

# 2019 Schedule

[PDF-2019 SFWC Schedule](#)

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Thursday, February 14th

Registration Begins Hyatt Atrium Noon-6:00 pm

Making This Your Best Writers Conference Ever (Kevin Smokler & Nina Amir) Bayview 1:00-1:45 pm

Welcome/Success Stories/Meet the SFWC Team/ Meet the Indie Editors/Meet the Master Class Teachers (Laurie McLean, Barbara Santos, Linda Lee, Lissa Provost, Richard Santos, Success Story Attendees, Nina Amir, Kevin Smokler, Mary Knippel, Indie Editors, Jane Friedman, EJ de Brun, Andy Ross, Rusty Shelton) Bayview 2:00-3:00 pm

Paid Conference Concierge Consultations with Kevin Smokler & Nina Amir

Seacliff Lobby 2:30-4:30 pm

Sign ups for Master Classes, Editorial & Marketing Consultations, Agent Conversations, Author Coaching with Nina Amir, Concierge Sessions with Kevin Smokler

Bayview Foyer A 3:15-5:45 pm

Breakout #1 3:15-4:15 pm

Prepping the Perfect Pitch: Novel and Memoir (Heather Lazare, Andy Ross, Kristina Meister) Seacliff A

Queries: What They Are and How to Craft a Great One (Dawn Frederick) Seacliff B

Fiction: The Novelist's Journey Down the Scary Rabbit Hole (Kristen Lamb, Alessandra Harris, Mary Rakow) Seacliff C

Nonfiction: How to Turn Your Blog into a Book Production Machine (Nina Amir) Seacliff D

Breakout #2 4:30-5:30 pm

Nonfiction: Prepping the Perfect Pitch (Dawn Frederick, Kristen Moeller) Seacliff A

Childrens/YA: Prepping the Perfect Pitch (Jennie Kendrick, Jennifer March Soloway) Seacliff B

Fiction: Nailing Your Novel's 1st Page (Alex White, Beth Barany, Monica Wesolowska) Seacliff C

Nonfiction: Legal Concerns for Nonfiction Writers (Helen Sedwick) Seacliff D

Plenary Session - Publishing Options (Jane Friedman, Mark Coker, Andrew Burleson, Dan Wood, Steven Spatz, Kinga Jentetics, Kathy Meis. Moderator: Carla King) Bayview  
6:00-7:00 pm

Master Class Check-In (optional paid classes) Seacliff Foyer  
6:00-6:45 pm

Meet up for Dinner with Harvey Hyatt Atrium 6:30 pm

Master Classes (optional paid classes) 6:30-9:30 pm

Today's Key Book Publishing Paths: What's New, What's Old, and What's Right for You? (Jane Friedman) Seacliff A

The Hero's Journey: A Practical Guide to the Three-Act Story (EJ de Brun) Seacliff B

Creating Quality Nonfiction Book Proposals and Query Letters (Andy Ross) Seacliff C

Your Author Platform: 10 Ways to Leverage Authority Marketing to Grow a Meaningful Brand (Rusty Shelton) Seacliff D

Networking & Night Caps (Open to the Public) Grand Foyer  
8:00-10:00 pm

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Friday, February 15th

Sunrise Photography walk (Melanie Rijkers) Meet in Grand Foyer 6:45 am

Registration & Exhibitors Grand Foyer 8:00 am - 7:00 pm

Breakfast: Find Your Tribe (look for genre signs on tables) Ballroom A 8:00 am

Keynote: José Antonio Vargas (followed by book signing)  
Ballroom A 9:00-9:30 am

Free Editor/Marketing/Coach Consultations & Paid Agent Conversations (Schedule & Pay Online @ [sfwriters.org](https://sfwriters.org)) Market Street Foyer 9:00 am-5:00 pm

Paid Conference Concierge Consultations with Kevin Smokler & Nina Amir (Advance Registration and Payment Required)

Seacliff Foyer 10:30 am-4:30 pm

Breakout #3 10:15-11:15 am

Special Kids Session-Open to the Public (Marissa Moss)

Ballroom A

Meet the Fiction Agents (Lisa Abellera, Amelia Appel, Dawn Frederick, Annie Hwang, Dorian Maffei, Laurie McLean, Patricia Nelson, Monica Odom, Nicki Richesin, Andy Ross, Paul Stevens, Jennifer Chen Tran, Gordon Warnock, Carlisle Webber. Moderator: Jessica Zafarris) Bayview

Childrens/YA: Differences between PB, MG & YA...and All the Other Age Groups In-Between! (Eric Elfman, Mekisha Telfer, Nikki Garcia, Victoria Piontek. Moderator: Jennifer March Soloway) Seacliff A

Self-Pub: An Introduction to Self-Publishing Your Ebook (Jim Azevedo or Mark Coker) Seacliff B

Fiction: Masterful Scene Structure (Jordan Rosenfeld, Nina Schuyler, Kathleen Antrim) Seacliff C

Nonfiction: Build Your Online Platform (Nina Amir, Stephanie Chandler, Anne Janzer) Seacliff D

Mktg/Biz: What You Need to Know to Get Started Online (Linda Lee) Marina

Breakout #4 11:30 am-12:30 pm

Meet the Childrens/YA Agents and Editors (Lisa Abellera, Amelia Appel, Dawn Frederick, Nikki Garcia, Annie Hwang, Taylor Martindale Kean, Jennie Kendrick, Dorian Maffei, Laurie McLean, Patricia Nelson, Jennifer March Soloway, Mekisha Telfer, Gordon Warnock, Carlisle Webber. Moderator: Jessica Zafarris) Bayview

Childrens/YA: Write Fast, Revise Slowly (Eric Elfman, Maggie Tokuda-Hall) Seacliff A

Self-Pub: Creating a Bestseller Website (Linda Lee) Seacliff B

Fiction: Writing with Page-Turning Tension (Jordan Rosenfeld) Seacliff C

Nonfiction: Productivity Tips for Writing Your Nonfiction Book (Anne Janzer) Seacliff D

Mktg/Biz: How to Find & Work With a Publicist (Rusty Shelton, Tracy Oliver, Joey Garcia, Stephanie Chandler) Marina

Award Luncheon & Keynote: Catherine Coulter (followed by book signing)

Ballroom A 12:30-2:00 pm

Breakout #5 2:15-3:15 pm

Meet the Nonfiction Agents (Peter Beren, Dawn Frederick, Kristen Moeller, Monica Odom, Nicki Richesin, Andy Ross, Jennifer Chen Tran, Gordon Warnock. Moderator: Jessica Zafarris) Bayview

Childrens/YA: Marketing Books for Children (Victoria Piontek, Eric Elfman, Maggie Tokuda-Hall. Moderator: Andrea Brown) Seacliff A

Self-Pub: Book Formatting Strategies: How to DIY or Manage Formatting for Ebooks, Paperbacks, and Hardcover Books (Steven Spatz, Mark Coker, Dan Wood, Adam Woods. Moderator: Paul Kilpatrick) Seacliff B

Fiction: An Exploration of the 21 senses (Beth Barany) Seacliff C

Nonfiction: Advanced Book Marketing & Launch Strategies (Stephanie Chandler) Seacliff D

Mktg/Biz: Can You Hear Me Now: Audiobooks and Podcasts (Alex White, Carla King) Marina

Breakout #6 3:30-4:30 pm

Meet the Fiction Editors (Libby Edelson, Tory Hartmann, Brenda Knight, Danielle Marshall, Jane Ormerod, Daniela Rapp, Steve Saffel. Moderator: Jessica Zafarris) Bayview

Childrens/YA: Point of View: Crafting an Authentic KidLit Voice as an Adult (Mekisha Telfer, Nikki Garcia. Moderator: Andrea Brown) Seacliff A

Self-Pub: Author Income Diversity: Simplifying Sales and Adding Affiliate Income using Universal Book Links (Dan Wood, Kevin Tumlinson) Seacliff B

Fiction: 4 Fatal Flaws of Fiction Writing (Nina Schuyler, Ransom Stephens, Alessandra Harris, Monica Wesolowska) Seacliff C

Nonfiction: Land a Nonfiction Book Deal (Gordon Warnock, Dawn Frederick, Jason Gardner, Jennifer Chen Tran) Seacliff D

Mktg/Biz: 10 Steps to Building a Bestselling Author Platform (Rusty Shelton) Marina

Breakout #7 4:45-5:45 pm

Meet the Nonfiction Editors (Libby Edelson, Brenda Knight, Jane Ormerod, Daniela Rapp, Steve Saffel. Moderator: Jessica



Zafarris) Bayview

Quiz Marketing: Fun. Addictive. Smart. (Nick Alter) Seacliff A

Self-Pub: Professionalism Matters: Make Your Self-Published Books Look Identical to Traditionally Published Books

(Stephanie Chandler, Steven Spatz, Kathy Meis. Moderator: Carla King) Seacliff B

Fiction: How to Write Stunning Sentences (Nina Schuyler) Seacliff C

Nonfiction: Getting Local Media Attention as a Subject Matter Expert (Joey Garcia) Seacliff D

Mktg/Biz: Writer's Groups: How to Form or Join One and Accelerate Your Writing (Kristen Moeller) Marina

Meet up for Dinner with Harvey Hyatt Atrium 6:00 pm

Practice Your Pitch Session #1 (Tri-Valley Writers) Ballroom B 6:00-6:45 pm

Practice Your Pitch Session #2 (Tri-Valley Writers) Ballroom B 7:00-7:45 pm

Friday Night Meet Up/Open Mic with 40 Book Marketing Ideas

in 40 Minutes! Drop In, Hang Out, Share Your Work (Open to the Public) Ballroom A 7:00-10:00 pm

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[Saturday, February 16th](#)

Sunrise Photography Walk (Melanie Rijkers) Meet in Grand Foyer 6:45 am

Early Bird Creative Visualization (Nina Amir) Seacliff Foyer 7:00-7:45 am

Registration & Exhibitors Grand Foyer 8:00 am-7:00 pm

Poetry Summit Registration and Info Table Bayview A Foyer 8:00 am-6:00 pm

Breakfast: Pub Quiz with Prizes (Dr. Andy Jones) Ballroom A 8:00-9:00 am

Keynote: Jane Friedman (followed by book signing) Ballroom A 9:00-10:00 am

Poetry Summit Opening Session: Introducing Our Poets & Why It's a Great Time to Be a Poet (Kim Shuck, Joan Gelfand, Chaya Bhuvaneshwar, Andy Jones, Richard Loranger, Jane Ormerod, Diane Frank, Jennifer Joseph, Bruce Isaacson, Mary Mackey,

Moderator: Lissa Provost) Bayview A 9:00-10:00 am

Free Editor/Marketing/Coach Consultations & Paid Agent  
Conversations (Schedule and Pay Online @ [sfwriters.org](http://sfwriters.org))  
Market Street Foyer 9:00 am-5:00 pm

Paid Conference Concierge Consultations with Kevin Smokler &  
Nina Amir

Seacliff Lobby 10:30 am-4:30 pm

Breakout #8 10:15-11:15 am

How to Create A Million Copy Bestseller (Kerry Lonsdale,  
Gordon Warnock, Danielle Marshall) Ballroom A

Poetry Session: Craft & Editing Short Topics (*Poetry as Ritual,  
Culture, and Warfare* – Kim Shuck, *3 Sources for Inspiration &  
Getting into a Writing State That Works For You* – Joan Gelfand,  
*Becoming a Poet; Putting Yourself in Your Poetry* – Mary  
Mackey, *Honing Your Editing Skills & Trusting Your Instincts* –  
Jane Ormerod, *Virtuoso Editing Techniques* – Diane Frank,  
Moderator: Richard Loranger) Bayview A

Tips for Pacing and Clarity in Your Writing (Steve Saffel)  
Bayview B

Childrens/YA: Publishing Journeys (Gail Carriger, Sandy Stark McGinnis, Diana Toledano, Randy Ribay. Moderator Jennifer March Soloway) Seacliff A

Self-Pub: Your Book in Color: How to Create, Print, and Distribute Full-color Children's, Travel, Coffee-table, and other Books, or Add Inserts or Spot-color to your Black-and-white Book (Steven Spatz) Seacliff B

Fiction: Crime and Punishment (Rick Acker, George Fong, Kristen Lamb) Seacliff C

Nonfiction: Self-Publishing Nonfiction (Carla King, Stephanie Chandler, Karl Palachuk) Seacliff D

Mktg/Biz: Sound Like a Celebrity: Tips & Techniques for Public Speaking (Jess Ponce) Marina

Lunch Break (On Your Own) Hyatt neighborhood 11:30 am

Breakout #9 1:00-2:00 pm

Poetry Session: Publishing Panel, Q&A Format (Jim Azevedo of Smashwords, Diane Frank of Blue Light Press, Jane Ormerod of Great Weather for Media, Jennifer Josephs of Manic D Press, Bruce Isaacson of Zeitgeist Press, Authors: Joan Gelfand,

Richard Loranger, Andy Jones, Chaya Bhuvaneshwar, Moderator:  
Lissa Provost) Bayview A until 3:15 pm

Get Inside Your Readers' Brains: The Neuroscience of How to  
Make Readers Laugh and Cry (Ransom Stephens) Bayview B

Childrens/YA: Creating a Picture Perfect Picture Book (Douglas  
Rees, Maggie Tokuda-Hall, Diana Toledano) Seacliff A

Self-Pub: Bestselling Ebook Secrets (Mark Coker) Seacliff B

Fiction: Mastering the Art of Suspense (Rick Acker, George  
Fong, Kerry Lonsdale, Kathleen Antrim. Moderator Danielle  
Marshall) Seacliff C

Nonfiction: Lifestyle Writing (Barb Santos, Carla King, Joey  
Garcia, Penny Warner) Seacliff D

Screenwriting: Perfecting the Mechanics (Paul Zeidman, EJ de  
Brun, Cali Gilbert) Marina

Breakout #10 2:15-3:15 pm

Books to Screen: Turning Books into Movies, TV & Streaming  
Successes (EJ de Brun, Christine Conradt, Cali Gilbert) Bayview  
B

Childrens/YA: Crafting Memorable YA characters (Gail Carriger, Kristina Meister, Randy Ribay. Moderator: Jennifer March Soloway) Seacliff A

Self-pub: Make Your English Ebook BIG in China and other International Markets (Kinga Jentetics) Seacliff B

Fiction: Villians, Antagonists, and Other Baddies (Kristen Lamb) Seacliff C

Nonfiction: Revenue Streams for Nonfiction Writers (Jim Horan, Karl Palachuk, Stephanie Chandler) Seacliff D

Mktg/Biz: What Really Happens in NY Publishing: A Q&A (Libby Edelson, Sam Horn, Daniela Rapp. Moderator: tbd) Marina

Breakout #11 3:30-4:30 pm

Poetry Session: You've Got a Book, Now What? Short Topics (*Creating a Marketing Plan* - Jennifer Josephs, *Submitting to Contests, Periodicals, & Anthologies* - Jane Ormerod, *Giving Great Readings* - Mary Mackey, *Connecting to the Poetry Community* - Richard Loranger, Moderator: Andy Jones) Bayview A

Fiction: Building a Believable Fantasy World (Alex White,

Ransom Stephens, Steve Saffel, Gail Carriger. Moderator: C. S. Lakin) Bayview B

Childrens/YA: Middle Grade Madness: Making Great Books for Young Readers (Penny Warner, Sandy Stark McGinnis, Douglas Rees) Seacliff A

Tech/Mktg: How to Find Beta Readers and Turn Them into a Team of Superfans to Perfect your Story, Market your Book, and Launch to Five-star Reviews (Andrew Burleson) Seacliff B

Fiction: The Romance Factor (Rachelle Ayala, Beth Barany, Kerry Lonsdale. Moderator: Tanya Egan Gibson) Seacliff C

Nonfiction: How to Write How-To Books (Anne Janzer, Karl Palachuk, Jim Horan) Seacliff D

Filmmaking: How to Break into Hollywood (EJ de Brun, Cali Gilbert, Christine Conradt) Marina

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Ask a Pro (Rick Acker, Nick Alter, Nina Amir, Jim Azevedo, Beth Barany, Andrew Burleson, EJ de Brun, Stephanie Chandler, Christine Conradt, Taryn Edwards, George Fong, Diane Frank, Joey Garcia, Cali Gilbert, Sam Horn, Kinga Jentetic, Carla King,

Kristen Lamb, Linda Lee, Kathy Meis, Tracy Oliver, Jess Ponce, Rusty Shelton, Steven Spatz, Dan Wood, Penny Warner, Paul Zeidman) Ballroom A 4:45-5:45 pm

Poetry Session - Ask a Poet Panel, Your Questions Answered (Kim Shuck, Joan Gelfand, Chaya Bhuvaneshwar, Andy Jones, Richard Loranger, Jane Ormerod, Jennifer Joseph, Bruce Isaacson, Mary Mackey, Moderator: Lissa Provost) Bayview A 4:45-5:45 pm

Cocktail Networking Party, The all-poet band COPUS performs (Open to SFWC & Poetry Summit Attendees. Guests of Attendees pay \$65 at the Conference Registration table before noon) Hyatt Atrium 6:00-7:00 pm

Poetry & Jazz Party Featuring the all-poet band COPUS, and poets Kim Shuck, Joan Gelfand, Chaya Bhuvaneshwar, Andy Jones, Richard Loranger, Jane Ormerod, Diane Frank, Jennifer Joseph, Bruce Isaacson, Mary Mackey, Lissa Provost, followed by an Open Mic (Open to the Public, No Host Bar) Hyatt Atrium 7:00-10:00 pm

Meet up for Dinner with Harvey Grand Foyer 7:00 pm



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Sunday, February 17th

Sunrise Photography Walk Meet in Grand Foyer 6:45 am

Registration & Exhibitors Grand Foyer 8:00 am-1:00 pm

Breakfast & Meet the Agents (Breakfast Lingers until 10:00 am)

Ballroom A 8:00-9:00 am

Speed Dating Line up in Bayview Foyer A no more than 30 minutes before your session.

Bayview 9:00 am-1:00 pm

Breakout #12 9:00-9:45 am

Mktg/Biz: How to Make Money Selling Books on Amazon (Penny Sansevieri) Seacliff A

Mktg/Biz: Reach Readers All Over the World from Your Desk with a Website, Blog, and Email Newsletter (Linda Lee) Seacliff B

Fiction: How to Craft Distilled, Dynamic Dialogue (Alex White, Nina Schuyler, Rachelle Ayala) Seacliff C

Nonfiction: Memoir Writing (Linda Joy Myers, Joey Garcia, Monica Wesolowska) Seacliff D

Graphic Novels & Comics: More than Zap! Bam! Pow! (Gordon Warnock, Steve Saffel)

Marina

Breakout # 13 10:00-11:00 am

Historical Research: How to Make the Past Come Alive Accurately (Taryn Edwards, Brigid O'Farrell) Seacliff A

Self-Pub: Step-By-Step Success: Managing All the Steps it Takes to Produce and Publish a Book (Stephanie Chandler, Carla King) Seacliff B

Fiction: Setting is More Than a Place (Kristen Lamb, Nina Schuyler) Seacliff C

Nonfiction: The Art of Personal Essay (Joey Garcia, Linda Joy Myers, Barb Santos) Seacliff D

Mktg/Biz: Syncing your Book to the Market with Metadata and Competitive Analysis to Guarantee 5-star reviews (Kathy Meis) Marina

Breakout #14 11:15 am-12:45 pm

Self-Pub: How to Sell your Book Direct for More Profit and Reader Engagement (Sahil Lavingia, Paul Kilpatrick, Karl Palachuk. Moderator: Carla King) Ballroom A

I Can't Believe I Wrote This Thing: Tips for Writing Even When You're Busy, Isolated or Running Out of Confidence and Energy (Sam Horn) Seacliff A

Self Pub: Distribution with Amazon and Beyond: Understanding Distribution Opportunities, Terms and Sales Channels (Steven Spatz, Mark Coker, Dan Wood, Kinga Jentetics) Seacliff B

Fiction: Your Protagonist's Transformational Journey (C. S. Lakin) Seacliff C

Nonfiction: How to Create an Author Career Plan (Nina Amir) Seacliff D

Mktg/Biz: Getting Your Book Reviewed (Penny Sansevieri) Marina

Taking the Conference Home with You (Carla King & Laurie McLean) Seacliff A 1:00-1:45 pm

Meet up for Great Eastern No-Host Banquet Grand Foyer 2:00

pm

End of the Conference – See you next year!

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[Monday, February 18th](#)

Master Class Registration Pacific Lobby 8 am-3 pm

Morning Master Classes 9 am-Noon

Sales For Those Who'd Rather Join Witness Protection (Kristen Lamb) Pacific L

Mastering the 10 Key Scenes That Frame Up Your Novel (C.S. Lakin) Pacific M

Craft Compelling Characters: Tips for Writing and Editing (Beth Barany) Pacific N

Your Non-Fiction Book Publishing Plan: Traditional vs. Self-Publishing and How to Successfully Navigate Both Options (Stephanie Chandler) Pacific O

Afternoon Master Classes 2-5 pm

The Art of Author Branding: When Your NAME Alone Can Sell

(Kristen Lamb) Pacific L

WordPress 101 Bootcamp: Creating a WordPress Website and  
How to Use It

(Linda Lee) Pacific M

Mastering Memoir: The Art of Weaving Truth and Craft (Linda  
Joy Myers) Pacific N

No More Starving Authors: How to Make More Money from  
your Writing

(Sam Horn) Pacific O