

**THIS IS A DRAFT SCHEDULE!** There will be minor changes. The final schedule will be in your bag at the conference.

**2017 SAN FRANCISCO WRITERS CONFERENCE  
& A LA CARTE CLASSES**



**WEDNESDAY, FEBRUARY 15<sup>th</sup>**

**5:30 p.m.**

**HOST-FREE NETWORKING DINNER**

SFWC sponsor and Advisory Board member Harvey Pawl leads attendees to a host-free prix fixe seafood dinner at Sam’s Grill. Dinner is \$39, which includes the meal, tax, and tip, but not drinks. For Wednesday only, please reserve by calling Mike Larsen at 415-673-0939. Then meet Harvey in the lobby at 5:30 p.m. to pay for dinner with cash or a check to SFWC, and to arrange host-free transportation. **Speakers are invited as his guests.**

**THURSDAY, FEBRUARY 16<sup>th</sup>**

**10:30-a.m.-Noon Pre-Conference Class for Attendees**

California, C

**THRIVING IN THE GOLDEN AGE FOR WRITERS:**

**10 Commandments That Guarantee Your Success**

Mike Larsen, SFWC Co-director Mike will refer to his handouts at [www.sfwriters.org](http://www.sfwriters.org) throughout the talk.

**2017 San Francisco Writers Conference Begins**

**1:00 p.m.-6:30 p.m.**

**REGISTRATION CHECK-IN**

Lobby

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

**NOTE:** Meeting rooms are on four levels. There is a map in your bag.

Each session has a room name & level:

**C=California (or Cellar), L=Lobby, M=Mezzanine (1<sup>st</sup> Floor), 2 = 2<sup>nd</sup> Floor.**

**2:00 – 2:45 p.m.**

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

Barclay, 2

Donna Levin

**WRITING YOUR FIRST NONFICTION BOOK:**

Stanford, M

**Transforming Your Idea into a Salable Book**

Gordon Warnock

**PREPPING THE PERFECT PITCH 1:**

Six Continents, M

**Convincing Agents & Editors to See Your Novel or Memoir**

Sorche Fairbank

**PREPPING THE PERFECT PITCH 2:**

California, C

**Convincing Agents and Editors to See Your Nonfiction Book**

Kimberly Perel

**A SELF-PUBLISHING SUMMIT:**

Willard, 2

**How the Toolmakers and Their Tools Can Help You Make Your Book the Best It Can Be**

Mark Coker, Robin Cutler, Justin Renard, Steven Spatz, Kevin Tumlinson. Moderator: Carla King

**THURSDAY, FEBRUARY 16 (continued)**

**3:00 – 4:30 p.m.**

**3 PITCHATHONS: Getting Feedback on Your Pitch**

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 and with Mike Larsen throughout the conference.

**1. NOVELS AND MEMOIRS PITCHATHON**

Six Continents, M

Amy Cloughly, Heather Lazare, Wendy Nelson Tokunaga, Monica Wesolowska.  
Moderator: Sorche Fairbank

**2. GENERAL NONFICTION PITCHATHON**

California, C

Nina Amir, Peter Beren, Kimberly Perel, Meghan Stevenson, Gordon Warnock.  
Moderator: Mike Larsen

**3. MIDDLE GRADE/YOUNG ADULT PITCHATHON**

Barclay, 2

Lisa Abellera, Mark Gottlieb, Mary C. Moore, Andy Ross, Jennifer March Soloway.  
Moderator: Laurie McLean

**4:45 – 5:15 p.m.**

**CLASS PREVIEWS!**

Peacock Court, L

The Thursday night A La Carte teachers will describe the classes they will teach at 6:30:

**B.A.M! Finish Your Book in Three Drafts with the Book Architecture Method**

Stuart Horwitz

**CREATING A BESTSELLER: Soaring to the Heights of Compelling Writing**

John Perkins

**FROM INSPIRATION TO CREATION OF YOUR BOOK:  
7 Steps to Realizing Your Dream of Successful Authorship**

Nina Amir

**MASTERING THE NEW MEDIA LANDSCAPE:**

**How to Integrate Owned, Earned & Rented Media to Build an Author Brand**

Rusty Shelton

**THE NEW AGE OF FIRE: Storytelling & Public Speaking** Kate Farrell, Betsy Graziani Fasbinder

**PROPOSALS: A Step-by Step Guide to Making Yours a Knockout  
and TO SELF-PUBLISH OR NOT TO SELF-PUBLISH:  
An Agent's 10-Step Guide to Making Great Publishing Decisions**

Jody Rein

**BARE MINIMUM PUBLISHING:**

Six Continents, M

**The Absolute Basics of a Professional Indie Author Career**

Justin Renard, Orna Ross, Kevin Tumlinson. Moderator: Carla King

**6:30 p.m.-? Free and open to the public**

**MAKING YOUR WORK REJECTION PROOF: Advice from Independent Editors**

Peacock, L

Amelia Beamer, Stuart Horwitz, David Landau, Heather Lazare, Jennie Nash, Mary Rakow,  
Julie Romeis Sanders, Meghan Stevenson, Wendy Nelson Tokunaga, Ricky Weisbroth. Monica Wesolowska.  
Moderator: Independent Editor Coordinator Mary E. Knippel

After the session, attendees can sign up for a free consultation. On Friday, you can sign up at the Garden Room, L

**6:30-9:30 p.m. A La Carte Classes (Separate Fee)**

These optional classes are open to all writers. You do not have to be an attendee to sign up for them. The conference includes a condensed version of classes. The classes are listed at the end of this schedule.

**THURSDAY, FEBRUARY 16 (continued)**

**5:30 p.m.**

**HOST-FREE NETWORKING DINNER:** Listed on hot-pink invitation page in your bag.

SFWC sponsor and Advisory Board member Harvey Pawl leads attendees to a host-free prix fixe French dinner at Café Bastille. Dinner is \$39, which includes the meal, tax, and tip, but not drinks. Please pay at registration with cash or a check to SFWC by 3 p.m. Meet Harvey in the lobby at 6:30 to arrange host-free transportation by taxi or on foot. **Speakers who register by 3 p.m. are invited as his guests.**

**FRIDAY, FEBRUARY 17<sup>TH</sup>**

**6:00-7:00 a.m.**

**HOST-FREE NETWORKING COFFEE FOR EARLY RISERS**

Café Centro, a block down the hill at the corner of California and Powell. Use California Street exit from the hotel. (Heels not advisable.) Bring your work, your pitch and your questions. Mike Larsen, Laurie McLean

**7:30 a.m.-6:30 p.m.**

**REGISTRATION CHECK-IN**

Lobby

**7:00-7:30 a.m.**

**20 MINUTES A DAY TO TRANSFORM YOUR WRITING AND YOUR LIFE:**

Stanford, M

**A Writer's Guide to Meditation**

Stuart Horwitz

**7:00-7:30 a.m.**

Lobby

**GREEN TOUR OF THE MARK HOPKINS Free and open to the public**

Chief Engineer Shane Caldwell leads an insider's tour of the Mark Hopkins, a green-certified, four-star hotel.

**7:30-10:00 a.m.**

**A LIGHT NETWORKING BREAKFAST**

Room of the Dons, L

**8:00-8:45 a.m.**

**SPINNING GOALS INTO GOLD**

Peacock Court, L

Co-director Mike Larsen; authors published because of the conference: Nina Amir,

Stephanie Chandler, Cali Gilbert, Kerry Lonsdale, Mark Noce, Lida Sideris, Stephania Shaffer, Cathy Turney;

Track Coordinators Carla King, Laurie McLean, and Lissa Provost; Stuart Horwitz; Gordon Warnock, Advisory

Board member Harvey Pawl

**10:00 a.m.-8:00 p.m.**

Bookstore—sponsored by Neal Sofman, BookShop West Portal

Room of the Dons, L

Exhibitors

Lobby Terrace, Room of the Dons & the California Foyer, L

**10:00–11:50 a.m. and from 2:00 to 5:50 p.m. FREE 8-MINUTE CONSULTATIONS WITH**

• **A FREELANCE EDITOR**

An independent editor will give you feedback on your work or your pitch, and answer questions about writing.

• **A PUBLICIST**

Stephanie Chandler, Julia Drake, Isabella Michon, or Rusty Shelton answer questions about promotion.

• **AN AUTHOR COACH**

Nina Amir, Cali Gilbert, or Jody Rein will answer questions about writing, agents, publishing, and your pitch.

Consults limited as their schedules allow. One per type per attendee.

Please sign up Friday & Saturday at the Garden Room (editors) or Room of the Dons (coaches/PR), L.

**FRIDAY, FEBRUARY 17 (continued)**

**9:00-9:30 a.m.**



**KEYNOTE: John Perkins**

Peacock Court, L

**Why an Economic Hit Man Writes Bestsellers**

Introduced by Steve Piersanti, President Barrett-Koehler Publishers

Q&A and book signing

**10:00-11:30 a.m.**

**MEETING THE FICTION AGENTS: A Q&A**

Peacock Court, L

Lisa Abellera, Noah Ballard, Jennifer Chen Tran, Amy Cloughley, Sorche Fairbank, Mark Gottlieb, Sarah Levitt, Mary C. Moore, Paula Munier, Dana Newman, Kimberly Perel, Adriann Ranta, Rayhane Sanders, Ken Sherman, Gordon Warnock, Carlie Webber, Anna Worrall. Moderator: Tyler Moss

**MEETING THE NONFICTION EDITORS: A Q&A**

California, C

Chuck Adams, Brenda Knight, Elizabeth Lacks, Steve Piersanti, Kelly Snowden, Lauren Spiegel. Mike Larsen

**MEETING THE CHILDREN'S BOOK EDITORS: A Q&A**

Six Continents, M

Taylor Norman, Leila Sales. Moderator: Laurie McLean

**THE ART AND CRAFT OF PUBLISHING EBOOKS**

Willard, 2

Jim Azevedo

**INSPIRATION, PROCESS & PRODUCTIVITY FOR POETS**

Boardroom, M

Andy Jones

**11:45 a.m.-12:30 p.m.**

**LITFIC: Creating Literary Fiction**

Six Continents, M

Chuck Adams, Monte Schulz, Mary Rakow. Moderator: Mark Gottlieb

**FROM THE CIRCULAR FILE TO THE BESTSELLER LIST:**

California, C

**The Inside Story of an Inside Story**

John Perkins, Steve Piersanti. Moderator: Mike Larsen

**GOT GAME? How to Write Video Games and Win Every Time**

Stanford, M

Justin Sloan

**BLOGGING FOR AUTHORS: From Short Work to Long Green**

Barclay, 2

Nina Amir

**MASTERING THE NEW MEDIA LANDSCAPE:**

**How to Integrate Owned, Earned & Rented Media to Build an Author Brand**

Willard, 2

Rusty Shelton

**50 SHADES OF PAY: Turning Revenue Streams into a Gusher**

Taylor, C

Stephanie Chandler

**WHY NOW IS THE BEST TIME TO BE A POET**

Boardroom, M

Andy Jones, Richard Loranger, Mary Mackey. Moderator: Lissa Provost

**FRIDAY, FEBRUARY 17 (continued)**

**12:30-1:50 p.m. NETWORKING LUNCH**

Peacock Court, L

**1:00-1:30 p.m. KEYNOTE: Heather Graham**

**It's Only Words**

Introduced by SFWC Advisory Board member Kathleen Antrim  
Q&A and book signing



**2:00-2:45 p.m. Inspiration Walk with Melanie.** Please meet in the lobby at 1:45.

Inspiration is all around you and you don't need to photograph it to find it.

Writer and conference photographer Melanie E. Rijkers will lead a walking photography workshop near the hotel. Learn how to see without judgment and find inspiration by taking a fresh look at the world around you. Being present in the moment with a clear mind will inspire your best writing. Please bring a smartphone or camera or take mind pictures. Open to significant others. Rain date: Saturday.

**2:00-5:50 p.m.**

**Editorial Consultations**

**Publicity/Author Coach Consultations**

Garden Room, L  
Room of the Dons, L

**2:00-3:30 p.m.**

**MEETING THE FICTION EDITORS: A Q&A**

Six Continents, M

Chuck Adams, Brenda Knight, Elizabeth Lacks, Wes Miller, Leila Sales, Liz Stein. Moderator: Tyler Moss

**MEETING THE NONFICTION AGENTS: A Q&A**

Peacock Court, L

Noah Ballard, Peter Beren, Jennifer Chen Tran, Amy Cloughly, Sorche Fairbank, Mark Gottlieb, Sarah Levitt, Paula Munier, Dana Newman, Kimberly Perel, Adriann Ranta, Jody Rein, Rayhane Sanders, Ken Sherman, Gordon Warnock, Ted Weinstein, Anna Worrall. Moderator: Mike Larsen

**MEET THE MIDDLE GRADE AND YOUNG ADULT AGENTS: A Q&A**

Barclay, 2

Lisa Abellera, Mary C. Moore, Andy Ross, Jennifer March Soloway, Carlie Webber. Moderator: Laurie McLean

**PUBLISH, PROMOTE & PROFIT: How Top Self-publishing Authors Promote Their Books**

Willard, 2

Steven Spatz

**STEPPING UP TO THE MIC: Performing Your Poetry with Confidence**

Boardroom, M

Richard Loranger, Jane Ormerod

**3:45-4:30 p.m.**

**DRAWING ON THE PAST TO CREATE YOUR FUTURE: Writing Historical Fiction**

Six Continents, M

Selden Edwards, Mary Mackey, Monte Schulz, Allene Symons. Moderator: Cali Gilbert

**FOLLOWING THE MONEY: A Mock Auction for a Bestseller**

California, C

Lauren Spiegel, Liz Stein, Anna Worrall. Moderator: Heather Lazare

**GETTING SOCIAL: Building Communities in Cyberspace**

Willard, 2

Julia Drake, Rusty Shelton, Erica Swallow. Moderator: Isabella Michon

**ZAP, BOOM, POW! Graphic Novels & Comics Today for Kids and Adults**

Taylor, C

Justin Robinson Hall, Gordon Warnock. Moderator: Mary C. Moore

**FRIDAY, FEBRUARY 17 (continued)**

**3:45-4:30 p.m. Continued**

- PARSING THE FINE PRINT:** Barclay, 2  
**What You Need to Know About Contracts, Copyright, and Protecting Your Work**  
 Jennifer Chen Tran, Elizabeth Lacks, Dana Newman. Moderator: Lida Sideris
- GOTTA SEE 'EM TO BUY 'EM:** Stanford, M  
**Distributing Self-Published Books Online and Off**  
 Robin Cutler
- MARKETING FOR POETS** Boardroom, M  
 Diane Frank, Andy Jones, Jane Ormerod, Lissa Provost. Moderator: Jim Azevedo

**4:45-5:30 p.m.**

- SETTINGS WORTH SEEING:** Barclay, 2  
**Making Readers Want to Spend Time in Your World**  
 Selden Edwards, Mary Mackey, Annie Tucker. Moderator: Wendy Nelson Tokunaga
- WRITE AND SELL PERSONAL ESSAYS:** Taylor, C  
**Build an Audience and your Bank Account with Short Narratives**  
 Melissa Hart (A condensed version of Monday's class)
- WRITING UNPUTDOWNABLE QUERY LETTERS: A Guide for the Perplexed** Six Continents, M  
 Mark Gottlieb, Jennie Nash, Jennifer March Soloway. Moderator: Carlie Webber
- GETTING DOWN TO WORK: Finding the Time, Place & Support You Need to Write Your Best** Stanford, M  
 Donna Levin
- PUBLICIZING FICTION: Getting the Media Excited About Your Novel** California, C  
 Rusty Shelton
- MARKETING FOR SELF-PUBLISHERS:** Willard, 2  
**Strategies That Work for Creating and Selling Books**  
 Mark Coker, Steven Spatz, Frances Caballo, Julia Drake. Moderator: Carla King
- FINDING OR FORMING A WRITING COMMUNITY** Boardroom, M  
 Richard Loranger

**6:00-7:30 p.m.**

- GALA PARTY** Peacock Court, L  
 Hors d'oeuvres, first drink free. For attendees, presenters and volunteers only. Music by Don Alberts, Barry Finnerty, Patrick von Wiegandt, Alex Sack. Singers and musicians welcome.

**7:30 p.m. until ?**

- AN EVENING OF POETRY & JAZZ FREE AND OPEN TO THE PUBLIC** Peacock Court, L  
 An open mic with Diane Frank, Andy Jones, Richard Loranger, Mary Mackey, Susie Meserve, Jane Ormerod, Lissa Provost, attendees and the public. Music by Don Alberts, Barry Finnerty, and Alex Sack
- WRITING THE RESISTANCE: Authors as Activists and Agents of Change** Six Continents, M  
**Stephen Dinan, Jewelle Gomez, Susan Griffin, Alan Kaufman, Brenda Knight, John Perkins, and David Talbot** will offer ideas and inspiration about how writers can make a difference.

**FRIDAY, FEBRUARY 17 (continued)**

**7:30-9:00 p.m.**

**Free and Open to the Public**

**HOUSE STYLE: How to Earn a Living as a Freelance Editor**

Stanford, M

How to charge, fuel your referral engine, create contracts, find mentorship, diversify income, and have the right technology. Stuart Horwitz, Annie Tucker

**7:30 p.m.**

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

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**Speakers who register by 3 p.m. are invited as his guests.**

**SATURDAY, FEBRUARY 18<sup>TH</sup>**

**6:00-7:00 a.m.**

**HOST-FREE NETWORKING COFFEE FOR EARLY RISERS**

Café Centro, a block down the hill at the corner of California and Powell. Use California Street exit from the hotel. (Heels not advisable.) Bring your work, your pitch, and your questions. Mike Larsen

**7:00-10:00 a.m.**

**CONTINENTAL NETWORKING BREAKFAST**

Room of the Dons, L

**7:00-7:30 a.m.**

**20 MINUTES A DAY THAT CAN TRANSFORM YOUR WRITING AND YOUR LIFE:**

Stanford, M

**A Writer's Guide to Meditation**

**Stuart Horwitz**

**7:30 a.m.-6:30 p.m.**

**REGISTRATION DESK OPENS**

Lobby

**8:00-8:45 a.m.**

**YOUR STORY IN A NUTSHELL: Writing a Synopsis That Helps Sell Your Book**

Six Continents, M

Jennie Nash, Heather Lazare. Moderator:

**THE 7 HABITS OF HIGHLY EFFECTIVE WRITERS**

Barclay, 2

Lyzette Wanzer (A condensed version of Monday's Class)

**THE AGONY & THE ECSTASY: How to Launch Your Book with Style**

California, C

Joel Friedlander

**50,000,000 READERS CAN'T BE WRONG: Making Goodreads a Great Sales Generator**

Willard, 2

Frances Caballo

**AUTHORS IN SCHOOLS:**

Taylor, M

**How to Connect, Mentor, and Bring Children's Books & Poetry to K-12 Students**

Kate Farrell, Kathryn Otoshi, Penny Warner. Moderator: Lissa Provost

**RAVING GLAD: Getting Reviews You Can Use**

Boardroom, M

Stephanie Chandler, Allene Symons.

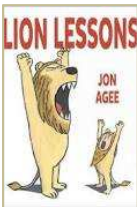
**SATURDAY, FEBRUARY 18<sup>TH</sup>** (continued)

<b>9:00 a.m.-6:30 p.m. Exhibitors</b>	California Level Foyer, Room of the Dons (until 5), and Lobby
<b>9:00 a.m.-7:30 p.m. Bookstore</b> (Neal Sofman, BookShop West Portal)	Room of the Dons, L
<b>9:00 a.m.-11:45 a.m.</b>	
<b>Editorial Consultations</b>	Garden Room, L
<b>Publicity Consultations</b>	Room of the Dons, L
<b>Author Coach Consultations</b>	Room of the Dons, L

**9:00-9:45 a.m.**

<b>THE KEYS TO SUCCESSFUL FICTION: 7 Steps to Finishing a Breakout Book</b> William Bernhardt (A condensed version of Monday's class)	Six Continents, M
<b>FROM YOUR MIND TO YOUR READERS' HEARTS: Writing the Memoir Only You Can</b> Louise Nayer (A condensed version of Monday's Class)	California, C
<b>UNLEASHING YOUR EDITING SUPERPOWERS: 13 Ways to Transform Your First Chapter from Good to Great</b> Jennie Nash	Willard, 2
<b>EVERY PICTURE TELLS A STORY: The Making of a Picture Book</b> Jon Agee, Tim McCanna, Kathryn Otoshi, Douglas Rees. Moderator: Laurie McLean	Taylor, C
<b>THE HOW &amp; WHY OF BOOK TRAILERS: Using Video for Exposure &amp; Sales</b> Jared and Julia Drake (A condensed version of Monday's class)	Stanford, M
<b>CREATIVE VISUALIZATION FOR WRITERS: Bringing Your Ideas and Career to Life</b> Nina Amir	Barclay, 2
<b>AVOIDING THE PITFALLS OF NOVICE POETS</b> Andy Jones, Jane Ormerod	Boardroom, M

**10:00-10:45 a.m.**

	<b>10:00-10:45 a.m.</b>	<b>FREE AND OPEN TO THE PUBLIC</b>	California, C
	<b>Special Event: Children's Book Author/Illustrator Jon Agee</b>		
	<b>USE YOUR IMAGINATION! Storytelling &amp; Drawing</b> Booksigning to follow in the onsite bookstore. Our thanks to Youth Event Coordinator Kate Farrell for organizing this event and moderating.		

<b>ONLY THE LAST ONE COUNTS: The 7 Stages of Writing a Book</b> Constance Hale	Six Continents, M
<b>THE EXPLODING MARKET FOR LIFESTYLE BOOKS: Food, Travel &amp; Healthy Living</b> Carla King, Tyler Moss, Kim Perel, Kelly Snowden. Moderator: Barbara Santos	Stanford, M
<b>MARRYING FOR LOVE &amp; MONEY: Finding and Working with the Agent You Need</b> Mark Gottlieb, Sorche Fairbank, Andy Ross. Moderator: Jody Rein	Barclay, C



**SATURDAY, FEBRUARY 18<sup>TH</sup>** (continued)

**10:00-10:45 a.m.** (Continued)

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

**CHILLAX, BAE, IDEK: Creating Authentic Kid’s Dialogue** Taylor, C  
Aya de Leon, Leila Sales, Penny Warner. Moderator: Gordon Warnock

**SELF-PUBLISHING FOR POETS: Unique Challenges and Rewards** Boardroom, M  
Jim Azevedo, Andy Jones

**11:00-11:45 a.m.**

**DYING FOR DOLLARS: Writing Thrillers You Can Take to the Bank** Six Continents, M  
K.J. Howe, Elizabeth Lacks, Wes Miller. Moderator: Kathleen Antrim

**BEYOND BOUNDARIES: Creating Characters of Another Gender or Culture** Stanford, M  
Aya de Leon, Jewelle Gomez, Kathryn Ootshi, NH Senzai. Moderator: Laurie McLean

**KEEP UP THE PACE, KID: How to Keep Children Enthralled** California, C  
Douglas Rees, Olivia Rivers, Leila Sales. Moderator: Jennifer March Soloway

**GOOD BOOKS AREN’T WRITTEN, THEY’RE REWRITTEN:** Barclay, 2  
**How to Be Your Own Editor**  
Stuart Horwitz, Susie Meserve, Monica Weslowska. Moderator: Lida Sideris

**REACH READERS AROUND THE WORLD WITHOUT LEAVING YOUR DESK:** Willard, 2  
**7 New Ways to Promote Yourself Online**  
Linda Lee

**WORDPLAY FROM THE VIKINGS TO STEAMPUNK:** Lobby  
**How to Use Period Arms to Draw Blood on the Page**  
Steaphen Fick

**WRITE YOUR FIRST POEM, WRITE YOUR NEXT POEM:** Boardroom, M  
**Break Through and Expand Your Writing Skill Set**  
Diane Frank

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**Noon-1:45 p.m. Networking Lunch** Peacock Court, L  
**Welcoming the Scholarship Winners:** Barbara Santos  
**Announcement of Contest Winners:** Laurie McLean

**12:45 p.m. KEYNOTE: William Bernhardt**  
**FINISHING STROKES:**  
**The Ultimate Guide to Writing, Finishing, and Publishing Your Book**  
Introduced by Advisory Board member Kathleen Antrim  
Q&A and signing



**SATURDAY, FEBRUARY 18<sup>TH</sup>** (continued)

**2:00-4:50 p.m.**

**Editorial Consultations**  
**Author Coaching/Publicity Consultations**

Garden Room, L  
 Room of the Dons, L

**2:00-2:45 p.m.**

**SISTERS ON THE PAGE: Fiction for Women**

Willard, 2

Aya de Leon, Kerry Lonsdale. Moderator: Gordon Warnock

**ONCE UPON A CRIME Part 1: Editors on Making Mayhem Pay Through the Prose**

Barclay, 2

Elizabeth Lacks, Wes Miller. Moderator: Mark Gottlieb

**SHORT STUFF: Writing and Selling Articles**

California, C

Melissa Hart, Tyler Moss, Jordan Rosenfeld. Moderator: Barbara Santos

**DOWNLOADABLE MOOLA: An Easy-Listening Guide to Audiobooks**

Taylor, C

Lara Bernhardt

**ADVANCED MARKETING STRATEGIES:**

Six Continents, M

**8 Tactics for Growing Your Audience and Increasing Sales**

Stephanie Chandler

**A CONSUMER'S GUIDE TO SELF-PUBLISHING TOOLS & SERVICES:**

Stanford, M

**Trusted Tools and Vendors for Formatting, Distributing, Marketing, and Selling Your Book**

Carla King

**MEET THE POETRY & SHORT FICTION PUBLISHERS**

Boardroom, M

Diane Frank, Jane Ormerod. Moderator: Lissa Provost

**3:00-3:45 p.m.**

**TRANSFORMING WORDS INTO IMAGES: Turning Books into Movies**

Six Continents, M

Jared Drake, Ken Sherman, Elizabeth Stark. Moderator: Wendy Nelson Tokunaga

**PROPOSALS: A Step-by Step Guide to Making Yours a Knockout**

Stanford, M

Jody Rein

**CONFESSIONS OF A HYBRID AUTHOR:**

Willard, 2

**The Joys and Trade-offs of Self- and Traditional Publishing**

Constance Hale

**DO-IT-YOURSELF KIDS BOOKS: The Joys & Challenges of Self-Publishing Kid Lit**

Taylor, M

Aya de Leon, Gordon Warnock, Olivia Rivers. Moderator: Justin Sloan

**PUTTING BUTTS IN SEATS: Doing Events That Sell Books**

Barclay, 2

Julia Drake, Melissa Hart, Allene Symons. Moderator: Isabella Michon

**WEBSITES 101: Building Your Home Base in Cyberspace**

California, C

Linda Lee (A condensed version of Monday's classes)

**SATURDAY, FEBRUARY 18<sup>TH</sup>** (continued)

**4:00-4:45 p.m.**

- MAY THE FORCE BE WITH YOU: Sci Fi & Fantasy Adventures** Barclay, 2  
 Jewelle Gomez, Olivia Rivers, Amelia Beamer. Moderator: Laurie McLean
- PUBLISHING 2017: The View from the Big Apple** California, C  
 Chuck Adams, Elizabeth Lacks, Wes Miller, Lauren Siegel, Liz Stein. Moderator: Mike Larsen
- BUILDING A WORLD FOR KIDS:  
 Successful World-Building to Fuel Children’s Imaginations** Stanford, M  
 Tim McCanna, Douglas Rees, NH Senzai, Penny Warner. Moderator: Mary C. Moore
- 400 MILLION AND COUNTING: 4 Ways to Use LinkedIn to Accelerate Your Success** Willard, 2  
 Lyzette Wanzer
- GETTING SELF-PUBLISHED BOOKS INTO STORES & KEEPING THEM THERE:  
 The Ins & Outs of Distribution** Six Continents, M  
 Robin Cutler, Orna Ross, Steven Spatz. Moderator: Carla King
- FROM THE PAGE TO THE STAGE:** Taylor, C  
**7 Simple Skills That Will Transform You into a Passionate Advocate for Your Book**  
 Betsy Graziani Fasbinder
- HOW POETRY CAN IMPROVE YOUR PROSE** Boardroom, M  
 Aya de Leon, Susie Meserve

**5:00-6:30 p.m.**

**ASK THE PROS: A Pitch-and-Ask Session with Editors and Publishing Professionals** Peacock Court, L  
 Chuck Adams, Nina Amir, Jim Azevedo/Mark Coker (Smashwords), Lara Bernhardt, Frances Caballo, Robin Cutler (IngramSpark), Jared Drake, Julia Drake, Kate Farrell, Betsy Graziani Fasbinder, Steaphen Fick, Diane Frank, Joel Friedlander, Melissa Hart, Carla King, Brenda Knight, Elizabeth Lacks, Linda Lee, Isabella Michon, Wes Miller, Tyler Moss, Jennie Nash, Jane Omerod, Justin Renard (Pronoun), Orna Ross, Leila Sales, Kelly Snowden, Steven Spatz (Bookbaby), Lauren Spiegel, Elizabeth Stark, Liz Stein, Kevin Tumlinson, Lyzette Wanzer

**Ask The Pros** is divided into four 18-minute sessions. The Pros—presenters who are NOT literary agents—will be seated at tables with their names in alphabetical order. Nine attendees at a time can go to any table they wish and take turns asking question. For instance, depending on who the Pro is at the table, you can pitch a book to an editor or ask questions about a writing service. You get two minutes to ask a question and be answered. Then you get to listen to the questions and answers from everyone else at your table. After 18 minutes, a bell will ring, indicating it’s time to change tables. You will not be able to meet with every Pro, so feel free to talk to them during the conference when they’re wearing badges.

**6:30-7:30 p.m. and 7:30-8:30 p.m.**

**PRACTICE YOUR PITCH** Room of the Dons  
 This session is designed to assist attendees in casting off their jitters before Speed Dating. Ask questions about how Speed Dating works and talk with other writers as excited as you are about Speed Dating...in the room where it will take place! Space is limited so sign up on Friday at 10 a.m. at the Registration Desk. It will be first come, first served. Tri-Valley Writers is proud to sponsor this session.  
 Jordan Bernal, Paula Chinick

**SATURDAY, FEBRUARY 18<sup>TH</sup>** (continued)

**7:45 p.m.**

**HOST-FREE NETWORKING DINNER:** Listed on the hot-pink page in your bag  
SFWC sponsor and Advisory Board member Harvey Pawl leads attendees to a host-free prix fixe Italian dinner at Café Puccini. Dinner is \$39, which includes the meal, tax, and tip, but not drinks. Seating limited. Please pay at registration with cash or a check to SFWC by 3 p.m. Please meet Harvey in the lobby at 7:45 to arrange host-free transportation by taxi or on foot. **Speakers who register by 3 p.m. are invited as his guests.**

**9:00-?**

**NOVEL AND MEMOIR FIRST-PAGE CRITIQUES** Willard, 2  
Mark Gottlieb, Donna Levin, Ken Sherman, Elizabeth Stark.

**PITCHING UNTIL YOU DROP: Your Last Chance to Get Help** California, C  
Lisa Abellera, Nina Amir, Sorche Fairbank, Kimberly Perel, Andy Ross. Moderator: Mike Larsen

**Free and open to the public**

**OPENING THE HEART & MIND OF THE WORLD: Opportunities for Writers of Color** Barclay, 2  
Kathryn Otoshi, NH Senzai. Moderator: Jennifer Chen Tran

**SUNDAY, FEBRUARY 19<sup>TH</sup>**

**6:00-7:00 a.m.**

**HOST-FREE NETWORKING COFFEE FOR EARLY RISERS**

Café Centro, a block down the hill at the corner of California and Powell. Use California Street exit from the hotel. (Heels not advisable) Bring your work, your pitch, and your questions. Mike Larsen

**7:00-7:30 a.m.**

**20 MINUTES A DAY THAT CAN TRANSFORM YOUR WRITING AND YOUR LIFE:** Stanford, M  
**A Writer's Guide to Meditation**  
Stuart Horwitz

**7:30 a.m.**

**CONTINENTAL NETWORKING BREAKFAST** Peacock Court, L  
**Announcement of the Winners of the Exhibitor Prize Giveaway:** Barbara Santos

**8:00-8:30 a.m.**

**MEETING THE AGENTS** Peacock Court, L  
Agents describe the books they're seeking. Turn to the Agents Page in your printed program and circle the agents you will want to see if you are participating in Speed Dating this morning.

**8:30-9:00 a.m.**

**CLASS PREVIEWS** Peacock Court, L  
The Monday A La Carte teachers will describe the post event class/es they will teach tomorrow:

**BLOGGING FOR BEGINNERS: Creating a Blog That Sells Books** Linda Lee

**EARNING MONEY & TIME TO WRITE: How to Apply for Grants, Fellowships & Residencies**  
Lyzette Wanzer

**F-R-E-E-WRITING: Your Key to Banishing Blocks, and Writing What You Were Born to Write**  
Orna Ross, Joel Friedlander

**SUNDAY, FEBRUARY 19<sup>TH</sup>** (continued)

<b>FROM YOUR MIND TO YOUR READERS' HEARTS: Writing the Memoir Only You Can</b>	Louise Nayer
<b>GET INTIMATE WITH YOUR CHARACTERS: Mastering Point of View to Develop Dazzling Characters</b>	Jordan Rosenfeld
<b>THE KEYS TO SUCCESSFUL FICTION: 7 Steps to Finishing a Breakout Book</b>	William Bernhardt
<b>THE 7 HABITS OF HIGHLY EFFECTIVE WRITERS</b>	Lyzette Wanzer
<b>SWORDPLAY FROM THE VIKINGS TO STEAMPUNK: How to Use Period Arms to Draw Blood on the Page</b>	Steaphen Fick

**9:00 a.m. –12:51 p.m.**

(Optional Session for Attendees ONLY. Additional fee: \$60)

Room of the Dons, L

**SPEED DATING WITH AGENTS: A Pitch-and-Learn Session**

Lisa Abellera, Noah Ballard, Peter Beren, Jennifer Chen Tran, Amy Cloughley, Sorche Fairbank, Mark Gottlieb, Sarah Levitt, Laurie McLean, Mary C. Moore, Paula Munier, Dana Newman, Kimberly Perel, Adriann Ranta, Jody Rein, Andy Ross, Rayhane Sanders, Ken Sherman, Jennifer March Soloway, Gordon Warnock, Carlie Webber, Ted Weinstein, Anna Worrall

You'll have one 51-minute hour for as many one-on-one, three-minute sessions with agents as you can meet. Please line up in front of an agent you want to speak to. The shorter the lines, the more agents you'll see.

Even if you aren't ready to pitch your book, you can use your time to establish relationships and ask questions about your book, writing and publishing. You may not be able to see all of the agents you wish, so feel free to talk to them when you see them during the conference when they're wearing their badges. If they express interest, contact them whenever you're ready and mention the conference.

**The color of the dot on your badge indicates your session:**

**RED = 9 a.m.; BLUE = 10 a.m.; GREEN = 11 a.m.; YELLOW = 12 Noon**

**PLEASE ARRIVE AT THE ROOM OF THE DONS ONLY WHEN IT'S TIME FOR YOUR SESSION.**

Fire laws require that the hallway be clear, so please don't wait for speed dating. Please attend breakout sessions or visit exhibitors in the Lobby and California Foyer. Many thanks for your cooperation!

**Thank you to *Writer's Digest*, a sponsor of Speed Dating with Agents.**

**9:00-9:45 am**

**HOOKS & CLIFFHANGERS: Forcing Your Readers to Turn the Page** Six Continents, M  
Selden Edwards, K.J. Howe, Wes Miller.

**GETTING BY WITH HELP FROM YOUR FRIENDS: Joining or Starting a Writing Group** Barclay, 2  
Elizabeth Fishel, Tanya Egan Gibson

**USING OLD MEDIA TO GENERATE NEW PUBLICITY:** Willard, 2  
**Getting Top-Tier Media Placements Whether You're Self- or Traditionally Published**  
Julia Drake, Isabella Michon. Moderator: Allene Symons

**EARNING MONEY & TIME TO WRITE: Apply for Grants, Fellowships & Residencies** Taylor, C  
Lyzette Wanzer (A condensed version of Monday's class)

**SUNDAY, FEBRUARY 19<sup>TH</sup> (continued)**

**9:15 a.m. -Noon**

**POETRY CONSULTATIONS**

Peacock Court, L

A free ten-minute consultation to discuss editing, publishing, or promoting your verse  
Diane Frank, Andy Jones, Richard Loranger, Jane Omerod, Lissa Provost

**10:00–10:45 a.m.**

**ONCE UPON A CRIME PART 2: Authors on Making Mayhem Pay Through the Prose**

Barclay, 2

Lida Sideris, Penny Warner

**10 TRENDS DRIVING THE FUTURE OF PUBLISHING**

California, C

Mark Coker

**PAYING FOR FREE TIME AND SPACE: Hiring the Publicist You Need**

Willard, 2

Julia Drake, Isabella Michon

**DESIGNING YOUR BOOK FOR SUCCESS: PART 1**

Six Continents, M

**Helping Browsers Judge Your Book by the Cover**

Joel Friedlander

**11:00–11:45 a.m.**

**LOOK WHO'S TALKING: Using Dialogue to Reveal Your Characters and Move Your Story**

California, C

Monte Schulz, Elizabeth Stark, Mary Rakow

**TAKING IT WORD BY WORD: How to Do How-Tos**

Barclay, 2

Elizabeth Fishel, Mike Larsen

**JOIN THE CLUB:**

Taylor, C

**How to Promote Children's Books with Website Fun, Special Clubs, and Free/Cheap Swag**

Penny Warner

**DESIGNING YOUR BOOK FOR SUCCESS: PART 2**

Willard, 2

**NAILING THE DETAILS: Helping Your Interior Design Make Your Book a Pleasure to Read**

Mark Coker, Joel Friedlander. Moderator: Carla King

**12:00 – 12:45 p.m.**

**THE PLEASURES AND PERILS OF FIRST-PERSON WRITING:**

Taylor, C

**7 Strategies to Finding Your Comfort Zone**

Elizabeth Fishel

**CHANGING THE WORLD ONE BOOK AT A TIME: Writing That Inspires Change**

California, C

Nina Amir, Cali Gilbert, Brenda Knight. Moderator: Mike Larsen

A preview of the 9<sup>th</sup> San Francisco Writing for Change Conference on Saturday, September 9<sup>th</sup>

**EYES FOR RENT: Collaborating with a Freelance Editor**

Six Continents, M

Selden Edwards, Stuart Horwitz, Mary Rakow. Moderator: Mary E. Knippel

**THE NEW AGE OF FIRE: Storytelling & Public Speaking**

Barclay, 2

Kate Farrell, Betsy Graziani Fasbinder

**GETTING YOU AND YOUR BOOK A HEARING: Podcasting Your Book or Show**

Willard, 2

Frances Caballo, Elizabeth Stark

**SUNDAY, FEBRUARY 19<sup>TH</sup> (continued)**

**2:00-3:15 p.m.**

**Free and open to the public**

Peacock Court, L

**JOINING THE WRITING COMMUNITY: Connecting with Events & Writers**

Representatives of organizations will bring literature, speak about their organization, and meet with you. Donna Albrecht, **American Society of Journalists and Authors**; Becky Parker Geist, **Bay Area Independent Publishers Association**; Jane Glendinning, **California Writers Club**; Vera Chan, **Exceptional Women in Publishing**; K.J. Howe, **International Thriller Writers**; Taryn Edwards, **Mechanics Institute Library**; Penny Warner, **Mystery Writers of America**; Cathy Turney, **National Society of Newspaper Columnists**; September Williams, **National Writer's Union**; Lyzette Wanzer, **San Francisco Writer's Grotto**; TBD, **Science Fiction and Fantasy Writers of America**; Laurie McLean, **Society of Children's Book Writers and Illustrators**; Brenda Knight, **Women's National Book Association**

If you know of speakers for organizations that would like to join this session, please write to Mike Larsen, [epml@aol.com](mailto:epml@aol.com). Many thanks!

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**3:30-4:20 p.m. TAKING THE CONFERENCE HOME WITH YOU:**

**Sharing What You Learned and Using It to Achieve Your Goals**

California, C

An informal discussion with Nina Amir, Cali Gilbert, Carla King and Mike Larsen

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**THIS CONCLUDES THE SAN FRANCISCO WRITERS CONFERENCE.**

We hope to see you President's Day Weekend, February 15<sup>th</sup>—18<sup>th</sup> in 2018!

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**4:30 p.m. HOST-FREE FAREWELL BANQUET:** Listed on the hot-pink page in your bag SFWC sponsor and Advisory Board member Harvey Pawl leads attendees to a host-free prix fixe Chinese banquet at the Great Eastern in Chinatown. Dinner is \$39, which includes the meal, tax, and tip, but not drinks. Please pay at registration with cash or a check to SFWC by 2 p.m. Please meet Harvey in the lobby at 4:30 to arrange host-free transportation by taxi or on foot. **Speakers who register by 2 p.m. are invited as his guests.**

Followed by host-free coffee at Café Puccini in North Beach. Optional stops along the way: the Beat Museum and City Lights Bookstore.

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**DON'T FORGET The A La Carte Classes.**

Thursday, February 16 and Monday, February 20.

**[CLICK HERE for DESCRIPTIONS OF THE A LA CARTE CLASSES](https://sfwriters.org/prepost-open-enrollment-classes/)**

**<https://sfwriters.org/prepost-open-enrollment-classes/>**