

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 15th

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. Please meet Harvey in the lobby at 5:30 to pay for dinner with cash or a check to SFWC, and to arrange host-free transportation by taxi or on foot.

Speakers are invited as his guests.

THURSDAY, FEBRUARY 16th

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

California Room, C

THRIVING IN THE GOLDEN AGE FOR WRITERS:

10 Commandments That Guarantee Your Success

Mike Larsen, SFWC Co-director

2017 San Francisco Writers Conference Officially 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 (1st Floor), 2 = 2nd 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:

Willard, 2

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

MEET THE SELF-PUBLISHING TOOLMAKERS:

Stanford, M

Benefit from Over a Century of Self-Publishing Experience on One Panel

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

Stanford, M

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!

California, C

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)

6:30 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 17TH

6:00-7:00 a.m.

HOST-FREE NETWORKING COFFEE FOR EARLY RISERS

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

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.

7:30-9:00 a.m.

COFFEE & PASTRIES

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;

Advisory Board member and Conference Mentor Ann Seymour; Advisory Board member Harvey Pawl

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

Bookstore (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**

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

- **AN AUTHOR COACH**

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

Consults limited. One per type per attendee. Please sign up Friday and Saturday at the Garden Room, L.

FRIDAY, FEBRUARY 17 (continued)

9:00-9:30 a.m.



KEYNOTE: John Perkins

Peacock Court, L

Why an Economic Hit Man Writes Bestsellers
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. Moderator: Tyler Moss

MEETING THE NONFICTION EDITORS: A Q&A

California, C

Chuck Adams, Brenda Knight, Elizabeth Lacks, Kelly Snowden, Lauren Spiegel. Moderator: 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

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

REACH READERS AROUND THE WORLD WITHOUT LEAVING YOUR DESK:

Barclay, 2

7 New Ways to Promote Yourself Online

Linda Lee

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)

12:45-1:50 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 Consultations

Garden Room, L
Garden Room, 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, Liz Stein. Moderator: Tyler Moss

MEETING THE NONFICTION AGENTS: A Q&A

Peacock Court, L

Lisa Abellara, 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. Moderator: Mike Larsen

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

Barclay, 2

Carlie Webber, Andy Ross, Mary C. Moore, Jennifer March Soloway. 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, Mary C. Moore, Gordon Warnock.

FRIDAY, FEBRUARY 17 (continued)

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

PARSING THE FINE PRINT: Stanford, M
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: Barclay, 2
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
 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 p.m. until ?

Free and Open to the Public

DOING IT BETWEEN THE LINES: How to Earn a Living as a Freelance Editor Stanford, M
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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SATURDAY, FEBRUARY 18TH

6:00-7:00 a.m.

HOST-FREE NETWORKING COFFEE FOR EARLY RISERS

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

7:00-8:00 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: Monica Weslowska

THE 7 HABITS OF HIGHLY EFFECTIVE WRITERS Barclay, 2
Lyzette Wanzer (A condensed version of Monday's Class)

PLANNING FOR SUCCESS: Turning Your Book into a Business Stanford, M
Nina Amir

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

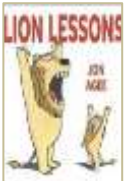
AUTHORS IN SCHOOLS: Taylor, M
How to Connect, Mentor, and Bring Children's Books & Poetry to K-12 Students
Kate Farrell, Penny Warner. Moderator: Lissa Provost

SATURDAY, FEBRUARY 18TH (continued)

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

9:00-9:45 a.m.

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

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

10:00-10:45 a.m.

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

SATURDAY, FEBRUARY 18TH (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 Stanford, M
Aya de Leon, Kathryn Otoshi, 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
Kathleen Antrim, K.J. Howe, Elizabeth Lacks, Wes Miller. Moderator: Heather Lazare

BEYOND BOUNDARIES: Creating Characters of Another Gender or Culture California, C
Aya de Leon, Jewelle Gomez, Kathryn Otoshi, NH Senzai. Moderator: Laurie McLean

BLOGGING FOR AUTHORS: From Short Work to Long Green Willard, 2
Nina Amir

KEEP UP THE PACE, KID: How to Keep Children Enthralled Taylor, C
Douglas Rees, Olivia Rivers. 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

WORDPLAY FROM THE VIKINGS TO STEAMPUNK: Stanford, M
How to Use Period Arms to Draw Blood on the Page
Stephen Fick

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

Noon-1:45 p.m. Networking Lunch Peacock Court, L
Welcome to 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



2:00-4:50 p.m.

Editorial Consultations

Publicity Consultations

Author Coaching Consultations

Garden Room, L

2:00-2:45 p.m.

SISTERS ON THE PAGE: Fiction for Women

Willard, 2

Aya de Leon, Heather Lazare, 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

Stanford, M

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:

California, C

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)

RAVING GLAD: Getting Reviews You Can Use

Boardroom, M

Stephanie Chandler, Allene Symons. Moderator: Lissa Provost

SATURDAY, FEBRUARY 18TH (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, Lara Bernhardt, Frances Caballo, Stephanie Chandler, Mark Coker, Robin Cutler, Jared and Julia Drake, Kate Farrell, 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, Orna Ross, Leila Sales, Justin Sloan, Kelly Snowden, Steven Spatz, Lauren Spiegel, Elizabeth Stark, Liz Stein, Kevin Tumlinson, Lyzette Wanzer

Ask The Pros is divided into four 18-minute sessions. The Pros—all are 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 to ask their question. For instance, depending on who is the Pro at the table, you could 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—in a safe environment. Ask questions about how Speed Dating works and talk with other writers just as excited as you are about Speed Dating tomorrow...in the room where it will all 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 18TH (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. Moderator: Heather Lazare

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
Jewelle Gomez, Kathryn Otoshi, NH Senzai. Moderator: Jennifer Chen Tran

SUNDAY, FEBRUARY 19TH

6:00-7:00 a.m.

HOST-FREE NETWORKING COFFEE FOR EARLY RISERS
Café Centro, a block down the steep hill at the corner of California and Powell. Use California Street exit from the Mark Hopkins. (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 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 19TH (continued)

FROM YOUR MIND TO YOUR READERS' HEARTS:

Writing the Memoir Only You Can

Louise Nayer

GET INTIMATE WITH YOUR CHARACTERS:

Mastering Point of View to Develop Dazzling Characters

Jordan Rosenfeld

THE KEYS TO SUCCESSFUL FICTION:

7 Steps to Finishing a Breakout Book William Bernhardt

THE 7 HABITS OF HIGHLY EFFECTIVE WRITERS

Lyzette Wanzer

SWORDPLAY FROM THE VIKINGS TO STEAMPUNK:

How to Create Historical Mayhem

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, Elizabeth Stark.

GETTING BY WITH HELP FROM YOUR FRIENDS: Joining or Starting a Writing Group

Elizabeth Fishel, Tanya Egan Gibson

Barclay #1, 2

USING OLD MEDIA TO GENERATE NEW PUBLICITY:

Getting Top-Tier Media Placements Whether You're Self- or Traditionally Published

Julia Drake, Isabella Michon. Moderator: Allene Symons

Willard #2, 2

EARNING MONEY & TIME TO WRITE: Apply for Grants, Fellowships & Residencies

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

Barclay, #2, 2

SUNDAY, FEBRUARY 19TH (continued)

9:15 a.m. -Noon

POETRY CONSULTATIONS

Peacock Court, L

A free ten-minute consultation with a poetry pro to discuss editing, publishing, or promoting your verse

10:00–10:45 a.m.

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

Barclay, 2

Cindy Sample, 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, 2

Julia Drake, Isabella Michon.

DESIGNING YOUR BOOK FOR SUCCESS: PART 1

Willard #1, 2

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

Barclay, 2

Monte Schulz, Elizabeth Stark, Mary Rakow.

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

Stanford, M

Elizabeth Fishel.

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, 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 9th San Francisco Writing for Change Conference, September 9th)

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 19TH (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**; Joel Friedlander, **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**; Amelia Beamer, **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. Many thanks!

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

THIS CONCLUDES THE SAN FRANCISCO WRITERS CONFERENCE.

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

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 \$40, 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 3 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.

DON'T FORGET The A La Carte Classes.

They will be held on 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/>