

2015 SAN FRANCISCO WRITERS CONFERENCE & Open-Enrollment Classes Schedule

WEDNESDAY, FEBRUARY 11th

5:30 p.m.

NO-HOST NETWORKING DINNER Listed on hot-pink page in your bag

Advisory Board member Harvey Pawl will lead attendees to a host-free dinner at Café Bastille. Speakers are invited as his guests. Attendees please pay \$36 in cash or by check—for meal, tax and tip, but not drinks—to get a card for admission. Meet Harvey in the lobby at 5:30 to pay for dinner and to arrange host-free transportation by taxi or on foot. Please call Mike or Elizabeth at 415-673-0939 to reserve.

THURSDAY, FEBRUARY 12th

10:30-a.m.-Noon

Free Pre-Conference Class

THRIVING IN THE GOLDEN AGE FOR READERS AND WRITERS:

10 Commandments That Guarantee Your Success

Michael Larsen and Elizabeth Pomada, SFWC Co-directors

To attend this session, please register by sending an email to sfwriterscon@aol.com.

2015 San Francisco Writers Conference Begins

The sessions from 1:30 p.m.-5:15 p.m. are included in your registration.

12:30 p.m.-6:30 p.m.

REGISTRATION DESK CHECK-IN

Lobby

Pick-up your badge, schedule, and bag of event information (and goodies!)

NOTE: The meeting rooms are on four levels. There is a map in your bag.

In this schedule, each session has a Room Name & level: **C=California (or Cellar), M=Mezzanine, L=Lobby, 2 = 2nd Floor.**

2:00 P.m. – 5:00 p.m.

NEW: The Concierge Program

Featured speaker Kevin Smokler offer 30-minute customized consultations with writers about writing, marketing their work, and building their careers. Limited to 22 attendees. More information at the end of the schedule.

Fee: \$75, which Kevin donates for scholarships. Please sign up [HERE](#) or at registration if slots are still available.

2:00 – 2:45 p.m.

WRITING YOUR FIRST NOVEL: Transforming Your Idea into a Salable Book

Willard, 2

Donna Levin

YES, IT'S A LIVING! Tips and Tricks on Breaking in as a Freelance Writer

Stanford, M

Randy Dotinga

PREPPING THE PERFECT PITCH 1: Convincing Agents & Editors to See Your Novel or Memoir

Six Continents, M

Regina Brooks

PREPPING THE PERFECT PITCH 2: Convincing Agents and Editors to See Your Nonfiction Book

California, C

Sam Horn

THE CRAFT OF PUBLISHING: How to Format and Print Your Book

Taylor, C

Joel Friedlander, Ron Martinez, Brenda van Camp. Moderator: Carla King

3:00 – 4:30 p.m.

3 PITCHATHONS: Getting Feedback on Your Pitch

Please sign up when you arrive. If you don't get a chance to give your pitch, panelists may be willing to give you feedback after the session and after you rewrite it. Practice your pitch with other writers.

NOVELS AND MEMOIRS Sorche Fairbank, Tanya Egan Gibson, Stuart Horwitz, Donna Levin. Moderator: tc	Six Continents, M
GENERAL NONFICTION Nina Amir, Sam Horn, Georgia Hughes, Ann Seymour, Brooke Warner, Terry Whalin. Moderator: Michael Larsen	California Room, C
CHILDREN'S, MIDDLE GRADE AND YA BOOKS Gennifer Choldenko, Kate Chynoweth, Eric Elfman, Lucy Silag, Dan Harmon. Moderator: Regina Brooks	Barclay, 2
GOING HYBRID: CHOOSING THE BEST PUBLISHING OPTIONS FOR YOU AND YOUR BOOK Jim Azevedo, Betty Sargent, Lee Foster, Joel Friedlander, Adam Gomolin. Moderator: Carla King	Willard, 2
DOES YOUR POEM HIT HOME? Reading Your Poem and Getting Feedback on It Guest Robin Ekiss, Joan Gelfand, Kirk Lumpkin. Moderator: tc	Bardroom, M

4:45 – 5:30 p.m.

B.A.M! Creating Commercial Fiction with the Three-Draft Book Architecture Method	Taylor, C
PLOT FOR MIDDLE GRADE AND YOUNG ADULT STORIES: Plotting Your Story Scene-by-Scene to Enthrall Your Readers (A condensed version of this evening's class) Martha Alderson	Barclay, 2
ELIMINATING FAILURE AS AN OPTION: 9 Steps for Creating the Plan You Need for the Success You Want Nina Amir (A condensed version of this evening's class)	Willard, 2
BUILDING A DYNAMIC AUTHOR BRAND: A 10-Step Plan for Growing Your Platform Rusty Shelton (A condensed version of this evening's class)	California Room, C
MONEY TALKS: Get Paid to Speak About Your Book Sam Horn (A condensed version of this evening's class)	Stanford, M
FROM POETRY TO PROSE: Transforming Your Poetry into Fiction Chris Cole	Bardroom, M

4:45-5:45

MAKING YOUR WORK REJECTION PROOF: Advice from Freelance Editors Nina Amir, David Colin Carr, Tanya Egan Gibson, Stuart Horwitz, David Landau, Heather Lazare, Teresa LeYung-Ryan, Mary Rakow, Wendy Nelson Tokunaga, Annie Tucker, Ricky Weisbroth. Moderator: Mary E. Knippel At the end of the session, you can sign up for a free consultation. Starting Friday, you can sign up at the Garden Room, L.	Six Continents, M
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6:30-9:30 p.m. Open Enrollment Classes (Separate Fee)

These **optional** classes are open to all writers. You do not have to be a conference attendee to sign up for them. The conference includes a condensed version of all but one class. There is a link to a description of the classes in the schedule. The classes are also listed at the end of this schedule, or you can click [HERE](#).

6:30 p.m.

NO-HOST NETWORKING DINNER: Listed on hot-pink page in your bag

Harvey Pawl will lead attendees to a host-free dinner at Alfred's, a classic San Francisco restaurant. Speakers are invited as his guests. Please pay \$36 in cash or by check by 5:30 p.m. at registration to cover the cost of the meal, which includes tax and tip, but not drinks, to receive a card for admission. Seating limited. Meet in the lobby at 6:30 to arrange host-free transportation by taxi or on foot.

FRIDAY, FEBRUARY 13TH**7:30 a.m.-6:30 p.m.****REGISTRATION DESK CHECK-IN**

Lobby

8:00 a.m.**LOVING WHAT YOU DO**

Peacock Court, L

Co-director Michael Larsen; authors of books published because of the conference: Nina Amir, Tim Jollymore, Mark Noce, Cathy Turner; Personal Advisor Reverend Gregory Nelson; Advisory Board member Harvey Pawl

8:30-8:45 a.m.**REVVING UP THE CAREER OF YOUR DREAMS**

Peacock Court, L

Kevin Smokler

9:00 a.m.-8:00 p.m.**The bookstore is in Café Ferlinghetti**

Room of the Dons, L

Exhibitors are in the Lobby Terrace & the California Foyer**9:00–11:50 a.m. and from 2:00 to 5:50 p.m.****A FREE 8-MINUTE CONSULTATION WITH A FREELANCE EDITOR**

A freelance editor will give you feedback on your work or your pitch and answer your questions about writing and publishing. Consults are limited. **Sign up for today or Saturday in the Garden Room, L**

A FREE 8-MINUTE CONSULTATION WITH A PUBLICIST

Amy Packard Ferro (Friday only), Penny Sansevieri, or Rusty Shelton will advise you and answer your questions about promoting your books. Consults are limited. **Sign up for today or Saturday in**

Café Ferlinghetti. L**9:00 a.m. – 5:00 p.m.****NEW: The Concierge Program**

Featured speaker Kevin Smokler offer 30-minute customized consultations with writers about writing, marketing their work, and building their careers. Limited to 22 attendees. More information at the end of the schedule.

Fee: \$75, which Kevin donates for scholarships. Please sign up [HERE](#) or at registration.

9:00-10:30 a.m.**MEETING THE FICTION AGENTS: A Q&A**

Peacock Court, L

Margaret Bail, Regina Brooks, Elise Capron, Amy Cloughley, Sorche Fairbank, Irene Goodman, Chelsea Lindman, Mary C. Moore, Dana Newman, Elizabeth Pomada, Andy Ross, Ken Sherman, Gordon Warnock, Carlie Webber.

Moderator: Laurie McLean

MEETING THE NONFICTION EDITORS: A Q&A

California Room, C

Algonquin; Domenica Alioto, Crown/Random House; Brenda Copeland, St. Martin's Press; Cynthia Frank, Cypress House; Benjamin Hymen, Houghton Mifflin Harcourt; Georgia Hughes, New World Library; Brenda Knight, Viva Editions; Rachel Randall, Writer's Digest; Liz Stein, Putnam/Penguin; Brooke Warner, She Writes Press; Terry Whalin, Morgan James.

Moderator: Michael Larsen

MEETING THE CHILDREN'S, MIDDLE GRADE AND YOUNG ADULT EDITORS: A Q&A

Alexandra Cooper, HarperCollins; Don Harmon, Zest; Marissa Moss, Creston Books. Moderator: tc

Six Continents, M

PRODUCING AND DISTRIBUTING SELF-PUBLISHED BOOKS

Stanford, M

Ryan Delk, Ron Martinez, Betty Sargent, Brenda Van Camp. Moderator: Carla King

DOES YOUR POEM HIT HOME? Reading Your Poem and Getting Feedback on It #1 Bardroom, M
Guest Rebecca Foust, Brad Henderson. Moderator: Andy Jones

10:45-11:45
CRAFT IN THE SERVICE OF ART: Creating Literary Fiction That Endures Six Continents, 2
Vikram Chandra, Michelle Richmond, Monte Schulz. Moderator: Bharti Kirchner

WILL SEX KEEP SELLING? How 5 Authors are Leading the Way to Erotica's Future Willard, 2
Sascha Illyvich

RE: SEARCH: Finding What You Need to Know to Write Your Book Stanford, 2
Selden Edward, Constance Hale, Laurie King. Moderator: Kemble Scott

50 SHADES OF PAY: Minting Money with Your Nonfiction California Room, C
Nina Amir, Lee Foster. Moderator: Randy Dotinga

MEETING THE CHILDREN'S, MIDDLE GRADE AND YOUNG ADULT AGENTS Barclay, 2
Regina Brooks, Irene Goodman, Laurie McLean, Carlie Webber. Moderator: Rachel Randall

FROM VERSE TO PROSE: How Your Poetry Can Strengthen All of Your Writing Bardroom, M
Guest Lucille Lang Day, Aya de Leon, Mary Mackey. Moderator: Andy Jones

Noon-1:50 p.m. Luncheon Peacock Court, L
Invocation Reverend Gregory Nelson

12:45 p.m. Keynote: Yiyun Li
The 10,000-Mile Journey to Discover My Books
Followed by a Q&A and book signing

2:00-5:50 p.m.
Editorial Consultations Café Ferlinghetti and Garden Room, L
Publicity Consultations Café Ferlinghetti, L

2:00-3:30 p.m.
MEETING THE FICTION EDITORS: A Q&A Peacock Court, L
Brenda Copeland, St. Martin's Press; Mercedes Fernandez, Kensington Books; Benjamin Hyman, Houghton Mifflin Harcourt; Sascha Illyvich, Ardent Books; Brenda Knight, Cleis Press; Lisa O'Hara, Omnific; Liz Stein, Putnam/Penguin.
Moderator: Rachel Randall

MEETING THE NONFICTION AGENTS: A Q&A California Room, C
Peter Beren, Regina Brooks, Elise Capron, Sorche Fairbank, pSarah Levitt, Chelsea Lindman, Dana Newman, Andy Ross, Ken Sherman, Gordon Warnock, Ted Weinstein. Moderator: Michael Larsen

AT THE HEAD OF THE CLASS: A Primer on Middle Grade Fiction Barclay, 2
Gennifer Choldenko, Alexandra Cooper, Heather McKay. Moderator: Penny Warner

CREATING NEW READERS: Writing Picture Books Stanford, M
Eric Elfman, Marissa Moss. Moderator: tc

COOL NEW TOOLS FOR PUBLISHING YOUR BOOK AND BUILDING YOUR PLATFORM Willard, 2
Pat Brown, Ryan Delk, Ron Martinez, Penny Sansevieri. Moderator Carla King

THE BEST TIME FOR VERSE? Being a Poet in the Digital Age Bardroom, M
Chris Cole, Kirk Lumpkin, Guest Andrena Zawinski, Mary Mackey. Moderator: Guest Rebecca Foust

3:45-4:30 p.m.

FINDING YOUR FUTURE IN OUR PAST: The Pleasures of Writing Historical Fiction Six Continents, M
Selden Edwards, Laurie King, Mary Mackey, Monte Schulz. Moderator: Irene Goodman

SERIOUS NONFICTION: Writing Mind-Stretching Books Willard, 2
Domenica Alioto, Vikram Chandra, Sarah Levitt. Moderator: Randy Dotinga

HOW TO DO HOW-TOS: The Ins and Outs of Practical Nonfiction California Room, C
Maryjean Ballner, Sam Horn. Moderator: Sorche Fairbank

WHERE THE ACTION IS: The Booming World of Young Adult Fiction Barclay, 2
Regina Brooks, Alexandra Cooper, Eric Elfman. Moderator: Carlie Webber

STORIES WITH PICTURES: Writing and Selling Graphic Novels for Adults and Teens Taylor, C
Gordon Warnock, Dan Harmon. Moderator: tc

**ASSEMBLING THE BUILDING BLOCKS FOR SUCCESS:
How Social Media, and Free Online Workshops and Resources Can Build Your Writing Community** Stanford, M
Andrea Dunlop, Lucy Silag. Moderator: tc

PUNCHING UP YOUR POETRY: How a Well-Placed Word Can Change Everything Bardroom, M
Joan Gelfand, Brad Henderson, Guest Alejandro Murgia. Moderator: Andy Jones

4:45-5:30 p.m.

PUTTING PASSION ON THE PAGE: The World of Romance Fiction Six Continents, M
Mercedes Fernandez, Tina Folsom, Sascha Illyvich. Moderator: tc

SETTING THE SCENE: Making the Places in Your Novel Live in Your Readers' Imagination California Room, C
Lewis Buzbee, Kirk Russell, Helene Wecker. Moderator: Elise Capron

CHANGING THE WORLD ONE BOOK AT A TIME: Writing That Inspires Change Stanford, M
Nina Amir, Georgia Hughes, Brenda Knight, Luisah Teish. Moderator: Michael Larsen

DEAR OCCUPANT: Query Letters That Receive Yesses Barclay, 2
Stuart Horwitz, Rachel Randall, Terry Whalin. Moderator: Carlie Webber

PAYING FOR YOUR BOOK IN ADVANCE: Crowdfunding for Cash & Community Willard, 2
Amanda Barbara, Ryan Delk, Adam Gomolin. Moderator: Carla King

MIXING IT UP: Powering Up Your Poetry with Film Bardroom, M
Chris Cole, Joan Gelfand, Guest Erica Goss. Moderator: Guest Rebecca Foust

6:00-8:00 p.m.

GALA PARTY Peacock Court, L

Hors d'oeuvres and first drink free. No-host bar.

Music by Don Alberts, piano; Patrick von Wiegandt, guitar, Brad Henderson, drums.

For attendees, presenters, and volunteers only.

HOST-FREE NETWORKING DINNER: Listed on the hot-pink page in your bag

Harvey Pawl will lead attendees to a host-free dinner at Firenze by Night. Presenters are invited as his guests. Please pay \$36 in cash or by check at registration to cover the cost of the meal, which includes tax and tip but not drinks, by 2 p.m. to receive a card for admission. Seating limited. Please meet in the lobby at 8:00 to arrange host-free transportation by taxi or on foot.

8:30

AN EVENING OF POETRY & JAZZ Café Ferlinghetti, L

9:00 a.m. – 5:00 p.m.

NEW: THE CONCIERGE PROGRAM

Featured speaker Kevin Smokler offer 30-minute customized consultations with writers about writing, marketing their work, and building their careers. Limited to 22 attendees. More information at the end of the schedule.

Fee: \$75, which Kevin donates for scholarships. Please sign up [HERE](#) or at registration if slots are available.

9:00 a.m.-6:30 p.m. **Exhibitors** California Level Foyer and Lobby

9:00 a.m.-7:30 p.m. **Bookstore—NOTE: Presenters & Attendee Book Signing Tonight at 6:30** Café Ferlinghetti, L

9:00 a.m-11:50 a.m.

Editorial Consultations

Publicity Consultations

Garden Room

TBD

9:00-9:45 a.m.

GOT PLOT? THE 5 KEY TURNING POINTS IN ALL MEMOIRS, NOVELS & SCREENPLAYS: Using Them to Create Excitement and a Deep Emotional Bond with Your Readers Six Continents, M

Martha Alderson

30 DAYS TO A BOOK: Writing Your Novel or Nonfiction Book in a Month

Nina Amir, Kate Chynoweth, Grant Faulkner. Moderator: tc

Barclay, 2

MAKING YOUR WRITING SPARKLE: Crafting the Prose of Pros

Constance Hale

Willard, M

CHILDREN'S & MIDDLE GRADE FIRST-PAGE CRITIQUES: Bring Your First Page for Feedback

Lewis Buzbee, Gennifer Choldenko, Alexandra Cooper, Eric Elfman, Heather McKay. Moderator: Penny Warner

Stanford, 2

THE BEST PRACTICES OF BESTSELLING EBOOK AUTHORS

Mark Coker

California Room, C

KILLING DEADLY WRITING HABITS: Bringing Poetry Back to Life

Brad Henderson, Andy Jones, Guest Adrena Zawinski. Moderator: Guest Susan Meserve

Bardroom, M

10:00-10:45 a.m.

THRILLING YOUR READERS: The Elements of Killer Thrillers

Laurie King, Kirk Russell. Moderator: Randy Dotinga

Six Continents, M

AT THE TABLE & ON THE ROAD: Food and Travel Writing

Lee Foster, Guest Joyce Goldstein, Bharti Kirchner. Moderator: Barbara Santos

Taylor, C

THE ART OF WRITING IS REWRITING: How to Be Your Own Editor

Stuart Horwitz, Guest Ivory Madison. Moderator: Constance Hale

California Room, C

POP GOES YOUR TITLE! Ensuring Your Title Sells Your Book

Sam Horn

Barclay, 2

MANAGING SOCIAL MEDIA IN 30 MINUTES A DAY: 4 Steps for Saving Time and Meeting Your Goals Willard, 2

Frances Caballo

SUBSIDIARY RITES: Selling and Publishing Your Book Around the World

Cynthia Frank

Stanford, C

FROM PAGES TO PRINT: Getting Your Poems Published

Guest Rebecca Foust, Joan Gelfand, Andy Jones. Moderator: Brad Henderson

Bardroom, M

11:00-11:45 a.m.	
HEROES & VILLAINS: Building Compelling Characters for Crime Fiction Cara Black, Laurie King, Penny Warner. Moderator: Kate Chynoweth	Six Continents, M
BEYOND BOUNDARIES: Creating Characters of Another Gender or Culture Bharti Kirchner, Luisah Teish. Moderator: Tanya Egan Gibson	Barclay, 2
TRANSFORMING YOUR LIFE INTO A MEMORABLE MEMOIR: Creating a Voice That Delights and Engages Your Readers Adair Lara (A condensed version of Monday's class)	California Room, C
RAVES ANYONE? How to Get Reviews and Impress Reviewers Randy Dotinga	Taylor, C
HOW TO HIT THE EBOOK BESTSELLER LISTS WITH PREORDERS Mark Coker	Stanford, M
STICKY WEBSITES: 8 Keys to a Site That Brings Visitors Back Linda Lee	Willard, 2
WORKING TO SUPPORT THE HABIT: How a Day Job Can Help Your Poetry Brad Henderson, Kirk Lumpkin, Guest Susan Meserve. Moderator: Andy Jones	Bardroom, M
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Noon-1:45 p.m. Luncheon	Peacock Court, L
Welcome Luisah Teish Welcome to Scholarship Winners Elizabeth Pomada Announcement of Contest Winners Laurie McLean	
12:45 p.m. KEYNOTE: John Lescroart Writing Your Way to the Top Followed by a Q&A and a book signing	
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2:00-4:50 Editorial Consultations Publicity Consultations	Garden Room and Café Ferlinghetti, L Café Ferlinghetti, L
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2:00-2:45 p.m.	
SISTERS ON THE PAGE: Fiction for Women Barbara Rose Brooker, Irene Goodman, Wendy Nelson Tokunaga. Moderator: Tanya Egan Gibson	Six Continents, M
TAKING THE GUESSWORK OUT OF NONFICTION: Writing the Proposal You Need to Sell or Publish Your Book Michael Larsen, Andy Ross	Stanford, M
READING WELL TO WRITE WELL: How Reading Great Books Makes You a Better Writer Kevin Smokler	Taylor, C
CREATING A MARKETING PLAN FOR YOUR NOVEL Cynthia Frank	California Room, C
SUPER FANS FOR LIFE: Enticing Your Tribe to Buy Everything You Sell Penny Sansevieri (A condensed version of Monday's class)	Barclay, 2
LISTEN UP! The Cash and Flash in Audiobooks Gabrielle de Cuir, Stefan Rudnicki	Willard, 2

FROM THE PAGE TO THE STAGE: Giving Readings That Sell Books

Bardroom, M

Andy Jones, Guest Richard Loranger, Kirk Lumpkin. Moderator: Guest Rebecca Foust

3:00-3:45 p.m.**SPECIAL EVENT: Free and Open to the Public by RSVP only!**

Peacock Court, L

COME SHAKE THE HAND THAT SHOOK THE HAND THAT SHOOK THE HAND OF AL CAPONE

Gennifer Choldenko, author of the bestselling middle-grade Al Capone trilogy, will discuss life on *The Rock* and her books. *Al Capone Does My Shirts*—a Newbery Honor Book—*Al Capone Shines My Shoes*, and *Al Capone Does My Homework*. She has over 2 million copies of her books in print. Booksigning and selfies with Gennifer will follow this session.

ALSO: Gennifer will judge and read the winning entry from the **SFWC Youth Fiction Contest** for fifth to eighth graders. The prize: a tour of Alcatraz for two. Kate Farrell, coordinator. For more information, contact Elizabeth at sfwriterscon@aol.com.

The session will begin PROMPTLY at 3 p.m.. Admission FREE but by reservation ONLY.

Seating limited. The session is geared to students in the 5th to 8th grade, but all of Gennifer's fans are encouraged to attend. Children must be accompanied by a parent or adult chaperone: one adult may accompany up to 10 children.

To RSVP or enter the SFWC Youth Fiction Contest, [CLICK HERE](#)

FROM MANUSCRIPT TO BESTSELLER: How an Author and Editor Collaborate on a Book

California Room, C

Judith Curr, John Lescroart. Moderator: Betty Sargent

BRINGING YOUR LIFE TO LIFE: Making Book Buyers Want to Read Your Story

Barclay, 2

Regina Brooks, Zoe Fitzgerald Carter, Ann Seymour. Moderator: Domenica Alioto

TRANSFORMING WORDS INTO IMAGES: Turning Books into Movies

Six Continents, M

Marilyn R. Atlas, Barbara Rose Brooker, Ken Sherman. Moderator: tc

WRITING FOR THE RIGHT REASONS: The Joys and Hazards of the Literary Life

Stanford, M

With Reflections from Members of the SF Writers Grotto, Celebrating 20 Years as a Collective

Guests Natalie Baszile, Meghan Ward, Ethan Watters. Moderator: Constance Hale

A SCAVENGER HUNT FOR FANS & SALES: Setting up a Tour Online and Off

Willard, 2

Stuart Horwitz

4:00-4:45 p.m.**FORGING REALMS OF GOLD: Sci Fi & Fantasy**

Barclay, 2

Heather McKay, Stefan Rudnicki, Helene Wecker. Moderator: Laurie McLean

YOUNG ADULT FIRST PAGE CRITIQUES: Get Feedback on Your Work

Willard, 2

Kate Chynoweth, Alexandra Cooper, Eric Elfman, Lucy Silag, Dan Harmon. Moderator: Carlie Webber

PUBLISHING 2015: The View from the Big Apple

California Room, C

Domenica Alioto, Brenda Copeland, Liz Stein. Moderator: Michael Larsen

FINDING AND WORKING WITH THE RIGHT PUBLICIST FOR YOU

Six Continents, M

Amy Packard Ferro, Penny Sansevieri, Rusty Shelton. Moderator: tc

UPWARDLY MOBILE: Using Your (Mega)Phone for Publishing, Visibility & Promotion

Stanford, M

Ryan Delk, Ron Martinez, Frances Caballo. Moderator: Carla King

LEGAL-EASE: What You Need to Know About Contracts, Copyright, and Protecting Your Work

Taylor, M

Dana Newman, Helen Sedwick. Moderator: Randy Dotinga

DOES YOUR POEM HIT HOME? Reading Your Poem and Getting Feedback on It #2

Bardroom, M

Joan Gelfand, Kirk Lumpkin. Moderator: Guest Richard Loranger

5:00-6:30 p.m.

Peacock Court, L

ASK THE PROS: A Pitch-and-Ask Session with Editors and Publishing Professionals

Domenica Alioto, Nina Amir, Jim Azevedo, Catharine Bramkamp, Frances Caballo, Alexandra Cooper, Brenda Copeland, Randy Dotinga, Andrea Dunlop, Grant Faulkner, Mercedes Fernandez, Amy Packard Ferro, Lee Foster, Cynthia Frank, Joel Friedlander, Mary Beth Grossman, Dan Harmon, Benjamin Hyman, Sam Horn, Georgia Hughes, Sascha Illyvich, Carla King, Brenda Knight, Linda Lee, Lisa O'Hara, Rachel Randall, Stefan Rudnicki, Penny Sansevieri, Helen Sedwick, Lucy Silag, Lauren Spiegel, Rusty Shelton, Kevin Smokler, Liz Stein, Brenda van Camp, Brooke Warner, Terry Whalin

Ask the Pros is divided into four 18-minute sessions. Pros will be seated at tables with their names in alphabetical order. Nine attendees at a time can go to tables they wish and take turns pitching a book or asking questions for two minutes. After you speak, we suggest you move on to the next pro you want to speak to. After 18 minutes, a bell will ring, indicating it's time to change tables. You may not be able to meet with everyone you wish, so feel free to talk to them during the conference when they're wearing badges.

6:30-7:30 p.m.

PRESENTERS BOOK SIGNING AND RECEPTION Free and Open to the Public Room of the Dons, L
Also meet independently and traditionally published authors attending the conference. Our thanks to Bookshop West Portal.
No-host bar. Music by The Slush Pile: Patrick von Wiegandt, guitar/vocals; Brad Henderson, drums; Steve Levine, harmonica.

7:30 p.m.

NO-HOST NETWORKING DINNER: Listed on hot-pink page in your bag

Harvey Pawl will lead attendees to a no-host dinner at Café Puccini. Speakers are invited as his guests. Please pay \$36 in cash or by check at registration to cover the cost of the meal, which includes tax and tip but not drinks, by 2 p.m. to receive a card for admission. Seating is limited. Meet in lobby at 7:30 to arrange host-free transportation by taxi or on foot.

9:00-11:00 p.m.

NOVEL AND MEMOIR FIRST PAGE CRITIQUES

Stanford, M

Elise Capron, Grant Faulkner, Ken Sherman. Moderator: Sorche Fairbank

SUNDAY, FEBRUARY 15TH

7:30-8:45 a.m. Hot plated Breakfast served at 7:30. Please be on time.

Peacock Court, L

8:00 a.m.

KEYNOTE: Judith Curr, President & Publisher, Atria Books

The Keys to Unlocking the Door of Success

Followed by a Q&A

9:00-9:45 a.m.

PACING YOUR NOVEL FOR PAGE TURNABILITY: How to Keep Your Readers Turning the Pages Six Continents
Selden Edwards, Irene Goodman, Kirk Russell. Moderator: tc

BLOG YOUR WAY TO A BOOK DEAL: Writing & Promoting Your Book One Post at a Time

Willard, 2

Nina Amir

FIRST IMPRESSIONS: How a Critique Group Helps You Do Your Best Work

Stanford, M

Zoe Fitzgerald Carter, Cynthia Frank, Victoria Hudson. Moderator: Tanya Egan Gibson

USING OLD MEDIA TO CREATE NEW SALES: Harnessing the Power of Traditional Publicity

Barclay, 2

Stacey Lewis, Penny Sansevieri. Moderator: Randy Dotinga

FOR LOVE & MONEY: Finding and Working with the Right Agent for You

California, C

Elise Capron, Sorche Fairbank, Andy Ross. Moderator: Randy Dotinga

THE ZEN OF GHOSTWRITING: How Helping Others Helps Your Craft and Career

Bardroom, M

Brad Henderson, Stuart Horwitz, Guest Sharon Campbell Knox. Moderator: Andy Jones

10:00-10:45 a.m.

DIALOGUE AND VOICE: Revealing Your Characters and Yourself Barclay, 2
 Cara Black, Tanya Egan Gibson, Monte Schulz. Moderator: Bharti Kirchner

SELLING A BESTSELLER: A Mock Auction in Action Six Continents, M
 Domenica Alioto, Ken Sherman, Liz Stein. Moderator: Heather Lazare

SEEING IS BELIEVING: Designing Your Book for Success Stanford, M
 Peter Beren, Joel Friedlander, Brenda van Camp. Moderator: Carla King

UP THE RIVER WITH YOUR BOOK: How to Sell Truckloads of Books on Amazon California Room, C
 Penny Sansevieri ([A condensed version of Monday's class](#))

BLOGGING FOR BEGINNERS: Creating a Blog That Sells Books Willard, 2
 Linda Lee ([A condensed version of Monday's class](#))

FROM THE REFLECTION TO THE CANDLE: Finding Poets Who Light Your Way to Success Bardroom, M
 Brad Henderson, Andy Jones, Guest Sharon Campbell Knox. Moderator: Guest Rebecca Foust

11:00-11:45 a.m.

WHO'S IN CHARGE HERE? Choosing the Right Point of View to Tell Your Story Willard, 2
 Annie Tucker

TERSE, TENSE & TIGHT: Taming Books into Screenplays and Teleplays Six Continents, M
 Marilyn R. Atlas

FINDING AND WORKING WITH THE FREELANCE EDITOR FOR YOU Stanford, M
 Tanya Egan Gibson, Stuart Horwitz, Heather Lazare, Wendy Nelson Tokunaga. Moderator: Mary E. Knippel

SELF-PUBLISHING BOOT CAMP: California Room, C
A Step-by-Step to Publishing, Promoting, and Selling Your Books in Print and Every Popular Ebook Format
 Carla King with guest speakers Nina Amir, Jim Azevedo, Joel Friedlander, Ron Martinez, Helen Sedwick,
 Brenda van Camp. ([A condensed version of Monday's class](#))

THE PRESENCE THAT KEEPS ON GIVING: Building Your Online Communities Barclay, 2
 Penny Sansevieri. Moderator: Randy Dotinga

THE TWO-PERSON POET: Building Your Craft and Productivity with a Writing Partner Bardroom, M
 Brad Henderson, Andy Jones. Moderator: tc

Noon-2:00

Free and open to the public Peacock Court, L

JOINING THE WRITING COMMUNITY: Connecting with Writers

Members of writer's organizations, some national, will bring literature and speak about their organization and meet with attendees. Nina Amir, National Nonfiction Writing Month; Cara Black, Mystery Writers of America; Pat Brown, Goodreads; Zoe Fitzgerald Carter, San Francisco Writer's Grotto; Stephanie Chandler, Nonfiction Authors Association; Gennifer Choldenko, Society of Children's Book Writers and Illustrators; Randy Dotinga, American Society of Journalists and Authors; Grant Faulkner, National Novel Writing Month (Nanowrimo); Lee Foster, Bay Area Independent Publishers Association, Bay Area Travel Writers Association; Jane Glendinning, California Writers Club; Anne Hill, Bay Area Bloggers Society; Scott James, Litquake; Linda Lee, Women's National Book Association; Kerry Lonsdale, Women Fiction Writers Association; Kirk Russell, International Thriller Writers

If you know of other writer's organizations that would like to join this session, please email Mike at sfwriterscon@aol.com. Many thanks!

3:00 p.m. TAKING THE CONFERENCE WITH YOU: California Room, C
Sharing What You Learned and Using It to Achieve Your Goals
 An informal discussion with Carla King and Michael Larsen

THIS CONCLUDES THE SAN FRANCISCO WRITERS CONFERENCE.

We hope to see you President's Day Weekend in 2016!

4:30 p.m. HOST-FREE NETWORKING DINNER: Listed on the hot-pink page in your bag

Please meet in the lobby at 4:30 to arrange for host-free transportation by taxi or on foot. Harvey Pawl treats presenters, volunteers, and the staff to a Chinese banquet in Chinatown with Peking Duck at the Great Eastern Restaurant. You're welcome to join us. Please pay \$25 dollars, which includes tax and tip but not drinks, in cash or by check at registration by 2:00 p.m. to receive a card for admission. Followed by host-free coffee in North Beach. Optional stops: the Beat Museum and the landmark City Lights Bookstore.

NEW: The Concierge Program

The conference helps launch authors and changes lives. But with more than 100 breakout sessions and 350 writers, it can feel overwhelming. The Concierge Program with Kevin Smokler will fix that.

Only 22 attendees will have the chance to spend 30 minutes with Kevin for a consultation tailored to your book, your needs, your goals, and wherever you are in the writing and publishing process.

You will have a clearer sense of direction for your writing and your career, how best to use the conference to achieve your dreams. You will be better able to enjoy the conference and approach it with confidence.

When you arrive at the conference, you will select the time and day for your consultation. First come first served.

You will receive:

- Guidance from one of the Conference's most knowledgeable and respected teachers
- Kevin's private cellphone number so you can stay in contact with him throughout the conference
- A free follow-up phone call with Kevin after the conference
- Handouts

Fee: \$75, which Kevin donates for scholarships. Bonus: The first 18 writers to register will network at Kevin's table at lunch on Friday or breakfast on Saturday. [CLICK HERE](#) to reserve your consultation!

Kevin Smokler has been a speaker and a consultant who has helped over 100 attendees at the conference since 2007. He's the author of *Practical Classics* (2013) and *Bookmark Now*, a *San Francisco Chronicle* Notable Book of 2005. His writing has appeared in *The Los Angeles Times*, *Salon*, *Fast Company* and on NPR. He speaks and teaches throughout North America on having the writing career you dream of. He lives in San Francisco. The conference is his favorite time of year.

San Francisco Writers Conference**OPEN ENROLLMENT CLASSES/Thursday and Monday**

Open Enrollment Classes have a Separate Fee. You do not have to be a conference attendee to sign up for these classes.

THURSDAY, FEBRUARY 12TH**6:30- 9:30 p.m. Open Enrollment Classes (Separate Fee)****1. PLOT FOR MIDDLE GRADE & YOUNG ADULT STORIES: Plot Your Story Scene-by-Scene to Move Your Readers**

This class will enable middle grade and young adult fiction writers to use their plots to keep their readers engaged. Every scene has to deliver on many levels at once. Compelling characters; exciting dramatic action; meaning, emotion, and depth are essential. You will learn how many subplots is too many and how many characters you need.

You will also learn:

- Strategies to give your scenes the greatest impact
- How to turn episodic events into cause and effect
- Foolproof techniques for developing complex characters
- What makes for compelling action
- How to keep the tension constantly rising

Martha Alderson, author of *The Plot Whisperer: Secrets of Story Structure Any Writer Can Master*, is known as “The Plot Whisperer” for the help she offers writers worldwide. She is the founder of the award-winning blog *The Plot Whisperer; The 27-Step Tutorial: How Do I Plot a Novel, Memoir, Screenplay?* and *The Spiritual Guide for Writers: How to Embrace the Infinite Wisdom of the Universal Story and Empower Your Own Unique Creative Expression the Plot Whisperer Way*. Fee: \$99. For an additional \$30, you may sign up for a 10-minute plot consultation with Martha during the conference.

2. BUILDING A DYNAMIC AUTHOR BRAND: A 10-Step Plan for Growing Your Platform

This class will peel back the curtain to share the steps that built bestselling author brands. Rusty’s 10-step plan combines insights from the changing worlds of publicity, social media, and marketing to help you cut through the clutter and build a large platform. You will leave the class with a roadmap you can follow to find a large following and get more publicity for you and your book. Handouts.

You will learn how to:

- Conduct an online brand audit for yourself to be more discoverable
- Grow your platform by thinking like a media outlet
- Give the media reasons to find you online
- Create the right social media strategy for your readers
- Use a unique data-mining process to build relationships with journalists, bloggers, and other influencers

Rusty Shelton founded Shelton Interactive in 2010. The company offers a full suite of digital services, including website design and development, social media, digital PR, SEO, and design work for fully integrated digital marketing campaigns. Rusty has represented more than twenty bestsellers, including *The Confidence Code*, *How The World Sees You*, *Big Data*, *The One Thing*, *Touchpoints*, *Take The Stairs*, *One Thousand Gifts*, and bestselling authors like Claire Shipman, Katty Kay, Tom Rath, Sally Hogshead and Doug Conant, www.sheltoninteractive.com. @RustyShelton.
Fee: \$49

3. PREPPING YOUR IDEA AND YOURSELF FOR SUCCESS: 9 Steps for Developing a Winning Business Plan for Your Book

Improve your odds of becoming a successful author by producing a business plan for your book before you write a word. You’ll develop an author attitude and learn how to evaluate your idea. Learn how to determine if your book is both a creative idea and a viable business venture and to develop books that sell to publishers and to readers. Discover how to determine if your book is ready for agents, publishers, and readers. Nina is offering participants a plan/book proposal template, a PDF of her book, and a 10% discount on the print version.

You will learn:

- How to discover if your idea is marketable
- Determine if you are an attractive publishing partner or savvy indie publisher
- What publishers and readers want
- How to see through an editor’s eyes
- Why you shouldn’t write your book as soon as you get the idea

Nina Amir, the Inspiration to Creation Coach and author of *How to Blog a Book* and *The Author Training Manual*, transforms writers into authors. A nonfiction developmental editor, proposal consultant, and blog-to-book coach, her clients have gone on to sell 300,000+ copies of their books with major publishing houses. She writes four blogs, has self-published 12 books and is the founder of National Nonfiction Writing Month.

Fee: \$49. For an additional \$30, sign up for a 15-minute consultation with Nina by phone or during the conference.

4. MONEY TALKS: Get Paid to Speak About Your Book

If you can get paid to speak, the real money in your book may not be in royalties, but talks and back-of-the-room sales. Have you:

- ✓ Always wanted to give a TED talk?
- ✓ Ever wished you could get paid to speak for conferences, cruises, corporations?
- ✓ Thought about offering public seminars, webinars or online teleseminars?
- ✓ Been speaking pro bono and want to go from free to fee?
- ✓ Considered hosting virtual book clubs so you make money at your desk?

This class will provide a step-by-step program for turning the subject of your book into a speaking career that catapults your income and influence. Handouts.

You will learn how to:

- Pull out a unique, yet universally relevant message from your work
- Develop a speaker one-sheet, the only marketing tool you need
- Identify organizations in your area who need your message and will pay for it
- Negotiate your fees receive in-kind payment
- Create a memorable, compelling keynote

Sam Horn has helped thousands of people earn a good living by showing them how to turn their EEE--Expertise, Experience, Epiphanies--into a topic that gets them booked, paid, and asked back. Sam is a top-ranked speaker at INC 500, the International Platform Association, and a communication strategist for clients such as Intel, Cisco, Boeing and NASA. Her books-- *POP!*, *Tongue Fu!* and *Got Your Attention?*—have been endorsed by Seth Godin, Tony Robbins and Stephen Covey. Fee: \$49

5. B.A.M! Creating Commercial Fiction with the Three-Draft Book Architecture Method

Are you an outliner or a pantsler? Do you plan your book or pilot by feel? Finding the right approach for you requires a method rather than a formula. The Book Architecture Method has helped bestselling writers transform messy manuscripts into polished books in three drafts. Published and aspiring writers will learn how to create a complex narrative by knowing the draft you're in and what to do between drafts.

You will learn:

- What plotting means
- Why there are several narrative arcs
- How to make sure your book has only one theme
- How to separate your work into scenes so you can fix it
- Enabling your story to create a fulfilling emotional pay-off

Stuart Horwitz is the founder of Book Architecture, a firm of independent editors based in Providence and Boston (www.BookArchitecture.com). BA's clients have hit fiction and nonfiction bestseller lists. *The Writer* named his book, *Blueprint Your Bestseller*, one of 2013's best books. *Book Architecture: How to Plot and Outline Without Using a Formula*, is being released early this year.

Fee: \$49

MONDAY, FEBRUARY 16TH

9 a.m. – 5 p.m. (All Day Classes)

6. SELF-PUBLISHING BOOT CAMP: A Step-by-Step to Publishing, Promoting, and Selling Your Books in Print and Every Popular Ebook Format

This day-long boot camp with a team of experts is packed with how-to information on formatting, publishing, promoting, and selling your book in print and every popular ebook format. You'll take away a clear vision of how to publish your book, along with the just-released 3rd edition of *Self-Publishing Boot Camp Guide for Authors*, freebies, discounts and membership in a private online community. .

You will learn:

- ISBN, copyright and book systems essentials
- Tools and services you can trust to format, print and distribute your book
- Wordpress blogs and website for authors
- Setting up your publishing business (EINs, DBAs, sellers permits)
- What you don't know about book formatting that can save lots of time and money
- Book marketing basics, tips and tricks
- Connecting with and selling to your readers directly in the social media stream
- Owning your book and your book business

and much more

Guest speakers: Linda Lee, Wordpress Total Training; Ron Martinez, Aerbook; Penny Sansevieri, Author Marketing Experts; Mark Coker, Smashwords; Joel Friedlander, The Book Designer; Helen Sedwick, *The Self-Publisher's Legal Handbook*, Nina Amir, Inspiration to Creation Coach.

Carla King is a self-publishing expert, adventure travel writer and technology journalist. She started self-publishing in 1994 and has taught others how since 2008. Her Self-Pub Boot Camp program help authors find their indie publishing path with cost-effective and trustworthy tools and services. *The 3rd edition of her Self-Publishing Boot Camp Guide for Authors: How to Publish, Promote and Sell Your Book in Print and Every Popular e-book Format* will be just released in time for this workshop February 2015 www.SelfPubBootCamp.com, www.CarlaKing.com.

Fee: \$198 (Bring brown-bag lunch) Get details at <http://selfpubbootcamp.com/classes/spbc-sfwc-2015>

7. A BOOMER'S GUIDE TO STARTING A SECOND CAREER AS AN AUTHOR:

Writing and Publishing Your Novel and Selling It to Hollywood

Have you always wanted to write and publish a book? Sell it to Hollywood? Now is the best time to be a writer. This class will show you how to structure your book concept, write a storyboard, scene, synopsis, and logline, create three-dimensional characters, and how your characters help sell your story. "Writing Aerobics" will guide you from your idea to publication, through the ins and outs of publication and success in Hollywood. "Writing Aerobics" handouts.

You will learn:

- How to do a table of contents, an outline, a character profile, and a film treatment
- How to pitch Hollywood agents and producers
- How to build your storyline
- How to avoid stereotypes
- The best options for publishing your book

Marilyn R. Atlas is an award-winning producer and talent/literary manager of actors and writers. Among her credits as a film producer are *Real Women Have Curves* for HBO, which won the Audience Award at the Sundance Film Festival. She recently produced a movie for Lifetime based on the book, *The Choking Game*. Her book, *Dating Your Character*, will be published in 2015.

Barbara Rose Brooker has published fiction with William Morrow, Simon & Schuster, and other presses. Her novel, *The Viagra Diaries*, is being made into a TV series. Her latest novel, *The Rise and Fall of a Jewish American Princess*, was released in October. Her books have been translated into eleven languages. Barbara has an MA in creative writing. She teaches creative writing workshops at San Francisco State University Extension, and at private workshops.

Fee: \$98

MONDAY, FEBRUARY 16TH

9 a.m. – Noon (Monday Half- Day Morning Classes)

8. UNLOCKING THE KEY TO YOUR MEMOIR: Finding Your Voice

For agents and editors, voice is more than subject. You may think you're the only one who fell out of a prop plane in the Andes and was kept captive by a lost tribe, but it's probably happened to six other people who have written memoirs and have agents. With an engaging voice, though, you can write about any damn thing you please and get into print.

The class will use fun exercises to help show you how to:

- Recreate yourself and your relatives as characters
- Make your readers feel the emotions instead of wallowing in them yourself

- Take out the therapeutic insights and put in subtext
- Write what the reader wants to read, as opposed to what you want to write

Adair Lara is a teacher, an award-winning columnist for the *San Francisco Chronicle*, and the author of thirteen books, including *You Know You're a Writer When...* Her work has appeared in *Cosmopolitan*, *Reader's Digest*, *Parenting*, *Glamour*, *Redbook*, *Ladies' Home Journal*, *American Woman*, *Departures*, *Westways*, *American Way*, *Via*, *Fitness*, *Good Housekeeping*. Adair founded www.Matchwriters.Com as a meeting place for aspiring writers. The site has been endorsed by Amy Tan, Anne Lamott, Dorothy Allison, and Isabel Allende.

Fee: \$125

9. SUPER FANS: The Secrets to Selling Everything You Write

For all of the marketing we do, all the Tweeting, Facebook-ing, and blogging, we really want to know it's paying off. Does any of this sell books? Have you ever asked yourself:

- ✓ How do I know if they are the right things to market my book?
- ✓ I don't want to spend my life marketing, how can I get the most out of my efforts?
- ✓ Does giving away my book actually help sell it?
- ✓ Will any of this help me sell more books?

You will learn how to:

- Identify and reach your markets
- Turn fans into SUPER FANS
- Ignite your fans so they promote your book
- Use free to sell more books
- Find and use the right social media for your book

Penny C. Sansevieri, Founder and CEO Author Marketing Experts, is a bestselling author and internationally recognized book marketing and media relations expert. She is an Adjunct Professor teaching Self-Publishing for NYU. She is the author of fourteen books, including *How to Sell Your Books* by the Truckload on Amazon and *Red Hot Internet Publicity*, which has been called the "leading guide to everything Internet."

Fee. \$49 Handouts.

Noon–2 p.m. No-host Lunch

MONDAY, FEBRUARY 16TH

2-5 p.m. (Monday Half- Day Afternoon Classes)

10. WORDPRESS BLOGS FOR NON-TECHIES: Bring Your Laptop, Leave with Your Blog

You will receive the login to your WordPress test site before class. We will build your website together on the test site, and you will have access to the site for 90 days. The course requires a computer, preferably with a mouse. iPads and notepads are not the best choice. The course includes a video that covers the basics we work on together during the class. You will receive directions and a prep sheet when you sign up. Handouts.

You will learn:

- How to set up a free WordPress website
- The difference between self-hosted WordPress website and a free one on WordPress.com
- How to set up pages and posts, add images, and use widgets
- Search-engine optimization basics and writing an effective, search-engine-optimized post or page
- What plugins are and how to use them

Linda Lee is a writer, speaker, teacher, and website designer. She specializes in WordPress design, WordPress Websites, instruction, and consulting. Linda and her team have built more than 200 websites. She founded [Smart Women Stupid](http://SmartWomenStupid.com)

Computers, Askmepec-Webdesign, and WordPress Total Training, a WordPress training course and support membership site. She also offers WordPressBootcamp and WordPressTotalTraining.com, a training program with lifetime support, a support forum, and more than 65 videos.

Fee: \$99

11. HOW TO SELL BOOKS BY THE TRUCKLOAD ON AMAZON

Amazon is a great place to sell books, but most authors don't realize that Amazon has an internal sales machine that will help you market your book for free, if you trigger it. It's called their internal algorithm and once the algorithm kicks in, you could see a boatload of free promotion come your way. Handouts.

You will learn how to:

- Optimize your Amazon page so your book shows up in more searches
- Understand categories/themes and how to rank consistently #1 in your category
- Make a fortune with Kindle Unlimited
- Quadruple the reviews you get on Amazon
- Make free pay

Penny C. Sansevieri, Founder and CEO Author Marketing Experts, is a bestselling author and internationally recognized book marketing and media relations expert. She is an Adjunct Professor teaching Self-Publishing for NYU. She is the author of fourteen books, including *How to Sell Your Books by the Truckload on Amazon* and *Red Hot Internet Publicity*, which has been called the "leading guide to everything Internet."

\$49

5:30 p.m. HOST-FREE NETWORKING DINNER: Listed on the hot-pink page in your bag

Conference attendees and class students are welcome to Join Harvey Pawl and Michael Larsen at a host-free dinner Café de la Presse. Today's teachers are invited as Harvey's guests. Please meet in the lobby at 5:30 to arrange no-host transportation by taxi or on foot. Individual checks.