussed by a panel of agents and editors. In order to qualify for a chance at selection, your query must be single spaced, 12 point font, one inch margins and one page only. The query is your business card – it must look professional and contain these elements: 1). First paragraph: If appropriate, mention you met the agent or publisher at a conference or book event. Title of book, word count, and log line. 2). Second paragraph: short description of your book's plot and main characters. 3). Writing credentials, writing conferences, classes, and/or interest and expertise that inspired your novel.

**Publishing Track**

**Topic: Take Charge of Your Writing Career: An Author's Guide to Publishing Success**

**Panel:** Kevin O'Brien, Andrea Hurst, and Chris Patchell

**Location:** Evergreen 1

**Description:** The publishing landscape is changing at a rapid pace. With all of the independent publishing options, the rise of hybrid publishing deals, and of course, the lure of the traditional publishing path, what's a new author to do? This panel discussion will help you explore the various paths to publication. We will analyze the different options available to authors today, digging into where the strengths and gaps are for each, so you can determine what path best supports your own plans for success.

**Craft and Inspiration Track**

**Topic: Delivering Great Dialogue**

**Speaker:** Jason Black

**Location:** Evergreen 2

**Description:** No single tool is more useful for conveying a character's overall personality than their dialogue. As well, few narrative elements are as effective as dialogue for showing readers the social dimension of your story's world building. Yet dialogue is a subtle art, rife with pitfalls that can sabotage your manuscript. In this presentation, editor Jason Black shares hands-on-techniques for sidestepping pitfalls to craft dialogue that supports the realism of your characters, and your story, and its world.

**Craft of Writing**

**Topic: Flavor It Up! Be in the mood for food references in your fiction and memoir.**

**Speaker:** Bharti Kirchner

**Location:** Evergreen 3

**Description:** Bharti Kirchner, who has published both cookbooks and novels, will show you how to use food as a tool for plot and character development and as

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subtext in a novel or memoir. She'll discuss how to sensuously describe a meal, a cooking scene, the ambience of a restaurant, and how to amp up tension. Bharti will give you a technique to determine how much description is enough. Bharti will study examples from published examples and will do fun, easy classroom exercise to hone your skills. You will learn an added awareness of why food is important in your novel or memoir, where in the manuscript such descriptions belong, and how best to describe a meal or a food event.

### **Publishing Track**

**Topic:** **The Romance Market: Why is it the fastest growing genre – still?**

**Panel:** Anna Alexander, Pam Binder, Meghan Farrell, and Gerri Russell.

**Location:** Evergreen 4

**Description:** An open discussion of trends and strategies in the Romance world. Come with your specific questions and queries about anything from marketing strategies, topics and tropes or connecting with the right publisher.

**7:00 pm**

**Featured Speakers Dinner: Catherine Coulter, Gerri Russell, Sheila Roberts, and C.C. Humphreys**

Dinner Reception

Location: Grand Ballroom B & C

**8:30 – 10:00 pm**

**Autograph Party**

Over sixty award-winning and *New York Times* bestselling authors will attend the Autograph Party that will follow the dinner.

Location: Grand Ballroom A

**Saturday, July 30, 2016**

**7:30 – 9:00 am**

Continental Breakfast

**7:30 am – 7:00 pm**

Registration Desk Open

**8:00 – 9:30 am**

### **Craft and Inspiration Track**

**Topic:** **So You've Received Your Edit Letter: Now What? Interpreting and Implementing Your Editorial Letter**

**Panel:** Cait Spivey and Kisa Whipkey

**Location:** Grand Ballroom 2

**Description:** This presentation has two goals: one, to encourage authors to think of and treat their editor as a creative partner. Two, to teach them how to



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revise – again – a manuscript they thought they'd polished, instead of feeling overwhelmed, unsure and uninspired. Attendees will learn: how to feel comfortable asking questions of their editors and communicating about edits, and how to take broad editorial suggestions and reframe them as specific developmental needs and how to turn those needs into actionable revisions.

**MASTER CLASS (Included in your conference registration)**

**Topic:** Plot Your Novel in One Day

**Speaker:** Bob Mayer

**Location:** Grand Ballroom 3

**Time:** 9:00 a.m. – 4:00 p.m.

**Description:** Join New York Times bestselling author Bob Mayer for an all-day workshop on writing the novel, beginning with the original idea and core conflict, developing plot and character, working with point of view, pulling everything together to sell your book, and the business of writing.

**Craft and Inspiration Track**

**Topic:** More Emotional Bang for Your Buck: Using Character Sketches to Deepen the Emotion in Early Drafts

**Speaker:** Asa Maria Bradley

**Location:** Evergreen 1

**Description:** Most writers have a clear picture of who their hero and heroine are, but portraying their true emotional depth may take a few drafts. In this workshop, you'll explore how to maximize the emotional punch of early drafts by including more backstory in character sketches and understanding the characters' arcs, but still leave openings for surprises along the way. Extensive handouts and practical exercises will teach you how to increase your productivity by spending a little bit of extra time to get to know your characters before you set them on their adventure.

**Pitch or Log Line/ Query/Synopsis/First Page/Book Proposal Track**

**Topic:** The Importance of a Strong Synopsis

**Panel:** Brian Tibbetts, Jennifer Weltz, Lynn Price and Douglas Lee

**Location:** Evergreen 2

**Description:** Bring your one-page synopsis to this session. Each synopsis will be selected at random, read aloud and discussed by a panel of agents and editors. In order to qualify for a chance at selection, your synopsis must be double spaced, 12 point font, one-inch margins and one page only. The synopsis is another tool in marketing your novel.

**Craft and Inspiration Track**

**Topic:** How Muddy the Middle

**Speaker:** Wayne Ude

**Location:** Evergreen 3

**Description:** Don't confuse the amount of background you needed to know to write your novel with the amount of background the readers need to read it.

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Using an industry term (just-in-time inventory) to help understand fiction (just-in-time background) can help to piece out a character's personality just like when you meet a stranger. And using this can help to keep you from muddying up your story with too much information at the wrong time. It also frees up space for "good muddling": secondary characters at the centers of their own subplots, false steps on the part of your central character which lead to complications, red herrings, and directions not taken.

#### **Craft and Revision Track**

**Topic:** Fact or Fiction: Do You Really Need an Editor?

**Panel:** Mimi Munk and Jason Black

**Location:** Evergreen 4

**Description:** Are you wondering whether you need an editor? If you do, when should you get one and what kind do you need? From agents to online sites like Amazon, everyone demands a professional book: good-looking and well-edited—but so many upfront expenses can drain your savings. Can you get by using the latest editing software/your friends/old English teacher/critique group for editing and skip the price of a professional editor? Developmental, substantive, line editing, copyediting—what does it all mean and what do you really need and when? This panel of professional editors will help explain the different kinds of editing available, when you should seek out an editor, and whether you can afford to skip an editor altogether.

**9:30 – 10:00 am**

Morning Break

**10:00 – 11:30 am**

#### **Business and Marketing Track**

**Topic:** Creating Identity and Branding for Authors

**Speaker:** Kiffer Brown

**Location:** Grand Ballroom 2

**Description:** Creating Identity and Branding for Authors.

Identity in the business and publishing world is another name for branding. Creating identity in today's publishing world means having an internet presence, a grassroots presence, and then amplifying your presence – your brand. So, what exactly is an author's brand, and how do you create one that will reflect your writing, and who you are as an author? In this session, Kiffer Brown, publisher of Chanticleer Book Reviews, will explore, step by step, how to create an effective author's brand that will help your readership discover your works.

#### **MASTER CLASS (CONTINUED)**

**Topic:** Plot Your Novel in One Day

**Speaker:** Bob Mayer

**Location:** Grand Ballroom 3



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**Description:** Join New York Times bestselling author Bob Mayer for an all-day workshop on writing the novel, beginning with the original idea and core conflict, developing plot and character, working with point of view, pulling everything together to sell your book and the business of writing.

#### **Craft and Inspiration Track**

**Topic:** **Write Free: How Understanding Procrastination and the Inner Critic Can Accelerate Your Writing Career**

**Speaker:** A.C. Fuller

**Location:** Evergreen 1

**Description:** An in-depth workshop for attendees who want to explore their own forms of procrastination and their inner critic. The presentation will also include why we procrastinate when we have the time to write, tips for getting going when procrastination strikes, the six common forms of procrastination that stifle writers and how to disengage from our inner critic so it doesn't keep us from writing or limit our creativity.

#### **Pitch or Log Line/ Query/Synopsis/First Page/Book Proposal Track**

**Topic:** **The First Page**

**Panel:** Donald Maass, Mary C Moore, Elizabeth Wales, Chip MacGregor and Quressa Robinson

**Location:** Evergreen 2

**Description:** Bring your first page to this session. First pages will be selected at random, read aloud, and discussed by a panel of agents and editors. In order to qualify for a chance at selection, your first page must be double spaced, 12 point font, one-inch margins and one page only. The first page is your novel's first impression.

#### **Craft and Inspiration Track**

**Topic:** **Self-Editing for the Lazy Writer**

**Speaker:** Sabrina York

**Location:** Evergreen 3

**Description:** There's nothing wrong with being a lazy writer...unless you don't know you are one. In this session, New York bestselling author Sabrina York, will help you identify the weaknesses in your prose, identify the Big Picture of structure, character, and conflict, the nitty gritty elements that help tighten and streamline your prose, and how to say goodbye to passive writing.

#### **Business and Marketing Track**

**Topic:** **Rebooting Your Career as a Hybrid Author**

**Panel:** C.C. Humphreys, Laurie McLean and Michelle Richter

**Location:** Evergreen 4

**Description:** Agents Michelle Richter and Laurie McLean join C.C. "Chris" Humphreys to discuss how Chris is energizing his 15-year career as an author, playwright, actor, and swordsman, through a strategic shift in where and how his front list and backlist are published. YA digital reissues, new adult historical



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thrillers, and extensions into graphic novels and multimedia, are just some of the strategies this hybrid author is employing. Join us and learn how you can apply these ideas to your writing career.

**11:00 am**

Lunch Sales Begin

**NOON – 1:30 pm – LUNCH TIME EVENTS**

**Business and Marketing Track**

**Topic: Your Writer Platform: The Key to Building an Audience, Selling More Books, and Finding Success as an Author**

**Speaker:** Andrea Heuston, Ross Swartwout and Gerri Russell

**Location:** Grand Ballroom 2

**Description:** Creating a platform isn't just beneficial – it's essential! A great book is no longer enough. An author platform is the most powerful key to success in today's saturated market, and increasingly, publishers are demanding that new authors come to them with an existing audience of interested followers. Authors who are self-publishing have an even bigger need to build an engaged audience. In *Create Your Writer Platform*, you'll learn how to harness the 12 Fundamental Principles of Platform, define goals, build reader excitement, and employ successful website and social media strategies. Join Visual Quill and their experts for practical ways to increase your visibility, sell more books, and launch a successful career

**Business and Marketing Track**

**Topic: Self-e**

**Panels:** Emily Calkins, Brenna Shanks, Linda Johns, and Deborah Schneider

**Location:** Grand Ballroom 3

**Description:** How do you build an audience and get your indie book into public libraries? SELF-e, a collection of self-published and small press titles curated by Library Journal can help address both of these challenges. At this presentation, learn how submitting your indie eBook to the SELF-e program can increase the discoverability of your work on a local and national level. Librarians from The Seattle Public Library and the King County Library System discuss the submission and review process and the benefits of having your eBook included in the Library's catalog.

**Business and Marketing Track**

**Topic: Warrior Stories: True Tales of Survival in the Writing Biz**

**Panel:** Clare Hodgson Meeker, Katherine Grace Bond, Dori Hillestad Butler, Dia Calhoun and Lisa L. Owens



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**Location:** Evergreen 1

**Description:** Once you get that long-awaited contract, new hurdles inevitably arise that you may not have anticipated. What if your editor has a different vision for your work? How do you handle a long stretch between books? What if you're asked to defend your work against a would-be censor? Panelists will discuss specific challenges they've faced with editors, agents, and their own self-doubts.

**State of Publishing with agent Donald Maass**

**Speaker:** Donald Maass

**Moderator:** William Kenower

**Location:** Evergreen 2

2:00 – 3:30 pm

**Writing and Inspiration Track**

**Topic:** How Much Character Development is Right?

**Speaker:** Nicole Persun

**Location:** Grand Ballroom 2

**Description:** There are main characters, secondary characters, and walk-on characters. Not all of them need in-depth character development – that is unless you plan to expand them in a future novel, or their details rub the main character the right or wrong way. But how do you stop short of confusing a reader about who the main character really is?

**MASTER CLASS (included in your conference registration)**

**Topic:** Plot Your Novel in One Day

**Speaker:** Bob Mayer

**Location:** Grand Ballroom 3

**Description:** Join New York Times bestselling author Bob Mayer for an all-day workshop on writing the novel, beginning with the original idea and core conflict, developing plot and character, working with point of view, pulling everything together to sell your book and the business of writing.

**Craft and Inspiration Track**

**Topic:** Revenge. Risk. Reward: The Art of Mystery

**Panel:** Wendy Kendall and Julie Cooper

**Location:** Evergreen 1

**Description:** Writers, readers, editors, agents and booksellers are often confused. Is it a mystery, a suspense novel, or a thriller that you're writing—and how do you know for sure? We'll look into the art and science of the Mystery/Suspense/Thriller (M/S/T) genre, and show you how to tell the difference, along with how those differences shape reader expectations. You'll learn how to build a better M/S/T so you can write with confidence and clarity, as well as pitching your story effectively to the right market. Included are two hands-on workshop activities and an exhaustive list of M/S/T resources for writers and mystery lovers.

**Business and Marketing Track**

**Topic:** Choose Your Own Adventure: An Unbiased Look at Today's Publishing Choices

**Speaker:** Beth Jusino

**Location:** Evergreen 2

**Description:** The "author wars" are heating up, with passionate arguments flying around about the decisions to self-publish, traditionally publish, e-publish, or all of the above. For every three authors there are four opinions about the "right" way to go. What's a new writer to do? As a professional writer and editor who continues to work on both sides of the publishing fence, Beth Jusino doesn't think there is a "right" answer for every author. This workshop takes an unbiased and unvarnished look at what literary agents and big, traditional publishing

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houses can offer: what the oft-overlooked small presses bring; what subsidy and “co-op” publishers are really offering; and both the opportunities and realities of self-publishing. Beth will examine the pros and cons of each choice and identify specific traps that catch unsuspecting writers. And most of all, she will help writers seeking publication understand their own goals in writing, their own strengths, and how to make the decision that’s best for them.

### **Business and Marketing Track**

#### **Topic: Editing with an Agent’s Eye**

**Speakers:** Andrea Hurst and Sean Fletcher

**Location:** Evergreen 3

**Description:** Overview of the editorial process from an agent’s point of view. Whether you are seeking an agent or publisher or trying to sell more copies on Amazon, your book must hook readers from the very beginning, and hold them all the way through. This class will show writers how to self-edit their manuscript and create a book that will keep agents, editors, and readers turning the page. Topics include the first fifty pages, craft mastery, and common reasons manuscripts are rejected.

#### **BONUS PANELS: Ask a Pro**

**Description:** These panels will consist of agents, editors and/or authors. These panels are open for questions and answers, and will cover topics such as: publishing trends, plot trends, dos and don’ts when submitting, world building, definition of genres, subgenres, publishing options, and the difference between literary and genre fiction.

#### **Memoir**

**Location: Cascade 1**

**Panel:** Bill Kenower, Lynn Price, and Cait Montana.

#### **Poetry**

**Location: Cascade 2**

**Panel:** Gary Copeland Lilley, Terry Persun, and Susan Wingate

#### **Children’s Picture/Chapter Book**

**Location: Cascade 3 & 4**

**Panel:** Clelia Gore, Lisa Owens and Clare Hodgson Meeker.

#### **Historical**

**Location: 5 & 6**

**Panel:** Quesssa Robinson, C.C. Humphreys, Sandy McCormack

#### **Romance and Women’s Fiction**

**Location: Cascade 7 & 8**

**Panel:** Meghan Farrell, Sabrina York

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**Science Fiction/Fantasy/Paranormal**

**Location: Cascade 9**

**Panel:** Kisa Whipkey, Brian Mercer and Ethan Reid

**Reality of Getting Your Book to the Big Screen**

**Location: Cascade 10**

**Panel:** JD DeWitt, Sheila Roberts and Robert Dugoni

**Middle Grade & Young Adult**

**Location: Cascade 11**

**Panel:** Patricia Nelson, Royce Buckingham, Joe Beernink.

**Mystery & Thriller**

**Location: Cascade 12**

**Panel:** Anna Michels, Mike Lawson, Boyd Morrison

**Mainstream & Literary Fiction**

**Location: Cascade 13**

**Panel:** Scott Driscoll, Sarah LaPolla, Bharti Kirchner

**3:30 – 4:00 pm**

Afternoon Break

**4:00 – 5:30 pm**

**Business and Marketing Track**

**Topic: Self-Publishing 101**

**Speaker:** Gerri Russell

**Location:** Grand Ballroom 2

**Description:** Self-Publishing 101: Get detailed information on how to self-publish for unpublished and published authors alike. This is a “how to” workshop, not a “should I do it” workshop. Gerri will discuss things to consider before you self-publish, how to prepare your manuscript for conversion, then take you through the steps for producing a converted document for .mobi (Kindle) and ePub (All other e-trailers). It’s a must for anyone considering self-publishing.

**Bob Mayer Master Class(Continued)**

**Topic: Plot Your Novel in One Day**

**Speaker:** Bob Mayer

**Location:** Grand Ballroom 3

**Description:** Join New York Times bestselling author Bob Mayer for an all-day workshop on writing the novel, beginning with the original idea and core conflict,



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developing plot and character, working with point of view, pulling everything together to sell your book, and the business of writing.

### **Writing and Inspiration Track**

**Topic:** Contest Smarts: Making Writing Contests Work for You

**Panel:** Melinda Rucker Haynes, M. Ed

**Location:** Evergreen 1

**Description:** An award-winning author of six published novels, Melinda Rucker Haynes has won 15 writing awards and nominations. Her most recent literary award is the ONEBOOKAZ 2016 Young Adult eBook Winner, sponsored by the Arizona State Library. In her inspiring and informative workshop, Melinda will show participants how to choose the best contest for the content you're creating.

### **Business and Marketing Track**

**Topic:** Amazon Success Story and the Agent-Author Relationship

**Panel:** A.R. Kahler and Laurie McLean

**Location:** Evergreen 2

**Description:** Bestselling author, A.R. Kahler, joins with his agent, Laurie McLean, to discuss the agent/author relationship and his success as a hybrid author at both Amazon 47North and Simon and Schuster's Simon Pulse. A.R. Kahler is the author of *The Immortal Circus* series, the Pale Queen series, the *Ravenborn* series and the *Runebinder* series (so far). Come learn what authors and agents have to do these days not only to sell deals but to also sell books.

### **Writing and Inspiration Track**

**Topic:** Before You Write: "Take a Month to Save Yourself a Year."

**Speaker:** Royce Buckingham

**Location:** Evergreen 3

**Description:** Most stories begin before a writer sits down to the computer. The premise is imagined. The plot is conceived. The primary characters are slotted into their roles. Even the resolution is projected. And yet, many eager writers don't prepare adequately during the crucial "pre-stage" before they begin typing. And who can blame them? A new idea is exciting, and writing is fun! However, writers can run into significant delays and problems when they short-change important preparatory steps before facing the blank page. Worse, they could end up writing a book that has no chance of selling or finding an audience. In this fun, interactive class, international bestselling author, Royce Buckingham, will help you sort through your ideas to find the one worth writing, explain why a synopsis is the world's greatest alternative to an outline and how to eliminate the dreaded "blank page."

### **Craft of Writing Track**

**Topic:** The Cowboy Romance

**Speaker:** Samantha McMahon

**Location:** Cascade 7 & 8



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**Description:** With the increasing appeal of the cowboy romance, cowboys and horses continue to gain in popularity in today's western romance. Most publishers agree that "Cowboys Sell Books," and they are an integral part of Soul Mate's publishing program. They've been part of the American literary landscape since before Louis L'Amour and Zane Grey made them famous and of course a sexy cowboy is someone a heroine wants to rope and hogtie. If she's equally hot, he won't complain too much. In this workshop, we will discuss elements that bump or buck horse-loving readers out of your western romance and help lose that aura of authenticity which can prevent a sale. While horses are an integral part of any Western romance, so is the mythic code of the West, popularized not only in romance novels, but also on TV and in movies. Cowboys are fabulous heroes because of that code which includes:

**7:00 – 8:30 pm**

**Literary Contest and Nancy Pearl Book Awards Celebration and Dinner**  
**Location: Grand Ballroom 2 & 3**

**Sunday, July 31, 2016**

**8:00 – 9:30 am**

Continental Breakfast

**8:00 am – 1:00 pm**

Registration Desk Open

### **Donald Maass SUNDAY MASTER CLASS SCHEDULE**

**Conference registrants: \$125.00**

**Non-registrants: \$200.00**

**8:30 am to 1:00 pm**

**Master Class: Writing the Breakout Novel**

**Description:** This intensive workshop teaches the techniques that make any story feel big. For writers who want to take their fiction to the next level, this workshop shows them how. This is an intensive, hands-on workshop. Participants should bring a WIP and writing materials.

**PNWA**  
a writer's resource

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**Speaker:** Donald Maass  
**Location:** Grand Ballroom 2 & 3

**8:30 – 10:00 am**

**Literary Contest First Place Winners' Reading**

**Panel:** Sandy McCormack and Darcy Carson

**Location:** Northwest 1

**10:30 – 12:00**

**Business and Marketing Track**

**Topic: Podcasting to Sell Your Book and Grow Your Audience**

**Speaker:** A.C. Fuller

**Location:** Northwest 1

**Description:** There are over 500 million blogs in the world and only around 500, 000 podcasts. That means that for every 1,000 blogs there is only 1 podcast. Put simple: it's easier to get noticed and build an audience with a podcast rather than a blog. This workshop is both an overview of podcasting for writers and a tutorial for writers to get started with their own podcast. A.C. Fuller will introduce how the technology works, what authors are doing with their podcasts, and how podcasts can help sell more books and grow an audience.

**Writing and Inspiration Track**

**Topic: Voice: Who's Really Telling the Story?**

**Speaker:** Scott Driscoll

**Location:** Northwest 2

**Description:** When we talk about "voice" we usually talk about the sound and feel of a character's persona as revealed in language. Is it familiar enough? Heated enough with emotion? Does it "sound" like the character? Voice is that, but voice is also more than that. What we are really talking about when we talk about voice is the language used to tell the story and to whom it belongs. Most novels will employ three "voices" to do the job of storytelling. A flaneur wanders through the fictional world, looking left and looking right and reporting and commenting in a manner detached from the limitations of a particular character. An objective observer voice summarizes action and delivers the nuts and bolts of the story in an efficient, neutral manner. As they say, sometimes the character just has to walk across the room. The free, indirect discourse voice takes us inside the head and heart of the character. This voice sounds most like the character and is most revealing of the way that character is responding emotionally to story events. In this presentation, we'll look at multiple examples of these three voices in action, drawing from mainstream writers such as Elizabeth Strout, Charles Baxter, and Miranda July, as well as genre fiction writers such as Stephen King and Neil Gaiman.

**Writing and Inspiration Track**

**PNWA**  
a writer's resource

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**Topic: Creating Your Writing Persona**

**Speaker:** Wayne Ude

**Location:** Northwest 3

**Description:** Learning about and making the second self you become or create when you sit down to write – the self who is wiser, more objective, more fully aware than you know your daily self to be – and who can see straight through to the truth about your characters, your material, your stories, your poems, and therefore keeps you at your best.

**Business and Marketing Track**

**Topic: Dancing with the Stars: How to Connect with Celebrities for Your Book Blurb and Bio**

**Speaker:** Chelly Wood

**Location:** Evergreen 3 & 4

**Description:** How can you summarize your book into a catchy 50-word blurb that sells? How do you write a bio that makes you sparkle? “Dancing with the Stars” will show you how to make celebrity connections to help both you and your book blurb shine like a star on Hollywood Boulevard.