



SAN FRANCISCO WRITERS CONFERENCE

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2025



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Welcome!

SAN FRANCISCO WRITERS CONFERENCE

2025

The San Francisco Writers Conference is all about moving you to the next level of your writing craft and understanding the business of publishing. We're thrilled to have you this year as we learn, connect, and publish!

More than 500 wonderful writers, speakers, and volunteers band together to create a community of the book. The city, this hotel, and our schedule are packed with opportunities for inspiration and growth.

- **Two keynote speeches PLUS over 80 breakout sessions**
- **Tracks on Fiction, Nonfiction, Kidlit, Self-Publishing, Marketing, Poetry, Technology, and more**
- **Meet the Agents and Editors AMA Mega-Panel after breakfast on Saturday**
- **One-on-one consultations with Editors, Publicists, Coaches, and other industry pros**
- **Pitch appointments with Agents and Acquiring Editors**
- **Fun Networking Events Every Evening**
- **An Exhibit Hall and Bookstore full of resources**

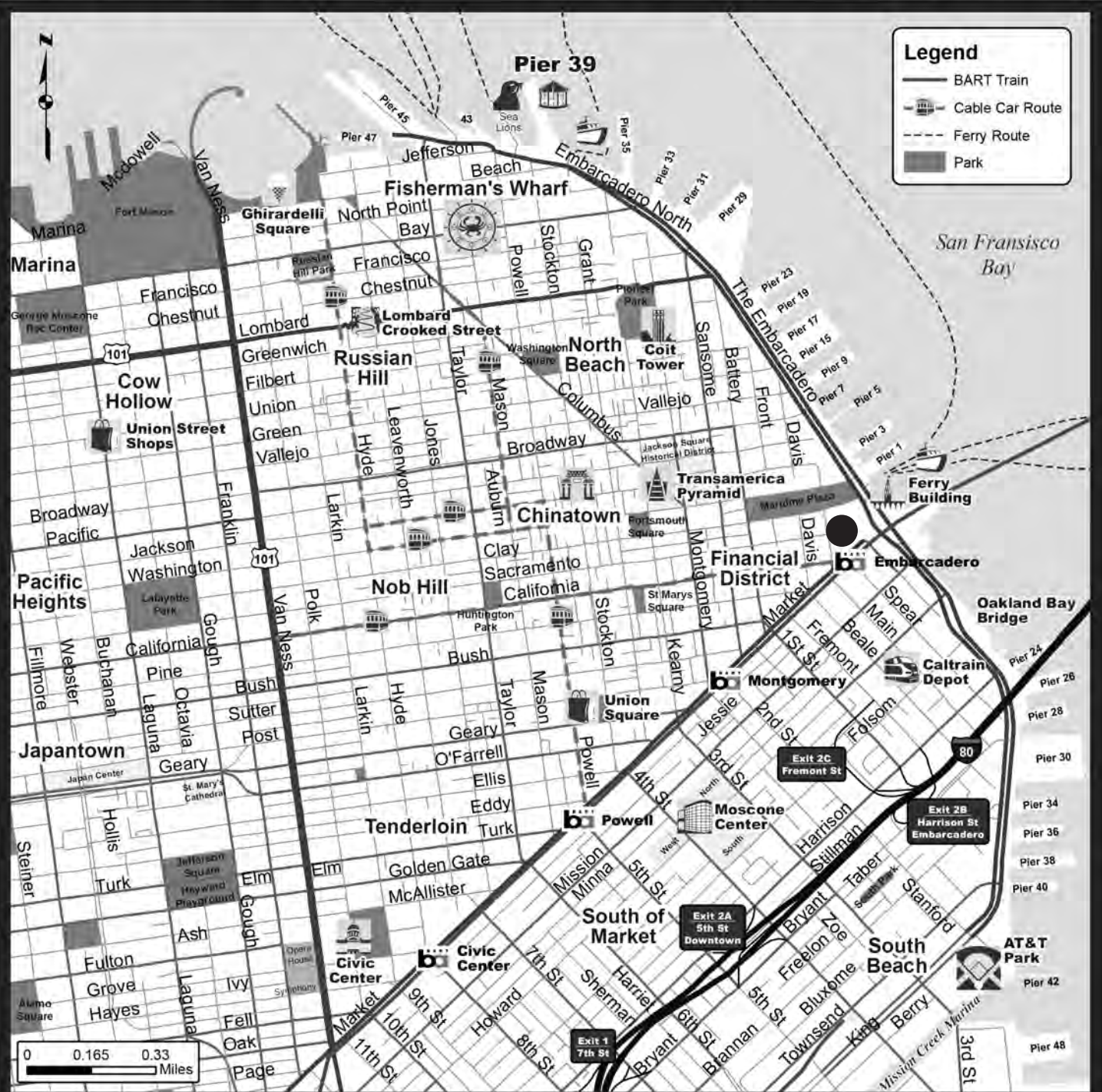
A special welcome to those of you who are seeing the city for the first time, especially if you're from outside the United States. We have left a lunch open on Friday specifically so you can experience the splendor of San Francisco. We envy those of you who are discovering its beauty for the first time.

Please be sure to say hello to any and all of us on the conference management team, and let us know if there's any way we can assist you or make the conference better.

P.S. Remember to tag #SFWC2025
Share your favorite moments, insights, and pictures with us on social media! We're active on Facebook, Instagram, Bluesky and X.



Lissa Provost
Conference Director



Get full detail on every spot at SFTodo.com

Five Favorite Spots:

- Golden Gate Bridge
- Lombard Crooked Street
- North Beach
- Chinatown
- Alcatraz Island



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Key Phone Numbers:

- Alcatraz Tickets: (415) 981-7625
- Blue and Gold Ferry: (415) 805-7200
- Red and White Ferry: (415) 673-2900
- Coit Tower: (415) 362-0808
- Public Transit and Traffic: 511

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MISSION

The San Francisco Writers Conference (SFWC) / San Francisco Writers Foundation is a 501(c)(3) nonprofit organization with a mission to facilitate access to the publishing industry for aspiring writers by connecting them with people in the industry who can help them achieve their goals. SFWC has helped thousands of writers, from high school students to retirees, forge ahead with their writing careers.

We aim to keep improving the SFWC each year. We welcome your suggestions for speakers, topics, and ideas.

San Francisco Writers Conference
1901 Cleveland Ave. Ste. D, Santa Rosa, CA 95401
registrations@sfwriters.org
(415) 689-6301
www.sfwriters.org



ORGANIZATIONAL TEAM

Lissa Provost – Managing Director,
Board President
Praveena Raman – Registrations Director,
Board Vice President
Venkat Raman – Foundation Director,
Board Member
E Provost – Volunteer Director,
Writing Contest Coordinator
Stephania Schwartz – Marketing Director
Melissa Geissinger – Technology Director
Peter Dudley – Self-Publishing Track Coordinator,
Board Member
Joey Garcia – Marketing & Memoir
Track Coordinator
Jordan Rosenfeld – Fiction Track Coordinator
Ying Chang Compestine – KidLit
Track Coordinator
Nina Amir – Personal Growth Track Coordinator
Sheryl Bizé-Boutte – Writing for Change
Track Coordinator
Eli Potter – GenAI Track Coordinator
Diane Frank – Poetry Summit Coordinator
Paul Zeidman – Writing for Hollywood
Summit Coordinator
Robert McAdams – Teen Summit Coordinator,
Discord Administrator
Ray Wan – Sponsorship Coordinator
Tanya Egan Gibson – Consultation Coordinator
Jane Glendinning – Scholarship Coordinator
Sylvia McLeary – Master Class Coordinator
Harvey Pawl – Dinner Coordinator
Tara Farquar – Board Treasurer
Amanda Traylor – Board Member
Patrick von Wiegandt – Audio Visual Provider
Sari Singerman – Event Photographer
**Michael Larsen, Richard & Barbara Santos,
Linda Lee, Laurie McLean** – Directors Emeritus

FAQs

GENERAL LOGISTICS

DO I REALLY NEED TO WEAR MY BADGE?

YES! You must wear your badge. You will not be allowed into any of the sessions or meals without it. There will be a \$30 replacement fee if you lose your badge.

WHAT IF I HAVE A QUESTION?

Ask a volunteer or go to the Information Desk during busy times and Registration Desk at off times. They can help you with almost any question. If you still need help, ask Registration Director Praveena Raman who will also be in the registration area.

DO I NEED TO WEAR A MASK?

Masking is optional, but we encourage you to wear one if you want to be cautious. Extra masks are available at the Registration Desk. Videos of sessions will be available after the conference ends if you're sick and can't attend in person.

WHERE'S THE LOST & FOUND?

We keep items found in meeting rooms during sessions at the registration desk. At the end of the day, items go to the hotel lost and found.

WHAT'S THE WIFI PASSWORD?

Wifi is not provided at the conference, but cell signal is strong throughout the hotel and conference rooms for most major carriers. Hotel guests get free wifi with their room that extends into the Atrium but not to the conference room levels.

You can purchase wifi for \$25 per day per connection through the Hyatt wifi login portal in the conference rooms.

WHERE IS THE ON-SITE BOOKSTORE?

The folks at BookShop West Portal have once again created an on-site store located in the Grand Foyer where the exhibitors are at Street Level. The store features a wide array of books written by our SFWC presenters as well as other resource books just for writers.

CAN YOU HELP ME CONNECT WITH SOMEONE I MET AT THE CONFERENCE?

We don't share your contact information with anyone, but you can join our Facebook Group (SFWC Community) or our Discord channel to connect with other attendees.

CAN I PAY FOR THINGS USING CASH OR CHECK?

Payments are handled online, including for appointments and master classes. Cash or check is the only option for Dinners with Harvey, payable at the Harvey Dinners desk.

SESSIONS & APPOINTMENTS

HOW CAN I GO TO TWO SESSIONS AT ONCE?

Every attendee gets free access to video recordings of the sessions for one year after the conference. Join our Patreon to access our full library of videos from past conferences.

CAN I CHANGE TO ANOTHER SESSION AFTER IT STARTS?

Feel free to change sessions anytime you feel the content is not what you expect or want. If you expect to leave partway for an appointment, please find a place in the back and exit quietly to avoid disrupting the session.

HOW CAN I ACCESS THE LIVE CAPTIONING?

Live captioning of all sessions is available by using your smartphone to scan the QR code for the room when you enter. You can select from 23 languages and read what the presenters are saying on your screen.

HOW DO I SIGN UP FOR PRO APPOINTMENTS, CONSULTATIONS, AND MASTERCLASSES?

Paid Pitch Appointments, Free Consultations, and Master Classes can all be booked by visiting the links or scanning the QR codes on page 14.

WHERE DO I GO FOR MY APPOINTMENT?

The 8-minute PAID Agent/Editor Pitch Appointments and FREE Indie Editor/Coach/PR/Self-Publishing Service Consultations take place on the Pacific Concourse Level. Check-in and scheduling assistance are in the same place down the stairs from the Street Level beginning Friday morning.

Concierge meetings take place in the Seacliff Lobby, up one floor on the escalator from the Street Level. You can go directly to your concierge's table at the appointed time. For portrait sittings with conference photographer Sari Singerman, meet her at her table in the Grand Ballroom lobby among the exhibitors at your appointed time.

WHERE CAN I GET HELP MAKING/CHANGING APPOINTMENTS?

On Thursday from 12 to 5 pm, you can go to Bayview Lobby A to get help with appointments. After that, you can find help at the check-in desk in the Pacific Lobby.

CAN I ATTEND THE HOLLYWOOD, POETRY, AND TEEN SUMMIT SESSIONS?

Regular conference attendees have full access to Hollywood and Poetry sessions. Teenagers must register in advance for the Teen Summit. You must be a teenager or have one you're chaperoning to attend the Teen Summit.

HOW CAN I GET VIDEO RECORDINGS OF SESSIONS?

Video recordings of our sessions will be made available to all conference attendees, generally one month or so after the conference ends. We will notify attendees by email once the recordings are available.

M
F
A

creative writing screenwriting



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Imagination Finds Its Path*

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SPECIAL EVENTS

WHAT ARE ASK A PRO BREAKFASTS?

On Friday and Saturday mornings, attendees get to have breakfast at the table of their choosing. Each table is hosted by one of our featured expert guests or sponsors. It's a fantastic way to ask a pro any questions you might have (no pitching), as well as connect with fellow writers who share your interests. Space is first come, first serve.

WHAT IS SIPS & STORIES AFTER DARK?

Sips and Stories After Dark is a fun, optional event on Friday night for authors and book lovers alike to mingle over books and beverages. You can buy autographed books directly from the authors or the on-site bookstore.

Attendees will gather in the magnificent atrium of the Hyatt. A cash bar will be available, and there will be a free hot chocolate bar in the children's section at this all-ages event. Sip and savor the sounds of live classical music from local symphony musicians and more during this unique experience. No entry fee, but a two-book-minimum is encouraged. This event is OPEN to the PUBLIC!

WHAT IS THE POETRY & JAZZ EVENT?

The Poetry & Jazz event is a lively, evening event on Saturday that features live jazz behind an open mic for

anyone who wants to share a little piece of your work (prose is welcome). Our host, Dr. Andy Jones will be available with the open mic sign-up sheet at the start of the event. Don't worry about signing up too late. We keep going until everyone gets a turn! This event is OPEN to the PUBLIC!

HOW DO I JOIN THE NIGHTCAPS & NETWORKING?

On Thursday, you can meet new people during No Host, No Pitch Nightcaps & Networking in the Eclipse Bar in the Hyatt Atrium. Show up with your badge so we know you're one of us, order a drink at the bar, and join a group.

WHAT ARE DINNERS WITH HARVEY?

SFWC Dinner Coordinator Harvey Pawl organizes fun, no-host dinners so attendees and presenters can continue to connect. Details are on the pink handout in your bag.

Sign-ups are by Registration. Check or cash payment is required when you sign up. Meet up to walk together by the fountain in the Atrium Lobby.

WHAT IS SUNDAY LUNCH?

On Sunday, we end things with an optional late lunch with Harvey at 2:00. It's a great way to end the conference and connect with other attendees. But if you don't have the energy or time, you can also unwind on your own and reflect on all the wonderful connections and learnings you took away from the conference!

Congrats!

2024 SAN FRANCISCO WRITING CONTEST FINALISTS

GRAND PRIZE WINNER

Kidlit: Su Mon Han - *Gadia*

ADULT NONFICTION

Winner: Christie Clark - *On Dating & Job Searching*

Shanti Ariker - *The Law of Return*
Linda Ballou - *Jack London and Me*
Sharon Beck-Doran - *Lights, Camera, Consent: How Women in Film Are Changing Our Minds About Sex*
Eliza L. Bozmarova - *Like Mother*
Girish Gupta - *Always Go*
Alissa Larson - *The Last Father's Day*
Rob Peters - *Polk Street Hustler 1979*
Alexandra Phillips - *Chief Intuitive Officer: The Secret Guide to Unlocking the Chakras of Success*
Giselle Stancic - *Bleak but Marvelous*

POETRY

Winner: Shaun Perkins - *Witchery (Do You See Me)*

Jamie Armstrong - *Roadless, Motorless*
Robin Gabbert - *Invisible*
Elizabeth Gooze - *Cheapskate Date*
Alissa Larson - *Capture*
Michael Miller - *Time and Space*
Daniel Moreschi - *Catatumbo Symphony*
Angelica Recierdo - *Wide Open to Sensation*
Vanessa Shields - *Post Loss Tyndall Effect*
Paula Wagner - *El Tapatio*

ADULT FICTION

Winner: Chris Lopez - *The Island of Machines*

Mary Adler - *In the Shadow of Lies*
Michael J. Cooper - *Crossroads of Empire*
Mimi Drop - *Mother Earth*
Suzanne Johnson - *Double Trouble Cake*
Jennifer Kennemer - *The Messenger*
Tracy Sand - *The Meaning of Eli*
Esther St. James - *The Road to Damascus*
Giselle Stancic - *Spirits of the Grand Palace*
Merry Zavala - *The Circle of Grace*

KIDLIT

Category Winner: Danielle Sunshine - *Guys Like Us*

Romilda Byrd - *The Lives of Tomato*
Jeffrey Carnett - *Catie and the Dizzy Bees*
Rick Cedar - *Stacked Against Me*
Kimberly Dunne-Robbins - *Rainbow Power*
Hank Fabian - *Trouble on Moon 21*
Chloe Kerr-Stein - *A Scatter of Embers*
Oscar King IV - *Cogs and Caustics*
Lily Shapiro - *Psycho*
E.B. Wagner - *The Water Bank*

The 2025 San Francisco Writing Contest takes place Feb 10 - June 30! The grand prize is a FREE registration for our 2026 conference. More at www.sfwriters.org/contests-and-scholarships



GET YOUR 2024 ANTHOLOGY!

You can support the nonprofit mission of the San Francisco Writers Conference and your fellow writers by purchasing a copy of the 2024 SF Writers Foundation Writing Contest Anthology at the on-site bookstore in the Grand Foyer/Exhibitor Hall or anywhere books are sold!





2023 San Francisco Writing Contest Winners



2023 SFWC Scholarship Winners

SCHOLARSHIP WINNERS

We are proud to announce a record-breaking fifteen recipients of SFWC scholarships for 2025. These talented writers earned a scholarship to SFWC thanks to our Patreon subscribers, our generous scholarship sponsors, and proceeds from your donations and conference participation.

To learn how to support our scholarship program, visit <https://www.sfwriters.org/contests-and-scholarships/>

Director’s Scholarship for Marginalized Voices Funded by Patreon Subscribers and Your Donations

- Moses Powe
- Soo Young Lee
- Krystal Bradley
- Andrea Aranda
- Thomas Pedersen
- Nikechi Okpara
- Linda Jackson
- Rose Cordero-Gonzales
- Julia Cottrell

Denise M. Asper Memorial Scholarship for Formerly Incarcerated Writers, Funded By Mary Rakow, Ph.d.

Leah Richardson

Nina Amir Scholarship for Nonfiction Writers:

Jasper Lydon

Dr. Andy Jones Scholarship

Camille DuMay

Donna Levin Scholarship for Fiction Writers:

Chandler Holliday

Eli Potter Scholarship:

Tamar McKee

Diane Frank Scholarship:

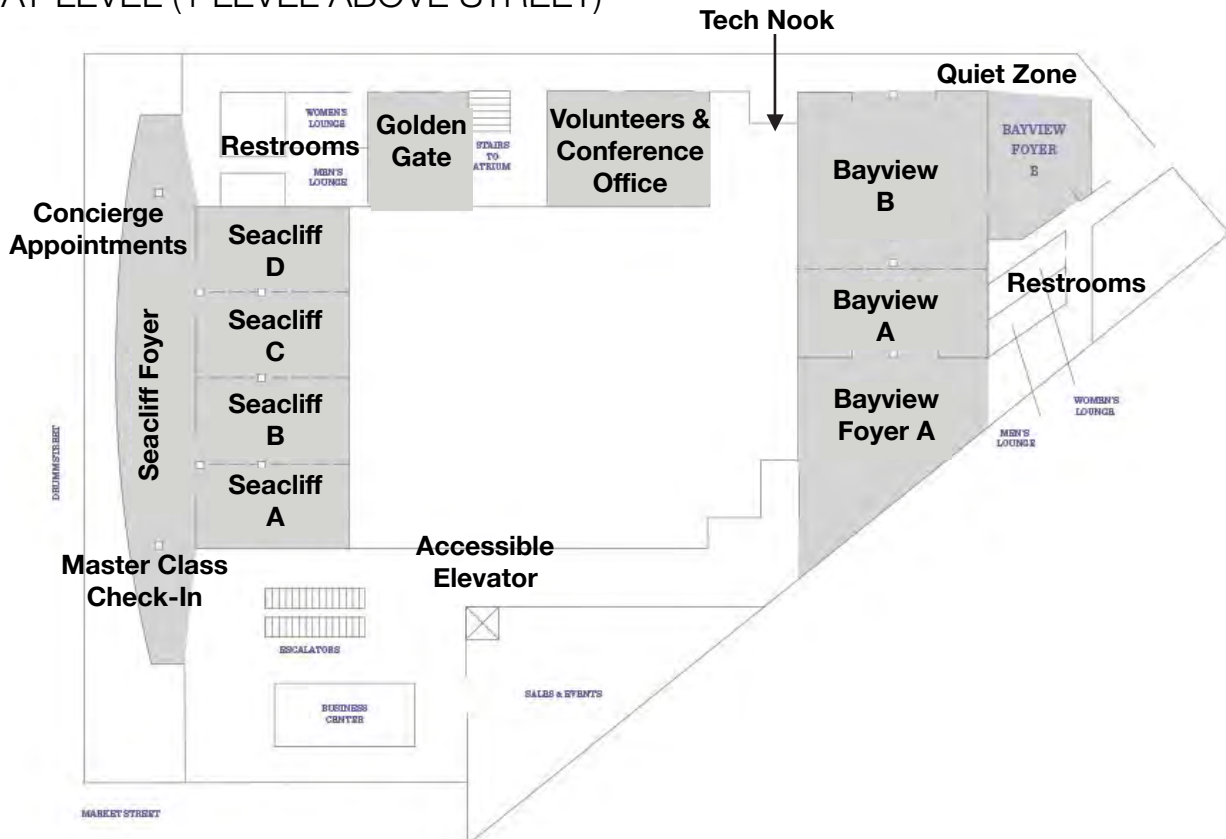
Lisa Randolph

HYATT REGENCY HOTEL MAP

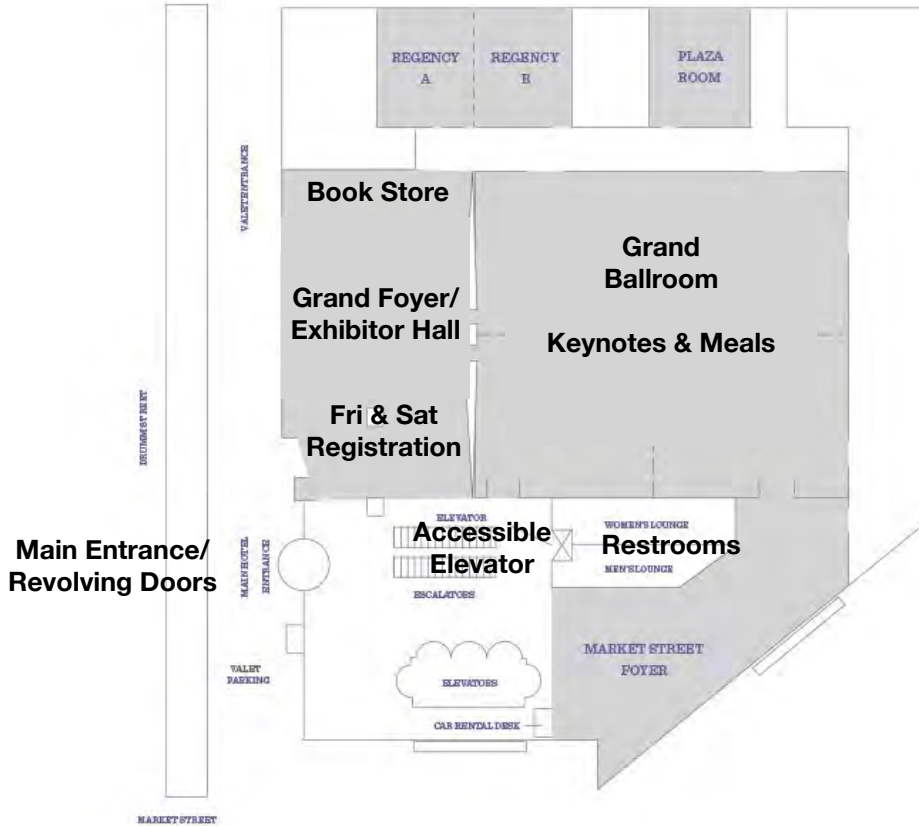
ATRIUM LOBBY LEVEL (2 LEVELS ABOVE STREET)



BAY LEVEL (1 LEVEL ABOVE STREET)



STREET LEVEL

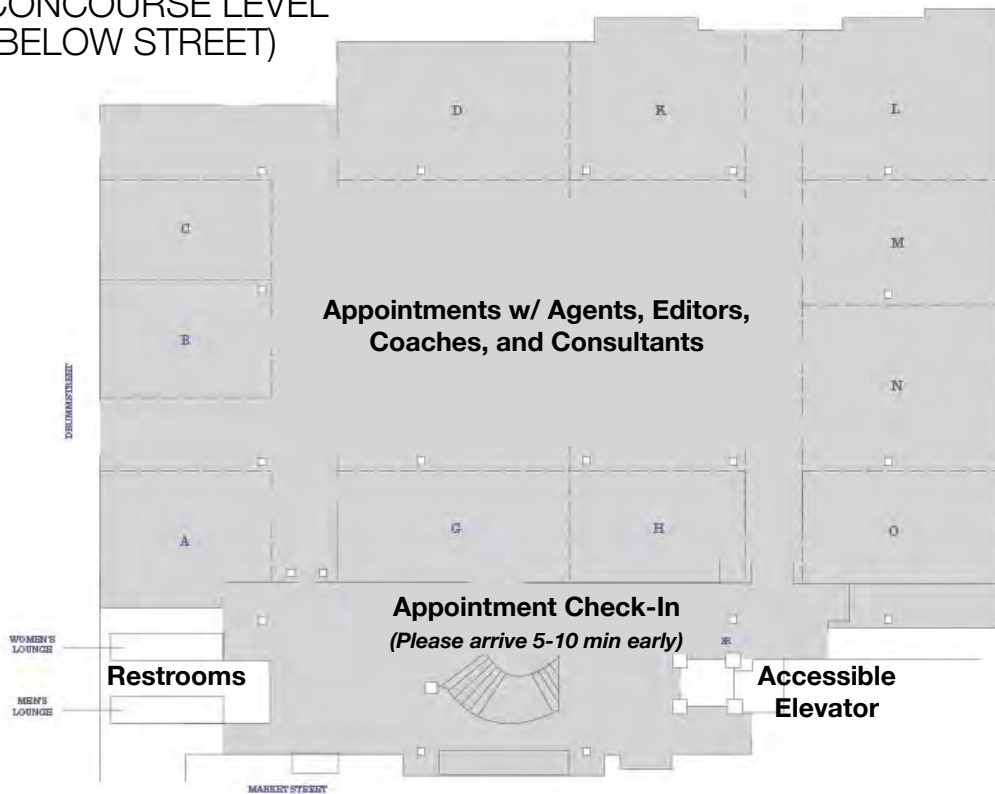


DON'T MISS OUT!

Complimentary coffee n' treats in the Exhibitor Hall from 1:30-3:30pm Fri & Sat. It's a great time to chat with our sponsors and get your "exhibitor passports" signed so you can be entered into a drawing for a **FREE 2026 SFWC registration!**

The **on-site bookstore** in the Exhibitor Hall also carries many books by our presenters. Get them signed while you're here!

PACIFIC CONCOURSE LEVEL (1 LEVEL BELOW STREET)



2/6 THURSDAY SCHEDULE

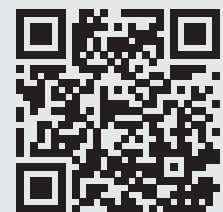
Time	Bayview A - Classroom 80	Bayview B - Classroom 188	Seacliff A - Classroom 70	Seacliff B - Classroom 70	Seacliff C - Classroom 70	Seacliff D - Classroom 54	Consultations & Other Notes for Attendees (Bay Level Foyers & Pacific Concourse Level)
9:00 am-Noon			Master Class: Advanced Fiction Critique Workshop with Mary Rakow, Ph. D. - \$149, Auditors - \$50 Rigorous live edit of any 7 pages. Auditors learn by observing.	Master Class: Finding and Working with a Literary Agent - Query Letter Workshop with Andy Ross & Laurie Fox - \$149	Master Class: Think Like an Editor: A Freelance Editor's Secrets to Bringing Your Manuscript to the Next Level with Tanya Egan Gibson - \$149	Master Class: Social Media and the Modern Author Brand with Rusty Shelton & Paige Velasquez Budde - \$149	Seacliff Lobby - Master Class Check-in is from 8:30-10:00 am. These classes require a separate registration from the conference.
12:00 pm	Registration in the Hotel Atrium Lobby from Noon to 4 pm						
1:00-1:45 pm	1. Making This Your Best Writers Conference Ever - Lissa Provost						Bayview Lobby A - Consultations Sign-up Help from 2:00-6:00 pm
2:00-2:45 pm	2. Welcome and Introductions - Lissa Provost						Seacliff Lobby - Concierge Consults from 10:00 am-6:00 pm - Donna Levin, Dr. Andy Jones, Diane Frank, Nina Amir: go directly to their table at your appointed time.
3:00-4:15 pm	3. Plenary Session: Publishing Options: Traditional, Self, Hybrid & Partner Publishing: How to Choose! Brenda Knight, Lissa Provost, Moderator: Natalie Obando						
4:30-7:30 pm			Master Class: How to Write with Page Turning Tension with Jordan Rosenfeld - \$149	Master Class: Finding the Voice You Need to Write Your Own Memoir with Monica Wesolowska - \$149	Master Class: Unraveling the Mystery of GMCs (Goals, Motivations, Conflicts), and How to Prepare Pitches That Pack a Punch with Lynnette Novak - \$149	Master Class: Friends, Rivals, and Enemies – How to develop strong secondary characters with Michael Carr - \$149	Seacliff Lobby - Master Class Check-in from 4:00-5:30 pm. These classes require a separate registration from the conference.
5:00-7:00 pm	Harvey's Get Acquainted Dinner at Sam's - \$40 (Limited to 39 People - Sign up by Registration Desk) or Dinner on Your Own						
7:00 - 9:00 pm	Nightcaps & Networking in the Eclipse Bar - No Host						



MISS A SESSION? GET ALL OUR VIDEOS AND MORE ON PATREON!

All conference attendees will have access to our 2025 videos, but you can get a whole lot more by becoming a subscriber of SFWC on Patreon! Aside from supporting our mission, benefits include:

- Unlimited access to conference videos, including from previous years
- Monthly AMA (ask-me-anything) video calls with agents, editors, and other experts, along with archives of our AMAs
- Patron Discounts for products and services (coming soon!)



Visit [Patreon.com/sfwriters](https://www.patreon.com/sfwriters) or scan the QR code to learn more!

2/7 FRIDAY SCHEDULE

Time	Bayview A - Classroom 80	Bayview B - Classroom 188	Seacliff A - Classroom 70	Seacliff B - Classroom 70	Seacliff C - Classroom 70	Seacliff D - Classroom 54	Consultations & Other Notes for Attendees (Bay Level Foyers & Pacific Concourse Level)
8:00 am-4:00 pm	Registration, Exhibitors Open - Grand Foyer						Consultation Setup on Pacific Level with Checkin in Pacific Foyer
8 am-10:00 pm	Book Store Open - Grand Foyer						Seacliff Lobby - Concierge Consults from 10:00 am-6:00 pm - Donna Levin, Dr. Andy Jones, Diane Frank, Nina Amir: go directly to their table at your appointed time.
8:00-9:00 am - Service until 10:00 am	4. Welcome Breakfast with Pub Quiz in the Ballroom to warm up the Attendees - Dr. Andy Jones						
9:15-10:15 am	5. Writing for Hollywood Summit: What Does Hollywood Want? - Chris Mancini, Jenny Frankfurt, Justin Sloan, Moderator: Paul Zeidman	6. Fiction Craft: Crafting Emotionally Evocative Scenes: Julia Vee	7. Nonfiction: How to Write a Book Proposal - Andy Ross, Gordon Warnock, Jen Newens, Moderator: Joey Garcia	8. Kidlit: Critiques: Queries (Bring 1 Printed Copy) - Lynnette Novak, Kesia Lupo, CoCo Freeman, Moderator: Vicky Weber	9. Self Publishing: From "I Finished my First Draft" to Clicking "Publish": What and Who You Need to Know to Produce the Best Books - Kristen Tate, Alyssa Jarrett, Joel Pitney, Claire E Jones, Moderator: Peter Dudley	10. Fundamentals Workshop: Centering and Strategizing for the Already Overwhelmed - Group Session with Nina Amir	Consultation/Pitch Appt. Block 1 - Michael Carr, Connor Smith, Jordan Rosenfeld, Mary Rakow, Ph.D., Radhika Sharma, Allison Landa, Gini Grossenbacher, Karl Henwood, Heather Lazare, Rusty Shelton, James Moorer, O'Cyrus, Lisa Cooper Ellison, Paige Velasquez Budde, Natalie Obando, Mary Knippel
10:30-11:30 am	11. Writing for Hollywood Summit: Screenplay Structure - Cody Smart, Ally May, Justin Sloan, Moderator: Paul Zeidman	12. Fiction Craft: Character Voice & Vibrancy - Radhika Sharma, Andrea Stewart.	13. Nonfiction: Essays Into Books, Styles of Essays and How to Find Your Style and Leverage it into Print - Jordan Rosenfeld, Marianne Rogoff, Moderator: Joey Garcia	14. Kidlit: Getting Books Submission Ready - CoCo Freeman, Vicky Weber, Monica Wesolowska, Moderator: Pamela Turner	15. Self Publishing: OMG, I'm a Business Now?: What You Need to Know to Stay out of Trouble, Build Support Structures, and Sell a Lot of Books - Alyssa Jarrett, Claire E Jones, Krystaelynn Sanders Diggs, Bruce Wawrzyniak, Moderator: Becky Parker Geist	16. Fundamentals Panel: Legal Issues for Writers & Publishers - Robert Pimm	Consultation/Pitch Appt. Block 2 - Andy Ross, Michael Carr, Maeve MacLysaught, Jen Newens, Jennifer Pien, Mary Rakow, Ph.D., Wendy Tokunaga, Allison Landa, Gini Grossenbacher, Tanya Egan Gibson, Stefanie Molina-Santos, Jodi Fodor, Rusty Shelton, James Moorer, Amy L. Bernstein, Lisa Kastner, Connor Smith, Lynnette Novak, Lisa Cooper Ellison, Paige Velasquez Budde, Mary Knippel
11:45 am-12:45 pm	17. Writing for Hollywood Summit: I wrote a script. Now what? - James Moorer, Jenny Frankfurt, Chris Mancini, Moderator: Paul Zeidman	18. Fiction Craft: Keeping Your Series Details Straight- Overcoming the challenges of episodic fiction - Erika Mailman	19. Nonfiction: First Draft to Marketing Copy, Answering: Why You? Why Now? - Lynnette Novak, Georgia Hughes, Moderator: Joey Garcia	20. Kidlit: Turning Research into Story - How Write Award Winning Memoir & Nonfiction for Kids - Pamela Turner, Jen Newens, Ying Compestine, Moderator: Douglas Cole	21. Self Publishing: AMA with Our Self-Publishing Pros and Sponsors - Tom Joyce, David Lombardino, Joel Pitney, Becky Parker Geist, Krystaelynn Sanders Diggs, Moderator: Peter Dudley	22. Fundamentals Workshop: First Draft Pitches - Gordon Warnock, Vicky Weber, Leader: Andy Ross	Consultation/Pitch Appt. Block 3 - Bruce Wawrzyniak, Jennifer Pien, Lisa Kastner, Stefanie Molina-Santos, Kesia Lupo, Mary Rakow, Ph.D., Radhika Sharma, Wendy Tokunaga, Allison Landa, Monica Wesolowska, Kristen Tatroe, Gini Grossenbacher, Karl Henwood, Kristen Tate, Jodi Fodor, Rusty Shelton, Amy L. Bernstein, O'Cyrus, Brenda Knight, Andrea Stewart, Paige Velasquez Budde,



FREE "RED HAT" CONSULTATIONS

Keep an eye out for SFWC Co-Founder & Director Emeritus **Michael Larsen** in his signature red hat. He's no longer actively taking clients, but his lifetime of experience as a Literary Agent is at your disposal. He wrote the book "How to Write a Book Proposal" for nonfiction authors and is happy to consult with attendees about all matters related to your writing projects. No appointment needed!

2/7 FRIDAY SCHEDULE *(continued)*

Time	Bayview A - Classroom 80	Bayview B - Classroom 188	Seacliff A - Classroom 70	Seacliff B - Classroom 70	Seacliff C - Classroom 70	Seacliff D - Classroom 54	Consultations & Other Notes for Attendees (Bay Level Foyers & Pacific Concourse Level)
12:30-2:00 pm	Lunch on Your Own - coordinate small groups to meet up and go out together						
2:15-3:15 pm	23. Writing for Hollywood Summit: Script Pages Live Edit - Cody Smart, Ally May, James Moorer, Moderator: Paul Zeidman	24. Fiction Craft: Outlines & Beat Sheets-What they are, how to use them, when to ignore them - T. A. Chan, Victoria Nicole Shi	25. Nonfiction: Making Facts & Stats Compelling and Sticky - Allison Landa, Erika Mailman, Kristen Tatroe, Moderator: Mary Rakow, Ph.D.	26. Kidlit: Critiques: First Pages (Bring 1 Printed Copy) - Michael Carr, Kesia Lupo, Lynnette Novak, Moderator: Pamela Turner	27. Self Publishing/Marketing: Grow Your Platform: How to Build Thought Leadership Focused on Impact, Not Ego - Rusty Shelton & Paige Velasquez Budde	28. Fundamentals: All the Financial Aspects of Traditional Publishing - Vicki DeArmon, Maeve MacLysaught, Meredith Jaeger, Moderator: Julia Vee	Consultation/Pitch Appt. Block 4 - Andy Ross, CoCo Freeman, Bruce Wawrzyniak, Gordon Warnock, Jennifer Pien, Connor Smith, Stefanie Molina-Santos, Jennifer Joseph, Georgia Hughes, Vicky Weber, Wendy Tokunaga, Allison Landa, Monica Wesolowska, Gini Grossenbacher, Tom Joyce, Tanya Egan Gibson, Heather Lazare, Amy L. Bernstein, O'Cyrus, Andrea Stewart, Mary Knippel
3:30-4:30 pm	29. Writing for Hollywood Summit: Screenwriting 101 - Paul Zeidman	30. Fiction Craft: 6 Poetic Practices to Make Your Prose Powerful, Beautiful, and Lasting - Mary Rakow, Ph.D.	31. Nonfiction: Narrative Structures in NonFiction - How to Seize the Dialectic - Jennifer Pien, Connor Smith	32. Kidlit: Unlocking Creativity and the Business of Children's Books - Michael Carr, Krystaelyne Sanders Diggs, Ying Compestine, Moderator: Monica Wesolowska	33. Self Publishing: Red Flag/Green Flag: What to Look out For When You're Hiring Help - Kristen Tate, Becky Parker Geist, Jodi Fodor, Bruce Wawrzyniak, Moderator: Peter Dudley	34. Fundamentals: Query Basics 101 - Victoria "Nicole" Shi, Meredith Jaeger	Consultation/Pitch Appt. Block 5 - Andy Ross, Tanya Egan Gibson, CoCo Freeman, Vicki DeArmon, Lynnette Novak, Gordon Warnock, Maeve MacLysaught, Lisa Kastner, Stefanie Molina-Santos, Georgia Hughes, Vicky Weber, Wendy Tokunaga, Allison Landa, Kristen Tatroe, Gini Grossenbacher, Tom Joyce, Joey Garcia, Heather Lazare, Jennifer Joseph, Andrea Stewart, Brooke Warner
5:00-7:00 pm	Harvey's Networking Dinner at OShA - \$45 (Limited to 39 people - Sign up by Registration Desk) or Dinner on Your Own						
7:00-8:00 pm (Doors open at 6:30 pm)	35. Keynote in Ballroom: Tommy Orange; Interviewed by SFWC Director Lissa Provost (the video from this session will only be available to registered attendees, presenters, and volunteers for a period of 14 days from the date we get it edited and posted. If you cannot make it to the actual event, keep a lookout for it and make time to watch it before it disappears.)						Tommy Orange will not be signing books in person after the keynote, but signed copies of his latest book will be available in the bookstore.
8:00-10:00 pm	Sips & Stories Book Signing Event featuring Isle McElroy in the Grand Foyer and over 50 other authors in the Atrium!						The public will begin entering the Grand Foyer and milling around as early as 6:30

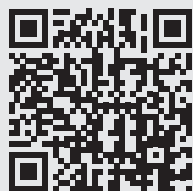


BOOK YOUR PAID PITCH APPOINTMENTS, FREE CONSULTS AND MASTER CLASSES!



Appts & Consults

Paid pitch appointments and free consults are popular and limited in number, so don't delay! There will be helpers on-site in Bayview Foyer A from 2-5 pm Thursday to assist anyone struggling with signing up. Help will also be available at the check-in desk in the Pacific Concourse Lobby thereafter. Please check-in 5-10 minutes before your appointment time! You can make appointments using the QR code or visiting www.sfwriters.org/conference/pro-appointments



Master Classes

Master Classes are an excellent way to learn from some of our experts. The classes take place immediately before and after the conference on Thursday and Sunday. You can still register 30 min before class starts, but your first choice of class may be full so we recommend advance registration. Scan the QR code or visit www.sfwriters.org/events-and-programs/master-classes

2/8 SATURDAY SCHEDULE

Time	Bayview A - Classroom 80	Bayview B - Classroom 188	Seacliff A - Classroom 70	Seacliff B - Classroom 70	Seacliff C - Classroom 70	Seacliff D - Classroom 54	Consultations & Other Notes for Attendees (Bay Level Foyers & Pacific Concourse Level)
8:00 am-4:00 pm	Registration, Bookshop until 6, Exhibitors Open - Grand Foyer						Consultation Setup on Pacific Level with Check-in in Pacific Foyer
8:00-9:00 am - Service until 10:00 am	Ask A Pro Breakfast in the Ballroom: Announcements: Lissa Provost - Tables for: David Lombardino (DLA Editors), Joey Pitney (Launch My Book), Luis Flores (Mount St. Mary's University), Phil Spade (Swell), Chris Mancini, Becky Parker Geist, Alyssa Jarrett, Bruce Wawrzyniak, Michael Larsen, Claire E Jones, Kristen Tatroe, Michael Carr, Jodi Fodor, Mary Rakow, Ph.D., Gini Grossenbacher, Amy L. Bernstein, Jenny Frankfurt, Donna Levin, Cara Black						
9:00-10:00 am	36. Poetry Summit: Meet the Poets - Prartho Sereno, Kim Shuck, Juan Luzuriaga, Sheryl Bize-Boutte, Alejandro Murguia, Tongo Eisen-Martin, Lisha Adela Garcia, Kathy Evans, Dr. Andy Jones, Moderator: Diane Frank	37. Meet the Agents & Acquiring Editors plus AMA (Ask Me Anything) - Vicki DeArmon, Jennifer Joseph, Brenda Knight, Gordon Warnock, O'Cyrus, Andy Ross, Laurie Fox, Lynnette Novak, CoCo Freeman, Kesia Lupo, Georgia Hughes, Lisa Kastner, Maeve MacLysaught, Stefanie Molina-Santos, James Moorer, Jen Newens, Natalie Obando, Jennifer Pien, Jacob Weisman, Connor Smith, Vicki Weber, Moderator: Lissa Provost				Consultation Block 6 - No Agents or Acquiring Editors Available, Kristen Tatroe, Karl Henwood, Kristen Tate, Peter Dudley, Lisa Cooper Ellison, Andrea Stewart, Mary Knippel	
10:15-11:15 am	38. Poetry Summit: Immigrant Voices and Bilingual Poems - Alejandro Murguia, Lisha Adela Garcia, Juan Luzuriaga, Moderator: Alejandro Murguia	39. Marketing: How to Build a Marketing Habit - Sue Campbell	40. Fiction: Small Presses, Hidden Gems for Writers - Vicki DeArmon, Lisa Kastner, Branda Knight, Moderator: Jordan Rosenfeld	41. Growth Markets: What Every Author Needs to Know About Audiobooks - Becky Parker Geist	42. Business Track: Career Building Challenges and Opportunities Particular to BIPOC Authors - Arabella Grayson, Vicky Weber, Radhika Sharma, Natalie Obando, Moderator: Karly Dizon	43. Personal Growth Track: Becoming a Writer Who Can Succeed as an Author - Nina Amir	Consultation/Pitch Appt. Block 7 - Andy Ross, Tanya Egan Gibson, CoCo Freeman, Bruce Wawrzyniak, Lynnette Novak, Michael Carr, Gordon Warnock, Maeve MacLysaught, Jennifer Pien, Connor Smith, Jennifer Joseph, Kesia Lupo, Georgia Hughes, Laurie Fox, Mary Rakow, Ph.D., Monica Wesolowska, Kristen Tatroe, Gini Grossenbacher, Tom Joyce, Heather Lazare, Kristen Tate, Susie Meserve, Jodi Fodor, Peter Dudley, Claire Jones, Amy L. Bernstein, Lisa Cooper Ellison,
11:30 am-12:30 pm	44. Poetry Summit: Inspiration from San Francisco Poet Laureates - Tongo Eisen-Martin, Kim Shuck	45. Marketing: Here's How I REALLY SELL Books - Eirinie Carson, James Moorer, Agent, Moderator: Sue Campbell	46. Fiction: Panel: The Power of Process: Methods & Techniques for organizing, writing and structuring time and ideas - Georgia Kalias, Sheryl Bize-Boutte, JoAnna Novak, Moderator: Lisa Kastner	47. Growth Markets: Narrative Game Writing & Graphic Storytelling - Justin Sloan, Chris Mancini, Moderator: Connor Smith	48. Business Track: You Must Have a Platform! Here's How to Build it. - Joey Garcia	49. Personal Growth Track: Learning to Embrace ALL Aspects of Authorship. Eva Medilek, Amy L. Bernstein, Brenda Knight, Moderator: Nina Amir	Consultation/Pitch Appt. Block 8 - Andy Ross, CoCo Freeman, Bruce Wawrzyniak, Vicki DeArmon, Michael Carr, Maeve MacLysaught, Jen Newens, Jennifer Joseph, Kesia Lupo, Georgia Hughes, Jordan Rosenfeld, Laurie Fox, Karly Dizon, Vicky Weber, Mary Rakow, Ph.D., Radhika Sharma, Wendy Tokunaga, Monica Wesolowska, Gini Grossenbacher, Tanya Egan Gibson, Becky Parker Geist, Heather Lazare, Kristen Tate, Susie Meserve, Jodi Fodor, Claire Jones, Jacob Weisman, Natalie Obando, Mary Knippel
12:30-1:30 pm	50. Lunch in the Ballroom - Lissa Provost [Announcements, Writing Contest Winners], Jane Glendinning [Scholarship Winners], Venkat Raman [Foundation, Invitation to Patreon]						
1:30-2:30 pm	51. Keynote - Isle McElroy - Ballroom						Followed by Book Signing

REMEMBER OUR PRESENTER PROTOCOL

*Our presenters are happy to talk to you! Just remember this simple rule:
If they have their badge on, they're "on" and open to chatting!
If they are NOT wearing their badge, please respect their privacy.*

2/8 SATURDAY SCHEDULE *(continued)*

Time	Bayview A - Classroom 80	Bayview B - Classroom 188	Seacliff A - Classroom 70	Seacliff B - Classroom 70	Seacliff C - Classroom 70	Seacliff D - Classroom 54	Consultations & Other Notes for Attendees (Bay Level Foyers & Pacific Concourse Level)
3:00-4:00 pm	52. Poetry Summit: Publishing Panel: Meet the Publishers & The Journey from Poet to Author - Jennifer Joseph, O'Cyus, Lissa Provost, Moderator: Diane Frank	53. Marketing: Creating & Launching an Author Website - Natalie Obando	54. Fiction in the Marketplace: What You Need to Know to Polish and Sell Mysteries / Thrillers in 2025 - CoCo Freeman, Tanya Egan Gibson, Cara Black, Moderator: Wendy Tokunaga	55. Fiction in the Marketplace: What You Need to Know to Polish and Sell Romance in 2025 - Kesia Lupo, Gini Grossenbacher, Meredith Jaeger, Moderator: Heather Lazare	56. Fiction in the Marketplace: What You Need to Know to Polish and Sell Science Fiction/Fantasy in 2025 - Michael Carr, Jacob Weisman, Julia Vee, Radhika Sharma, Moderator: T. A. Chan	57. Personal Growth Track: The Mindsets and Habits of Successful Authors - Brooke Warner	Consultation/Pitch Appt. Block 9 - Vicki DeArmon, Lynnette Novak, Gordon Warnock, Jen Newens, Lisa Kastner, Karly Dizon, Vicky Weber, Mary Rakow, Ph.D., Allison Landa, Monica Wesolowska, Kristen Tatroe, Becky Parker Geist, Susie Meserve, Peter Dudley, Claire Jones, James Moorer, O'Cyus, Brenda Knight, Brooke Warner
4:15-5:15 pm	58. Poetry Summit: Teaching Poetry in Prisons and Hospitals - Juan Luzuriaga, Kathy Evans, Moderator: Prartho Sereno	59. Marketing: Writing a One-Person Show to Promote Your Book: Kenny Yun, Joyful Raven	60. Fiction in the Marketplace: What You Need to Know to Polish and Sell Literary Fiction in 2025 - Andy Ross, Vicki DeArmon, Erika Mailman, Moderator: Tanya Egan Gibson	61. Writing for Change/Memoir: Sharing Personal Experience to Inspire Change. Deborah Santana, Dera Williams, Joan Gelfand, Allison Landa, Moderator: Sheryl Bize-Boutte	62. FUNdamentals Panel: Self-Editing Strategies Professionals Use - Mary Knippel, Susie Meserve	63. Personal Growth Track: Tips for becoming an Agent, Editor, and Publisher's Favorite Author - Heather Lazare, Michael Carr, Connor Smith, Georgia Hughes, Moderator: Nina Amir	Consultation/Pitch Appt. Block 10 - Kesia Lupo, Karly Dizon, Mary Rakow, Ph.D., Cara Black, Radhika Sharma, Wendy Tokunaga, Tom Joyce, Becky Parker Geist, Karl Henwood, Peter Dudley, Claire Jones, James Moorer, Jacob Weisman, Amy L. Bernstein, Brenda Knight, Brooke Warner,
6:00-7:30 pm	Gala in the Waterfront Rooms and Atrium						
7:30 pm	Harvey Pawl & Micheal Larsen will be Dining in the Eclipse Bar & Welcomes Anyone to Join. No host, no sign-ups.						
7:30-11:00 pm	64. Poetry & Jazz: Open to the Public in the Waterfront Rooms and Atrium, Hosted by Dr. Andy Jones with Poetry Readings by our Poetry Summit Presenters - Prartho Sereno, Kim Shuck, Juan Luzuriaga, Diane Frank, Sheryl Bize-Boutte, Joan Gelfand, Alejandro Murguia, Tongo Eisen-Martin, Lisha Adela Garcia, Kathy Evans, O'Cyus, followed by Open Mic (Prose Welcome)						



PRO TIPS FOR PITCHING FICTION TO AN AGENT

Everyone gets nervous when pitching their novel to an agent. Here are a few pointers to structure your pitch to make it clear, succinct, and engaging. And remember to practice. You can do this!

- **Start by stating** your name, title, word count, genre, and comparisons to known titles or authors (no more than a few sentences)
- **Hook their attention** with a compelling opening line that captures the essence of your story.
- **Introduce key characters and their motivations** using vivid language. Keep it short and sweet.
- **Highlight the core conflict** by succinctly explaining the central problem your protagonist faces and the stakes involved. Why should readers care?
- **Thank the agent** for their time and leave room for questions or feedback. Your entire pitch should be delivered in a few short minutes.

Remember to book your pitch appointment by scanning the QR code or visiting the link on page 14. One FREE pitch appointment is included with every registration, so don't delay!

2/9 SUNDAY SCHEDULE

Time	Bayview A - Classroom 80	Bayview B - Classroom 188	Seacliff A - Classroom 70	Seacliff B - Classroom 70	Seacliff C - Classroom 70	Seacliff D - Classroom 54	Consultations & Other Notes for Attendees (Bay Level Foyers & Pacific Concourse Level)
8:00-11:00 am	Registration, Exhibitors Open - Grand Foyer						Consultation Setup on Pacific Level with Checkin in Pacific Foyer
8:00-9:00 am - Service until 10:00 am	65. Ask A Pro Breakfast in the Ballroom: Announcements: Lissa Provost & Praveena Raman, Occasional Poem: Dr. Andy Jones - Tables for: David Lombardino (DLA Editors), Joey Pitney (Launch My Book), Luis Flores (Mount St. Mary's University), Phil Spade (Swell), Radhika Sharma, Becky Parker Geist, Alyssa Jarrett, Bruce Wawrzyniak, Michael Larsen, Claire E Jones, Kristen Tatroe, Michael Carr, Georgia Hughes, Donna Levin						
9:00-10:00	Student Writing Clubs Round Table in the Ballroom: Career Planning for Writers - Vicky Weber, Tanya Egan Gibson, Brooke Warner, Donna Levin, Andrea Stewart, Moderator: Lissa Provost						
9:15-10:15 am	66. Free Teen Writing Summit - CoCo Freeman, Mary Knippel, Moderator: Robert McAdams	67. Writing for Change: The Social Impact of Imagery in Writing - Arabella Grayson, Douglas Cole, Kevin Dublin, Mahnaz Badihian, Moderator: O'Cyrus	68. Memoir: Writing About Trauma without Retraumatizing Yourself - Lisa Cooper Ellison	69. Fundamentals: Workshop: Query Live Edit - Michael Carr, Natalie Obando	70. Tech: Ethics & GenAI: Derek Slater, Brenda Knight, Matthew May Moderator: Eli Potter	71. FUNDamentals Workshop: Weapons & Warfare, leveraging history to add realism to your writing. Karl Henwood, Lewis Perdue	Consultation/Pitch Appt. Block 11 - Vicki DeArmon, Radhika Sharma, Kristen Tatroe, Becky Parker Geist, Sue Campbell, Brooke Warner
10:30-11:30 am	72. Free Teen Writing Summit - Free Teen Writing Summit - Douglas Cole, Andrea Stewart, O'Cyrus, Moderator: Robert McAdams	73. Writing for Change: A Publisher, Bookseller, Publicist, and an Agent all walked into the SFWC... How each of them works with Authors in promoting inclusion and change - Stefanie Molina-Santos, Georgia Hughes, Becca Robbins, Bruce Wawrzyniak, Moderator: Diane Frank	74. Memoir in the Marketplace, 2025 Overview - Brooke Warner, Vicki DeArmon, Lisa Kastner, Moderator: Joey Garcia	75. Fundamentals: Workshop: Last Pitch Effort: You've Learned a Lot This Weekend, and Your Book May Have Changed Direction in the Process: Update Your Pitch and Let it Drive Your Work - Gordon Warnock	76. Tech: ChatGPT for Beginners - Fiction and Non-fiction Hands-On Workshop Presenter: Lindy Gullett Facilitator: Eli Potter	77. FUNDamentals: How to Plan A Podcast: The Ultimate Guide - Lisa Cooper Ellison, Deborah Pardes	Consultation/Pitch Appt. Block 12 - Radhika Sharma, Jacob Weisman, Brenda Knight, Tanya Egan Gibson
11:45 am-12:45 pm	78. Free Teen Writing Summit - Amy L. Bernstein, Donna Levin, Joey Garcia, Moderator: Robert McAdams	79. Writing for Change: One Book, Many Voices. Anthologies as a launchpad for inclusion and change. - Mahnaz Badihian, Natalie Obando, Lissa Provost, Su Mon Han, Moderator: Sheryl Bize-Boutte	80. Memoir: Writing the Complexities of Friendship - Eirinie Carson, Lisa Cooper Ellison	81. Self-Publishing: Workshop: Build Your Publishing Action Plan Before You Go Home! - Peter Dudley	82. Tech: Tech Stack for Writers: Matthew May, Sue Campbell, Moderator: Eli Potter	83. FUNDamentals Workshop: Turn Your Next Bookstore Reading into an Event - Dr. Andy Jones	Consultation/Pitch Appt. Block 13 - Bruce Wawrzyniak, Jen Newens, Radhika Sharma, Kristen Tatroe, Jacob Weisman, Brooke Warner
1:00-1:45 pm	84. Teen Writing Summit Aftermath or Hangout Q&A	85. Taking the Conference Home with You - Lissa Provost, Nina Amir					
2:00 pm	Volunteer Appreciation at Gotts Roadside (Presenters & Volunteers Eat Free): Attendees are welcome to join. Menu: https://www.gotts.com/menu/#						
2:00-5:00 pm		Master Class: The Psychology of Memoir with Lisa Cooper Ellison - \$149	Master Class: Developing Your High Concept Essay to Promote Your Book & Build Your Career with Joey Garcia - \$149	Master Class: Framing a Nonfiction Book Proposal to Catch an Agent's Eye: A Deep Dive Into Essential Components with Amy L. Bernstein - \$149	Master Class: Weapons, Warfare, and High Caliber Writing with Karl Henwood and Lewis Perdue - \$149	Master Class: Start YOUR Podcast TODAY Workshop with Bruce Wawrzyniak - \$149	Seacliff Lobby - Master Class Sign-in 12:30-2:30. These classes require a separate registration from the conference.

- End of Conference -

Appreciations!



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Launch My Book, Inc. was founded in 2013 by Joel Pitney. A writer by training with a background in digital marketing, he helped launch his first book onto the New York Times Bestseller list, and soon began working with a wide range of authors to help bring their books to the world. Since then, Launch My Book has grown in scope to help support authors through every stage of the book launching process.

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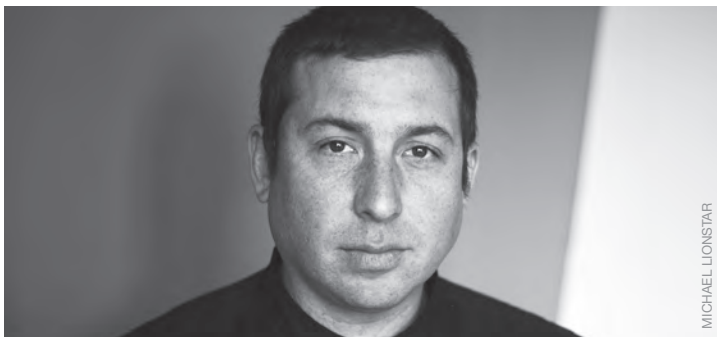
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PRESENTERS



MICHAEL LIONSTAR

FRIDAY KEYNOTE

Tommy Orange is the author of *The New York Times* bestselling novel *There There*, a multi-generational, relentlessly paced story about a side of America few of us have ever seen: the lives of urban Native Americans. *There There* was one of *NYT Book Review's* 10 Best Books of the Year, and won the Center for Fiction's First Novel Prize and the Pen/Hemingway Award. It was also longlisted for the National Book Award and was a finalist for the Pulitzer Prize. His new novel, *Wandering Stars*, was published in February 2024. Orange graduated from the MFA program at the Institute of American Indian Arts, and was a 2014 MacDowell Fellow and a 2016 Writing by Writers Fellow. He is an enrolled member of the Cheyenne and Arapaho Tribes of Oklahoma. He was born and raised in Oakland, CA.



SATURDAY KEYNOTE

Isle McElroy is a writer based in Brooklyn. Their debut novel, *The Atmospherians*, was named a *New York Times* Editors' Choice. Their second novel, *People Collide*, was *New York Times* Critics' Pick. Other writing appears in *The New York Times*, *New York Times Magazine*, *The Guardian*, *The Cut*, *Vulture*, *GQ*, *Vogue*, *The Atlantic*, *Tin House*, and elsewhere. Isle was named one of *The Strand's* 30 Writers to Watch. They have received fellowships from The Bread Loaf Writers' Conference, The Tin House Summer Workshop, The Sewanee Writers Conference, The Inprint Foundation, The Elizabeth George Foundation, and The National Parks Service.



Nina Amir is the Amazon bestselling hybrid author of *How to Blog a Book*, *The Author Training Manual*, *Creative Visualization for Writers*, and a host of ebook writing guides. She supports writers as a Book Coach and Certified High Performance Coach. Plus, she is an award-winning journalist and blogger and the founder of the Nonfiction Writers' University and the Write Nonfiction in November Challenge. AUTHOR



Cara Black is the *New York Times* and *USA Today* bestselling author of 20 books in the Private Investigator Aimée Leduc series, and two World War II-set novels featuring American marksman Kate Rees. Cara has received multiple nominations for the Anthony and Macavity Awards, a *Washington Post* Book World Book of the Year citation, the Médaille de la Ville de Paris—the Paris City Medal. AUTHOR, EDITOR



Mahnaz Badihian (Oba) is a poet, writer, painter, translator. She runs literacy magazine *Mahmag.org*. She had DDS, MA, and MFA in poetry. Currently she is working on her novel *Gohar*. AUTHOR, PUBLISHER



Sue Campbell has helped hundreds of writers, from newbies to bestsellers, transform their inhibitive mindset around marketing and realize their full potential as authors. Her clients have exponentially increased their email lists and book sales, landed articles in prestigious publications such as the *New York Times*, done guest spots on popular podcasts and more. She is also a certified life coach. AUTHOR, COACH



Amy L. Bernstein is an award-winning journalist, author, and certified book coach who helps aspiring and established writers to transform raw ideas into polished book proposals. Amy works with clients across all creative nonfiction disciplines, including selective memoir. Working with Amy, writers develop a compelling structure and focus for their book that positions them to compete for an agent or publisher. AUTHOR, JOURNALIST, COACH



Michael Carr represents writers in a variety of genres, with a special emphasis on historical fiction, women's fiction, science fiction and fantasy, memoir, narrative non-fiction, and popular science. He speaks Spanish and Swahili, and before joining Veritas had professions as diverse as programming simulators for nuclear submarines and owning an inn in Vermont. AGENT

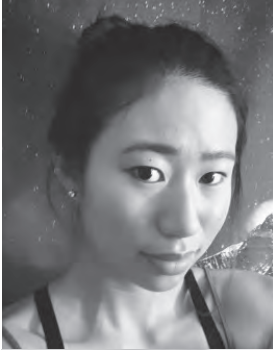
PRESENTERS *(continued)*



Eirnie Carson is a Black British writer living in California. She is a mother of two children, Luka and Selah. She mostly writes about motherhood, grief and relationships and her first book, *The Dead Are Gods* (Melville House, 2023) was critically acclaimed by *Oprah Daily*, *Nylon Magazine*, *Shondaland* and the *Washington Post* as well as winning a Zibby Award. It was also named one of Kirkus Reviews Best Books of 2023. AUTHOR



Vicki DeArmon has been in the book industry for forty years as a respected publisher, bookseller, and innovator. She started Foghorn Press at age 25, growing it to a \$2 million enterprise before selling it fourteen years later. She has worked as the marketing and events director at Copperfield's Books and as consultant to indie bookstores. She currently serves as the publisher of Sibylline Press. ACQUIRING EDITOR



T. A. Chan is a human being trying to live her best life on this floating piece of space rock. She spends her free time writing speculative fiction, begging her plants not to die, and spoiling the dog. Her debut dystopian novella, *One Last Game*, is releasing in Fall 2025 (Fairwood Press); her debut YA science fiction novel, *The Celestial Seas*, will be published in Spring 2026 (Viking Children's Books). AUTHOR



Krystaelynne Sanders Diggs is a passionate author dedicated to crafting enriching children's stories that celebrate diversity and empower young readers. Her books aim to foster a love for reading and self-expression in children from all backgrounds. AUTHOR, PUBLISHER



Douglas Cole has published six poetry collections and the novel *The White Field*, winner of the American Fiction Award. He contributes a regular column, "Trading Fours," to the magazine, *Jerry Jazz Musician*. He also edits the American section of *Read Carpet*, a Columbian journal of international writing. He has been nominated Six times for a Pushcart and seven times for Best of the Net. His website is <https://douglastcole.com>. AUTHOR, POET



Karly Dizon is an agent at Fuse Literary building KidLit and Adult universes with stories that matter. She is aggressively building her client list to boost and give visibility to marginalized voices, experiences, history, culture, folklore, and mythology. Karly loves stories with grand adventures, imperfect characters, but most importantly, a strong voice that hooks a reader within the first page. AGENT



Ying Chang Compestine is a versatile and acclaimed author of 27 books, spanning fiction, picture books, and six cookbooks. She is also a highly sought-after speaker, inspiring audiences worldwide by sharing her journey as a writer. Her work has been featured on numerous national television programs and regularly highlighted in prestigious news media outlets. Her books have been named among the Best Books of the Year by the *Wall Street Journal*, *Booklist*, *Common Sense Media*, and many other incredible honors. AUTHOR



Kevin Dublin is founder of The Living Room SF and focused on expanding economic accessibility to creative writing & inquiry through workshops, producing readings, publishing other writers, and facilitating partnerships. He's author of the chapbooks *Eulogy* and *How to Fall in Love in San Diego* and resides in San Francisco. AUTHOR, ACTIVIST



Lisa Cooper Ellison is an author, speaker, trauma-informed writing coach, and host of the *Writing Your Resilience* podcast. She teaches and writes at the intersection of storytelling and healing and uses her clinical training to help writers turn tough experiences into art. Her essays and stories have appeared on *Risk!* and in *The New York Times*, *HuffPost*, and *Kenyon Review Online*, among others. AUTHOR, COACH, PODCAST HOST



Peter Dudley is an author and leadership coach with a diverse background in tech startups, nonprofits, and Fortune 50 companies in a broad range of roles from corporate responsibility to software development. He writes extensively on his Gray Bear Coaching blog about leadership, work-life balance, and personal values. He also writes poetry and fiction for people with a sense of adventure or a sense of humor. AUTHOR, COACH

PRESENTERS *(continued)*



Tanya Egan Gibson is a freelance editor, writing coach, and the author of the novel *How to Buy a Love of Reading*. Her short fiction for adults and young adults has been published in *Carve and Cicada* and has been nominated for a Pushcart Prize. She has written for magazines such as *The Writer*, *Parents*, and *Writer's Digest*, including an article, "10 Things Your Editor Might Not Tell You—But Should." tegib@yahoo.com AUTHOR, EDITOR



Diane Frank is author of eight books of poems, three novels, and a photo memoir of her 400 mile trek in the Nepal Himalayas. *While Listening to the Enigma Variations: New and Selected Poems* won the 2022 Next Generation Indie Book Award for Poetry. Diane played cello for 18 years with the Golden Gate Symphony and collaborated with Matt Arnerich to create an orchestral suite based on her poem, "Tree of Life." ACQUIRING EDITOR, POET



Tongo Eisen-Martin is San Francisco's 8th Poet Laureate. His latest curriculum on extrajudicial killing of Black people, "We Charge Genocide Again," has been used as an educational and organizing tool throughout the country. He is the author of *Someone's Dead Already*, *Heaven Is All Goodbyes*, *Waiting Behind Tornadoes for Food*, and *Blood on the Fog*. In 2020, he co-founded Black Freight Press.



Jenny Frankfurt is the founder of The Finish Line Script Competition, which is currently in its 8th year. Finish Line is based on the idea that rewriting is essential to being a successful writer and provides development notes mimicking a studio or television producer. Prior to Finish Line, Jenny was a literary manager, selling features, TV shows and pitches as well as staffing writers on television shows. SCRIPT CONTEST ORGANIZER



Kathy Evans is the author of three other collections of poetry: *Imagination Comes To Breakfast*, *As The Heart is Held*, and *Hunger and Sorrow*, which won the Small Press Poetry Prize. She has taught with California Poets in the School (now Cal Poets), at Marin County Juvenile Hall, USF, the College of Marin, as well as The Osher Lifelong Learning Institute. She was an artist-in-residence at the Headlands Center for the Arts, and is currently a poet-in-residence at The Benioff Children's Hospital in Oakland and SF. POET



CoCo Freeman graduated from Bard College with a B.A. in Written Arts. Before joining the Linda Chester Literary Agency, she worked for Tom Yoon Productions developing projects and editing existing material. She is very happy to have entered the world of her first love, books. She is looking for commercial fiction in a variety of ages and genres, from adult and young adult to middle grade and select picture books. AGENT



Jodi Fodor, MFA, has edited for many publishers & agencies, including PRH, Little Brown, SheWritesPress, Serendipity Literary, & Reedsy. A development & line editor who works in memoir, fiction, humor, & self-help, she loves exploring 'what ifs' with authors. She says, "Countless great ideas emerge during phone calls." Jodi posts mini lessons for writers on IG @editor.teaches.writing. Find her at jodifodor@gmail.com EDITOR, COACH



Joey Garcia is an author coach who helps writers get known while she edits their manuscripts. A Pushcart Prize nominee, Joey has received poetry fellowships to Paris and Spoleto, Italy. Her nonfiction, fiction, and poetry has been published in, or received awards from *Calyx*, *Mslxia*, *Hypertext*, *Hippocampus Creative Nonfiction magazine*, *Writer's Digest*, *The Brevity blog*, and *The Caribbean Writer*. www.joeygarcia.com AUTHOR, COACH



Laurie Fox is the Head of Agency at Linda Chester Literary Agency. A graduate of UC Santa Cruz, she is a published author of fiction and poetry, including *Sexy Hieroglyphics* and two novels, *My Sister from the Black Lagoon* and *The Lost Girls*, both published by Simon & Schuster. She represents books in the areas of literary and quality fiction, thrillers and speculative fiction, memoir/biography, cultural history, popular culture, quirky humor, narrative nonfiction, history and current events, art and artists, and science and technology. AGENT



Joan Gelfand is the author of *Outside Voices: A Memoir of the Berkeley Revolution*. Joan's book for writers, *You Can Be a Winning Writer: The 4 C's of Author Success*, is an Amazon #1 best seller. Award winning author of three volumes of poetry and a chapbook of short fiction, Joan's debut novel *Extreme*, set in a Silicon Valley startup was a Finalist in the International Book Awards. AUTHOR, POET

PRESENTERS *(continued)*



Arabella Grayson's "Two Hundred Years of Black Paper Dolls," has been exhibited at the Smithsonian and numerous museums. Publisher of the Congresswoman Barbara Lee Paper Doll, Arabella's art has been featured in group shows and several books. Her thesis "Contemporary Ghanaian Art and Artists" is in the Smithsonian's Warren M. Robbins Library Collection at the National Museum of African Art, by request. AUTHOR



Meredith Jaeger is the *USA Today* bestselling author of *The Incorrigibles*, *The Pilot's Daughter*, *Boardwalk Summer* and *The Dressmaker's Dowry*. She has been described as "a gripping voice" by the *Los Angeles Times*, while *Publishers Weekly* calls her novels, "moving and well-researched." Born and raised in Berkeley California, Meredith holds a BA in Modern Literature from the University of California, Santa Cruz. AUTHOR



Gini Grossenbacher is the founder of San Rafael Writers and Artists (formerly Elk Grove Writers) and JGKS Press, a virtual platform connecting writers nationwide. With a master's in educational leadership and decades teaching English, Gini launched SRWA in 2012, building a vibrant editing, writing, and publishing community. An award-winning indie author of *The American Madams* series and *Glimpses* poetry, she also holds a certificate in copyediting from UC San Diego. AUTHOR, EDITOR



Alyssa Jarrett is a romance author and content marketer based in the San Francisco Bay Area, where the only thing funnier than working in tech is writing about it. Her debut novel, *Love Apptually*, is the first installment in a 5-book series of Silicon Valley rom-coms. When she's not telling steamy, satirical love stories, she can be found drinking an iced tea or cuddling with her husband and three cats. AUTHOR



Lindy Gullett teaches how to apply emerging technology (e.g. AI tools) to the craft of writing. With a PhD in Social Psychology from NYU and a background in speculative fiction, she brings a researcher's precision and a storyteller's imagination to art of writing. An advocate for the ethical use of AI, she believes that most powerful prose flows from human fingers and sees technology as a specialized muse & teacher. AUTHOR, EDUCATOR



Dr. Andy Jones is a poet, writing professor, journalist, radio talk show host, and podcaster. He has taught writing, literature, and creative writing at UC Davis since 1990 and has served as faculty at the San Francisco Writers Conference for almost 20 years. The author of four books, including three books of poetry, he loves to talk to writers about their projects. AUTHOR, POET



Karl Henwood is a writer working on his third manuscript in SF/F, an Iraq veteran with eighteen years in Armor branch in the US Army, and he was briefly a police officer in Oakland, CA. Karl puts on hands-on firearms classes for writers twice a year northeast of Sacramento, CA. He also has a history degree from University of Portland, and greatly enjoys both reading and working with other writers. AUTHOR, CONSULTANT



Claire E. Jones is an author & indie publisher who is committed to changing the world for the better through inclusive stories & practices. As an internationally recognized speaker & writer, her novels have sold in six countries, been picked up by bookstores across the U.S., and ranked in the top 100 of the Ingram Fiction Fantasy Romance category. AUTHOR, SELF PUBLISHER



Georgia A. Hughes, editorial director at New World Library, acquires and edits nonfiction books on spirituality, personal growth, sustainable business, relationships, animals, career, and women's issues. She has also worked as a bookseller, freelance editor, and for Harper Collins. New World Library strives to publish books to help readers improve their lives and the world and aims for inclusion and diversity. ACQUIRING EDITOR



Jennifer Joseph has been publisher/ editor of the award-winning, internationally distributed Manic D Press since its founding in 1984. She has been a guest speaker at the Library of Congress, the AWP Conference, Rice University, and CalArts, among other venues. She has also appeared on CSPAN's *BookTV* and on KQED radio's *Forum*. Her writing has appeared in the *Los Angeles Times*, among other publications. ACQUIRING EDITOR

PRESENTERS *(continued)*



Tom Joyce is creative director and designer at Creativewerks and partner at Company History Publishers with offices in Belvedere, California and Washington DC. Professional awards include: the Cannes Silver Lion, Clio, and Advertising Club of New York, Western Art Director's Club and *Art Direction Magazine*. Tom has published in national magazines, journals and anthologies online and in print. AUTHOR, DESIGNER, PHOTOGRAPHER



Allison Landa writes, teaches, and coaches both fiction and memoir. Author of *Bearded Lady*, an exploration of what makes you feel weird in the world, she has held artist residencies at MacDowell, WordSpace, Writers Colony at Dairy Hollow, Playa Summer Lake, Kimmel Harding Nelson Center, and The Julia and David Artists' Colony. She earned her MFA in creative writing from St. Mary's College of California. EDITOR, COACH, AUTHOR



Lisa Diane Kastner is the Founder of Running Wild, LLC, a content creation, distribution, and licensing company. She has identified talent like Jamie Ford's *Hotel on the Corner of Bitter and Sweet*, Reuben "Tihi" Hayslett's *Dark Corners*, Suzanne Samples' *Frontal Matter: Glue Gone Wild*, and Shay Galloway's *The Valley of Sage and Juniper*, among others considered groundbreaking in their respective genres. ACQUIRING EDITOR



Heather Lazare is an independent editorial and publishing consultant who specializes in editing adult fiction. She worked at the Sandra Dijkstra Literary Agency and both Random House and Simon & Schuster before starting her own business in 2013. She is the director and co-founder of the Northern California Writers' Retreat, an annual fiction retreat in Carmel Valley. EDITOR, CONSULTANT



Brenda Knight began her career at HarperCollins, working with luminaries Paolo Coelho, Marianne Williamson and His Holiness the Dalai Lama. Knight was awarded IndieFab's Publisher of the Year in 2015 at the ALA, American Library Association. Knight is the author of *Random Acts of Kindness*, *The Grateful Table*, *Badass Affirmations* and *Women of the Beat Generation*, which won an American Book Award. ACQUIRING EDITOR



Donna Levin is the author of four novels, most recently *There's More Than One Way Home*, and *He Could Be Another Bill Gates*. She has also written two books on the craft of writing, and she's taught fiction-writing for many years. Her work is included at Boston University, in the Howard Gottlieb Archival Research Center, and in the California State Library's collection of California novels. AUTHOR



Mary E. Knippel, author, speaker, editor, writing coach, & Soul Story Mentor, is fiercely committed to guiding writers to uncover the global impact of their writing. A three-time breast cancer thriver and passionate journal writer, Mary knows the enormous healing power of the written word. She uses her 40 years as a journalist to support her clients in discovering, exploring, and the stories they are meant to share. EDITOR, AUTHOR, COACH



David Lombardino is founder and editor in chief of DLA Editors & Proofs, offering transformative author experiences via developmental and line/copyediting services since 2008. David's expertise spans fiction, memoir, self-help and inspiration. DLA clients are equally diverse, from novice to seasoned writers, from self-published to Big 5-published authors. EDITOR



Georgia Kolias is a publishing professional and acquisitions editor who has helped countless authors envision, develop, and bring their dream projects to publication. She is committed to creating greater social and publishing equity by uplifting and supporting the vision and voices of authors from a diverse range of marginalized communities. She is the author of *The Feasting Virgin*, a queer culinary novel that explores culture, sexuality, and diaspora through the language of food. She holds an MFA/MA in Creative Writing. AUTHOR, EDITOR

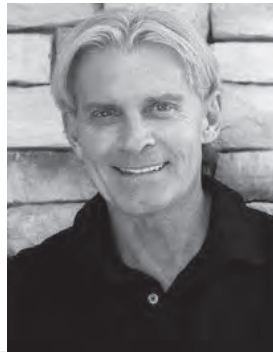


Kesia Lupo joined Donald Maass Literary Agency in 2024 after 11 years working across the publishing industry, notably as Senior Editor at children's publisher Chicken House. She represents middle-grade, YA and adult fiction across most genres, and select adult non-fiction. Alongside agenting, she's a published writer (Bloomsbury UK), freelance editor, and indie bookseller. AGENT

PRESENTERS *(continued)*



Juan Luzuriaga, born in Guayaquil, Ecuador, immigrated to the U.S. in 2000. He studied Neuroscience at Rutgers and English at UC Merced. He teaches poetry in prisons, at Cuesta College, and with California Poets in the Schools. His work appears in anthologies, *Acentos Review*, *San Diego Poetry Annual*, *Cholla Needles* and more. He has been a panelist at UC Merced, Cuesta College Writers' Conference, Litfest and others. POET



Matthew May is six-time author, noted speaker, and currently senior strategy advisor for Insight Partners, a leading global venture capital and private equity firm investing in high-growth technology companies that are driving transformation in their industries. Matt's perspective is heavily influenced by spending nearly a decade with Toyota. He lives in southern California with his wife and daughter. AUTHOR



Maeve MacLysaght is an agent with Aevitas Creative Management. She represents BIPOC, Queer, and marginalized creators writing commercial genre fiction across MG, YA, Adult, and Graphic Novel. Her particular weaknesses are genre-blending SFF, horror, and anything with murder or making out (ideally both). She is passionate about making space for BIPOC and queer authors to rework the tropes that historically oppressed. AGENT



Robert D. McAdams is a science fiction author keenly interested in writing humorous and inspiring stories with women in leading scientific roles, with the hope of inspiring his students into STEM careers. He is a lead software engineer for Hewlett Packard Enterprise, the lead problem author and coordinator for HPE CodeWars, and the lead instructor for Girls Who Code at Rocklin High School. SPONSOR



Erika Mailman is an American author and journalist. Mailman was born in the United States, growing up in Vermont and attending both Colby College and the University of Arizona, Tucson. She later began writing a column for the Montclair edition of the *Contra Costa Times*. She has lived in Oakland, California for the last 7 years. She has taught at Chabot College in Hayward, California. She freelances for publications including *Time Out*, *Wall*. AUTHOR



Eva Medilek, the founder of Optimize You High-Performance Coaching, is a multi-award-winning executive leadership coach, author and renowned international speaker. Her published book, *The Intimacy of Race: How to Move from Unconscious Racism to Active Allyship for People of Privilege* reflects her dedication to fostering inclusive workplace environments and cultivating high-performance habits for sustainable success. AUTHOR, COACH



Chris Mancini is a writer, comedian, filmmaker, and podcaster. He has written on everything from soap operas to parenting books to comics to horror films, which are all more closely related than you think. Published works include *Pacify Me: A Handbook for the Freaked Out New Dad*, *The Comedy Film Nerds Guide to Movies*, and the fantasy/comedy graphic novels *Long Ago and Far Away* and *Rise of the Kung Fu Dragon Master*. WRITER, FILMMAKER



Susie Meserve is a writer, educator, and creative coach. She authored the award-winning poetry collection *Little Prayers*, and her essays and poems have appeared in the *New York Times*, *Salon.com*, *Elle* magazine online, the *San Francisco Chronicle*, and many literary journals. As a coach, Susie helps writers clarify their visions and goals and develop practices to support sustainable and fulfilling creative lives. COACH



Ally May is an award-winning writer and director celebrated for crafting emotionally rich stories and gripping narratives that have earned accolades at top film festivals worldwide. She is currently developing *Backscatter*, a supernatural thriller. With a passion for storytelling that inspires and connects, Ally brings her distinctive voice to the intersection of cinema and writing, captivating audiences around the globe. WRITER, DIRECTOR



Stefanie Molina-Santos joined Ladderbird Literary Agency in 2021. In PB, MG, and YA she is open to all genres including NF, and in Adult she is open to cozy mysteries, grounded fantasy, romantic suspense, & NF in food/wellness/sports. She is primarily seeking work from BIPOC authors. She loves gutsy, messy main characters who disrupt the status quo. She is especially looking to fill out her MG, YA and Adult lists. AGENT

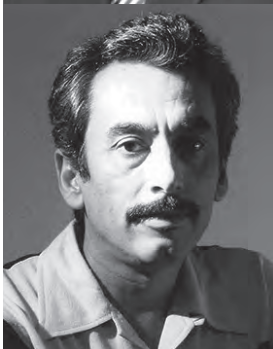
PRESENTERS *(continued)*



James Moorer is an accomplished entrepreneur, filmmaker, literary manager, screenwriter, producer, and best-selling author with over 20 years of experience. He began his career in the early 2000s directing, acting, and doing voice-overs for indie films. He's produced independent films that received critical acclaim. AGENT



O'Cyprus is a 14x award-winning author, independent book publisher, & host of his self-help podcast, "Feel Good Happiness." Currently serving in the United States Air Force, O'Cyprus has spent the last nine years as a Mental Health Paraprofessional & Substance Abuse Counselor ensuring the betterment of our military service members. His goal through storytelling is to make readers feel fulfilled, inspired, & united. ACQUIRING EDITOR, POET



Alejandro Murguia is the author of *This War Called Love: Nine Stories*, City Lights Books, Winner of the American Book Award, 2002, and *Stray Poems*, City Lights Books, Poet Laureate Series as San Francisco Poet Laureate #6. He is an emeritus professor at San Francisco State University, Latina/Latino Studies, and is currently editing an anthology of contemporary Mayan poetry: *The Blood of the Jaguar*. POET



Natalie Obando has worked for nearly two decades in the world of books as the founder of Do Good Public Relations Group and the grassroots organization, Women of Color Writers Podcast and Programming. She is the current national president of the 106 years old non-profit, the Women's National Book Association (WNBA), overseeing all chapters across the nation. She hopes to further usher BIPOC writers to create DEI. AGENT



Jen Newens has been an author, editor, and publisher throughout her career, giving her experience in all sides of the publishing business. In her new role as agent, Jen applies her 360-view of the publishing world, seeking out original voices and developing exciting new talent in children's literature and adult nonfiction categories. AGENT



Deborah Pardes is VP of Swell Audio. An artist, educator, & writer, Deborah embraced podcasting in 2004 & has participated in more than 30K audio conversations, engaging both everyday folks & global luminaries. She champions unicorn creatives who see no bounds to their work. For the last 5 years, Deborah has helped 100's of people amplify their voices through Swell podcasting. She's happy to be joining this year's conference. PODCAST PRODUCER



JoAnna Novak is the author of seven books, most recently, *Domestirexia: Poems*. Her short story collection *Meaningful Work* won the Ronald Sukenick Innovative Fiction Contest and was published by FC2. She is also the author of the memoir, *Contradiction Days: An Artist on the Verge of Motherhood*; the novel *I Must Have You*; and three additional books of poetry: *New Life*; *Abeyance, North America*; and *Noirmania*. AUTHOR, POET



Becky Parker Geist is the Founder & CEO of Pro Audio Voices, President of BAIPA, and host of Audiobook Connection podcast. She typically works with indie authors and small publishers who may feel challenged in navigating the unknowns of audiobook & podcast production, distribution and marketing, helping them create exceptional audio experiences, get them out there and reach more people, all while staying in control. AUTHOR, AUDIOBOOK PRODUCER



Lynnette Novak spent seventeen years freelance editing prior to joining The Seymour Agency. She worked with new writers, advanced writers, as well as *New York Times* and *USA Today* bestselling authors. Lynnette earned a Bachelor of Education degree from the University of Manitoba, specializing in English and French. She has closed her editing business and is excited to bring her passion for the written word to agenting. AGENT



Lewis Perdue is the bestselling author of 21 thrillers & non-fiction books. He's a research affiliate at UCSF Med School, AI app developer, investigative reporter (from Watergate to environmental chemicals), former top aide to a U.S. Senator, has run political campaigns, taught at Cornell & UCLA, founded and sold the top 2 US wine business pubs, was VP of a global PR firm. He lives in Sonoma, writes & makes olive oil. AUTHOR

PRESENTERS *(continued)*



Jennifer Pien is the co-founder of Hesperides Literary. In addition to her faculty leadership role in Stanford Medical Humanities and Arts, she is the Founder of *The Pegasus Review*, and serves as a founding faculty editor for the *Oxford Review of Books* x Stanford collaboration. Jennifer also serves on the Advisory Board for The Bellevue Literary Press and the Stanford School of Medicine Medical Humanities Fellowship. AGENT



Mary Rakow, Ph.D. edits new writers and those with accolades. Her novels received outstanding reviews in *Boston Globe*, *Washington Post*, *The Atlantic*, *Harvard Divinity Bulletin*. She's a Lannan Fellow and was shortlisted for the Stanford International Saroyan Prize in Literature. She does a combined developmental and line edit for clients because language used reveals the deeper issues. She loves the 8 Minute Edit at SFWC. EDITOR



Bob Pimm has 40+ years experience in book publishing and owns a Literary Law firm serving authors, literary agents, & small publishers. Bob also leads PPS Books, a full-service book publishing consultancy. Bob is the Book Publishing Chair for the ABA's Forum on Entertainment Law. Bob was Associate Dean and Adjunct Professor of Law at Golden Gate University School of Law and a Visiting Lecturer at UC Davis School of Law. ATTORNEY



Joyful Raven is a critically acclaimed solo performer and story midwife. Her latest show, *Breed or Bust*, earned rave reviews at the 2023 Edinburgh Fringe (4 Stars Theatre Weekly), was Offie-nominated, and had an extended run at The Marsh, SF (Critic's Pick, *SF Chronicle*). Her prior show, *Sexual Tomboy*, won Best of Fringe (2016) and ran Off-Broadway (2017). She teaches at Berkeley Rep, The Marsh, and her own studio. PERFORMER



Joel Pitney is the founder of Launch My Book, Inc., an author-services agency committed to sharing honest information that helps writers produce and promote their books. A writer himself, Joel has published best-selling books as a ghostwriter with Penguin, Wiley, and Public Affairs (forthcoming). Launch My Book offers highly personalized services to ensure each author is fully supported on their publishing journey. PUBLICIST, AUTHOR



Becka Robbins is the founder of and force behind Books Not Bans. She's also a bookseller and the events maven at Fabulosa Books. Previously she was a learning specialist and taught dyslexic tweens how to read and process language. She's a songwriter, movie hound, and dog mom. She left half her heart in LA. SONGWRITER, BOOKSELLER



Eli Potter is a CIO at Insight Partners, advising startups on enterprise technology at scale. She writes technical, business articles, fiction and poetry. Prior to Insight, Eli led product, data and technology teams at Coinbase and Autodesk. She volunteers at CMU to teach graduate students about crypto, AI & innovation. She donates an annual scholarship to the SFWC and NVW to support the next generation of creatives. SPONSOR



Marianne Rogoff, PhD, is the author of the Pushcart-nominated story collection *Love Is Blind in One Eye*, the memoir *Silvie's Life*, and many award-winning travel stories, short fictions, essays, and book reviews. She teaches in the MFA Creative Writing / Narrative Medicine Program at Dominican University, and is a recent graduate of Harvard Medical School's Media & Medicine Program. EDITOR, MENTOR



E.A. (Lissa) Provost is the author and illustrator of poetry books about family life as well as the creator of a planner/journal for teens and adults with executive functioning or mental health challenges. New Alexandria Creative Group is the cooperative publishing company she founded and she is now the Director of the San Francisco Writers Conference. CONFERENCE & MANAGING DIRECTOR, BOARD PRESIDENT



Jordan Rosenfeld is author of the novels *Fallout*, *Forged in Grace*, *Women in Red* and six books on the craft of writing, most recently *How to Write a Page-Turner*, and the bestselling *Make a Scene*. Her freelance articles and essays have been published in hundreds of publications, including: *The Atlantic*, *The New York Times*, *Scientific American* and more. She teaches online classes and freelance edits manuscripts. AUTHOR, COACH, EDITOR

PRESENTERS *(continued)*



Andy Ross was the owner of Cody's Books in Berkeley from 1977-2007. Andy works in a range of genres including narrative non-fiction, journalism, history, current events, literary and commercial fiction, and teen fiction. Authors Andy represents include Daniel Ellsberg, Jeffrey Moussaieff Masson, Susan Griffin, and Fritjof Capra. He is the author of *The Literary Agent's Guide to Writing a Non-Fiction Book Proposal*. AGENT



Victoria N. Shi is a Chinese American author currently residing on the West Coast (USA). She writes adult and young adult science-fiction/fantasy and fabulism. Born in California, her formative years were spent in Hong Kong, and she has also lived in Texas, Massachusetts, and the Midwest. Outside of storytelling, she is also a psychologist, treating anxiety (including trauma and perfectionistic traits), mood problems, and performance difficulties using research-based therapies and a warm, conversational therapeutic style. AUTHOR



Deborah Santana is an author & activist for peace and social justice, a documentary film producer & lead investor for the Courage Museum & Education Center & the Smithsonian National Museum of African American History & Culture. Her non-profit, Do A Little, serves women & girls in the areas of health, education, and happiness. Her memoir *Space Between the Stars* was published by Ballantine in 2005. She is editor of *All the Women in My Family Sing: Women Write the World - Essays on Equality, Justice and Freedom*. AUTHOR



Kim Shuck served as the 7th Poet Laureate of San Francisco. Shuck organizes at least three poetry events per month. Kim is author of nine solo books, one collaborative book, and has contributed to many journals, anthologies, and online poem projects. Shuck has also edited, co-edited, or been credited for being part of the editing of a further ten volumes. POET



Prartho Sereno has published several award-winning poetry collections, most recently *Starfall in the Temple* (2023). Poet Laureate Emerita of Marin County, CA, she was a Poet in the Schools for 21 years (2005 Radio Disney Super Teacher), MFA / Syracuse University, and currently teaches The Poetic Pilgrimage online. <https://www.prarthosereno.com>. AUTHOR, POET, COACH, EDITOR



Derek Slater is a tech policy strategist focused on media, communications, and information policy, and is the co-founder of consulting firm Proteus Strategies. Previously, he helped build Google's public policy team from 2007-2022, serving as the Global Director of Information Policy during the last three years. TECH STRATEGIST



Radhika Sharma is the author of *Parikrama*, a collection of short stories and *Mangoes for Monkeys*, a novel. Radhika has been writing for over two decades and her byline has appeared in several publications including *The San Francisco Chronicle*, *The San Jose Mercury News*, *India Currents*, and *Tri City Voice*. She teaches at the UCLA Extension Writers Program. EDITOR, INSTRUCTOR, AUTHOR



Justin Sloan is a screenwriter, novelist, and video game writer currently publishing novels and writing on EA's *Battlefield*. Having recently written on Roku's *Cypher* season 2, Justin also served as the narrative lead for Galactic Entertainment's *PlanetQuest*. He has staffed on DJ2 Entertainment's TV-hybrid titled *Rival S/ Peak* and wrote on such narrative-driven games as *Game of Thrones* and *Tales from the Borderlands*. SCREENWRITER, GAME WRITER, AUTHOR



Rusty Shelton first spoke at Harvard on the changing world of PR and marketing at the age of 23. He is a veteran of the SFWC and a bestselling author, dynamic keynote speaker and successful entrepreneur. He is the co-author (alongside Adam Witty) of *The Authority Advantage: Building Thought Leadership Focused on Impact, Not Ego* (ForbesBooks, 2023) and cofounder of Zilker Media, an award-winning marketing agency. PUBLICIST



Cody Smart is an L.A.-based independent screenwriter and script doctor/consultant from Santiago, Chile. She's worked as a script analyst for Sony and as a judge for multiple script competitions, she's part of the Script Reader Pro team, she's an instructor for the prestigious Writers' Program at UCLA Extension, and she takes pride in helping writers take their scripts to the next level in her capacity as a script doctor. SCREENWRITER, SCRIPT DOCTOR

PRESENTERS *(continued)*



Connor Smith is a restless creative. He has built award-winning copywriting businesses, worked productively as a ghostwriter and editor, and is currently Narrative Director and Game Writer at Inevitable Studios. As the co-founder of Hesperides Literary, he prioritizes joyful collaboration with his writers and routinely hops into the trenches to help produce high-quality literary and speculative fiction. AGENT



Pamela Turner's books include the ALA Notable *How to Build a Human*, YALSA Award for Excellence in Nonfiction finalist *Samurai Rising*, and the AAAS/Subaru Science Writing Prize Winners *Crow Smarts* and *The Frog Scientist*. Her most recent work is the picture book biography *Comet Chaser: The True Cinderella Story of Caroline Herschel, the First Professional Woman Astronomer*. She lives in Oakland, California. AUTHOR



Andrea Stewart is the *Sunday Times* best-selling author of *The Drowning Empire* trilogy and *The Gods Below*, and a writing coach at The Novelry. Her work has been a finalist for the Locus Award for Best First Novel, the British Fantasy Award for Best Novel, the Goodreads Choice Award for Fantasy and Debut Novel, and the BookNest Award for Best Traditionally Published Novel. When her (admittedly ambitious) dreams of becoming a dragon slayer didn't pan out, she instead turned to writing books. AUTHOR, COACH



Julia Vee is a trial lawyer in Silicon Valley. She attended UC Berkeley and majored in Asian Studies. A graduate of Viable Paradise, she often writes with co-author Ken Bebel. They have penned nine novels together. Their novel *Ebony Gate*, an Asian-inspired contemporary fantasy, was published by TOR and named a 2023 Golden Poppy Finalist for the Octavia E. Butler award. The sequel, *Blood Jade*, released in July of 2024. AUTHOR



Kristen Tate has been a freelance editor for a decade, helping authors transform their work from rough draft to finished book. She has a PhD in English from Columbia University, with a focus on publishing history. She is the author of *Novel Study: Decoding the Secrets and Structures of Contemporary Fiction* and hosts a monthly Novel Study book club on Patreon, focused on current bestselling fiction. EDITOR



Paige Velasquez Budde is a co-founding partner and the CEO of Zilker Media, an Austin-based agency that builds people-driven brands. Paige speaks to leaders about strategic business influence and people-driven marketing at many conferences, including organizations such as Ernst & Young, JPMorgan Chase, and Harvard Medical School. She delivered a TEDx Talk at the University of Texas Business School in March 2023. BRAND STRATEGIST



Kristen Tatroe (she/her) is a freelance developmental editor, copy editor, writing coach, and instructional designer who has been involved in publishing for over twenty years. She works with publishers and indie authors, with a focus on fiction, memoir, and cookbooks. Kristen believes the most successful author-editor relationship helps the author see not only what to work on, but what's working well. EDITOR



Brooke Warner is publisher of She Writes Press, president of Warner Coaching Inc., and author of six books. Brooke teaches memoir intensives online and in person, and publishes around 50 memoirs a year on She Writes Press. Brooke is a TEDx speaker, weekly podcaster (of *Write-minded* with co-host Grant Faulkner), and publishes a weekly newsletter, *Writerly Things*, on Substack at brookewarner.substack.com. ACQUIRING EDITOR



Wendy Tokunaga is a novelist, developmental editor, writing teacher and acclaimed cat servant. She is the author of the novels *Midori by Moonlight* and *Love in Translation* (St. Martin's). Her latest novel, *Brenda Barker's Next Chapter*, is forthcoming from Blydyn Square Books (2027). She holds an MFA from University of San Francisco and teaches for Stanford's Novel Writing Certificate Program. AUTHOR, EDITOR



Gordon Warnock of Fuse Literary represents *New York Times* bestsellers and debut authors alike in the genres of high-concept suspense, women's fiction, self-help, pop-culture, essays, memoir, narrative nonfiction and graphic novels for all ages. His local clients include Kerry Lonsdale (*Find Me in California*), Patricia V. Davis (*Cooking for Ghosts*), and MariNaomi (*Turning Japanese*). www.fuseliterary.com, @FuseLiterary AGENT

PRESENTERS *(continued)*



Bruce Wawrzyniak is a longtime publicist and the founder of Now Hear This, an agency with clients across the U.S. He started the company in 2004 and has also done PR in the Olympic Movement and the National Hockey League. In addition, he has been podcasting since February 2014. He is also an active speaker at conferences throughout the country and even presented at an event in the UK. He started with SFWC in 2022. PUBLICIST



Kenny Yun has taught, directed, and coached solo performers for a decade at The Marsh theater. His performance background includes classical and modern plays, standup comedy, and award-winning solo theatre. His students have gone on to perform all over the world. Kenny takes an embodied approach with directing and coaching. His artistic vision is to create emotionally vibrant theatre using our full being. DIRECTOR, THEATER COACH



Vicky Weber is a former elementary school teacher turned bestselling children's book author and literary agent at Creative Media Agency. She is a mother of two, representing upmarket and commercial fiction – board books through adult – including authors like Vikki Patis, Theresa Romain, Laura Jensen Walker, Annemarie Riley Guertin, and more. AGENT



Paul Zeidman is a screenwriter, blogger, and podcaster based in San Francisco. When not writing, rewriting, or reading scripts, he enjoys watching movies, reading comic books, running somewhat long distances, and making what could possibly be the best pecan pie west of the Mississippi. Check out his screenwriting blog at <http://maximumz.blog>. SCREENWRITER



Jacob Weisman is the World Fantasy Award-winning editor and publisher at Tachyon Publications, which he founded in 1995. He edits many of Tachyon's titles, and is the series editor of Tachyon's Hugo, Nebula, Sturgeon, and Shirley Jackson Award-winning novella line. His writing has appeared in *The Nation*, *Realms of Fantasy*, *the Louisville Courier-Journal*, *The Seattle Weekly*, and *The Cooper Point Journal*. ACQUIRING EDITOR



Monica Wesolowska is an author, editor, and teacher. Her memoir *Holding Silvan* was named a Best Book of the Year by *The Boston Globe*. She's also published two children's picture books, *Elbert in the Air* (named a Best Book of the Year by BSCE) and *Leo + Lea* (an SCBWI Crystal Kite Award winner). She teaches at Stanford Continuing Studies and works one-on-one as an independent editor. www.monicawesolowska.com. AUTHOR, EDITOR



Dera R. Williams is a lifelong Oakland resident whose family was a part of the Great Migration. Her published writings capture the hardships, heroism, and joys of families making that journey in fiction and nonfiction. She will soon share her complete childhood collection and novel with the world as she pioneers the path to publication. Dera honors the oral history and voices of her ancestors in her storytelling. AUTHOR

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Not ready to pitch? Make your free appointment anyway. Bring a question and meet face-to-face while there's no pressure so when you're querying or pitching in the future, you don't feel as nervous. You got this!

Master Classes

\$149 per class

Looking for that secret ingredient or insider knowledge to take your manuscript to the next level? Consider taking our Master Classes taught by some of our favorite presenters! These sessions are open to the public and do not require conference registration. They take place 2/6 Thursday and 2/9 Sunday. Check-in is at the door of the assigned classroom, and help is in the Seacliff Lobby. Spaces are limited, so register now!

Conference Concierge Appointments

\$100 per 30 min. appointment

This premium service is your inside track to the conference. Nina Amir, Diane Frank, Donna Levin, and Dr. Andy Jones are all long-time friends of the conference and well connected in the literary and publishing communities. They will discuss your book, your long and short-term goals, and what you hope to get out of the conference. Then, they help you make an immediate plan of action to get the most from your time spent with us. They can help you connect with the right people and information to move forward toward your publishing goals.

Our generous friends donate the \$100 fee for these appointments to the conference for scholarships. Meet them at their tables in the Seacliff Lobby at your appointed time.

Independent Editor Manuscript Reviews

\$100/ 30-min Consult Plus 5-page Pre-Consult Review

Our freelance editors are offering a limited number of paid 30-minute consultations, during which they will discuss with you a 5-page double-spaced excerpt from your work that you have submitted and that they have reviewed prior your appointment. It is a wonderful opportunity to have a professional spend a concentrated amount of time looking at your work, advising you, and teaching you how a professional editor reviews manuscript pages.

We will connect you and the editor by email after you schedule the appointment so that you can send the pages in advance to the email address the editor prefers. We strongly advise attendees to try to schedule these before the conference, as there are limited time slots for this add-on and the editors would prefer to read your pages before the start of the conference. If you wait until the conference begins, please try to schedule this kind of appointment at least 24 hours in advance to give the editor time to review your work. (Some editors may not accept appointments without this much notice.)

Professional Photo Shoots

\$50 for 20-Minute Sitting | \$80 for Digital File

While you're already dressed and looking your professional best for the conference, why not update your media kit with some fresh headshots? Conference Photographer, Sari Singerman, is offering a quick and affordable opportunity to get this author essential off your to-do list. Meet Sari by her table in the Grand Foyer/Exhibitor Hall on the Street Level at your appointed time. Be prepared to walk outside for natural backgrounds or up to a suite for studio portraits. Portfolio at www.sariphotography.com

FREE RESOURCES

Independent Editor Consults

This is your opportunity to get feedback from an independent editor on your first page, query, pitch, problem page, manuscript/plot in general, or any area of your book project relevant to an editor. You may use this opportunity to get help with something specific you're struggling with or to interview them as someone you may potentially hire to work with you on a full project.

Publicist Consults

This is your opportunity to pick the brain of a publicist about your marketing plans for your book and yourself as

an author. They can help you bring your promotional ideas into better focus and/or offer new suggestions to help you connect with your audience. You may use this opportunity to get help with something specific or to interview them as someone you may potentially hire.

Book Coach Consults

A baseball coach helps you stay focused and build skills to win at baseball. A book coach has the publishing experience and leadership training to help you stay focused, apply that focus to the necessary skill-building, and beat the odds to get your work published and connected with its audience. Sometimes we're our own barrier to success, and a book coach can help you overcome both your internal and external barriers. You may use this opportunity to get help with something specific you're struggling with or to interview them as someone you may want to hire to work with long-term.

Self-Publishing Consults

Our self-publishing sponsors and exhibitors are happy to meet with you to evaluate your project and plans. When you're your own publisher, you always need to recruit help with some aspect of your projects, but it's often difficult to see where you

need help and where you can DIY or maybe learn more to DIY. You can find some of them at the Exhibitor Hall in the Grand Foyer or make private 8-minute consultation appointments with them to get their full attention. You may use this opportunity to get help with something specific you're struggling with, learn more about their services, or interview them as someone you may potentially hire to work on your project.

Audiobook Consults

Audiobooks are the fastest-growing market in the industry. If you own your audiobook rights, find out how to make the best use of them. Consult with our Audiobook experts about their services and ask them questions about your project and plans. They're happy to give you general advice if you're still just thinking about it or talk to you specifically about what they can do for you if you're ready to start right now. And if they're not the right fit for your project, they'll tell you how to find the audiobook partners who are.

Ask A Pro Breakfasts

Select pros will sit at breakfast tables in alphabetical order, with room for up to 7 attendees to join them. Arrive early to sit with your preferred pro (their bios are on pages 20-30). They will take your questions and you are free to move to another table and make room for others when you're done.



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Thanks!

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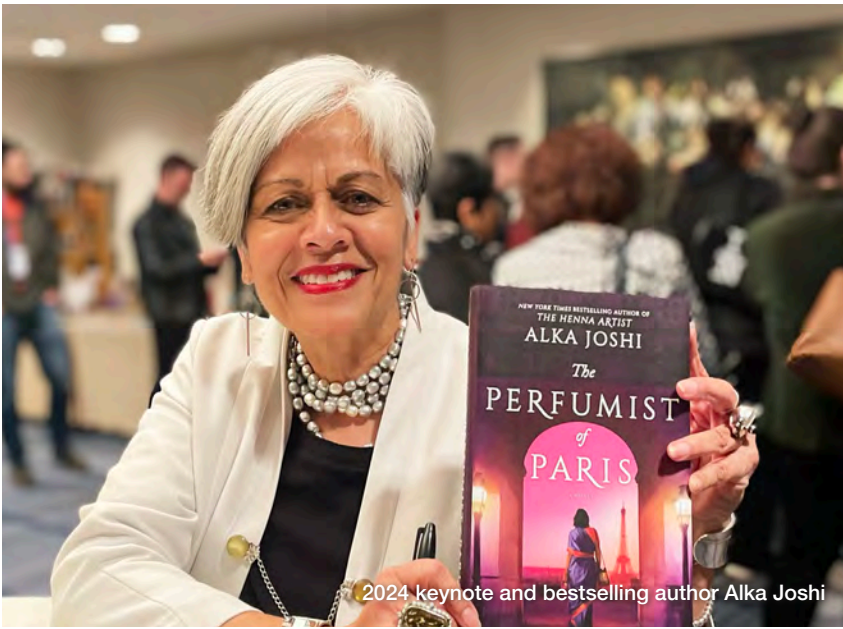
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Hyatt Regency San Francisco, Embarcadero Waterfront



2024 keynote and bestselling author Alka Joshi



2024 keynote and acclaimed cartoonist & author Maia Kobabe



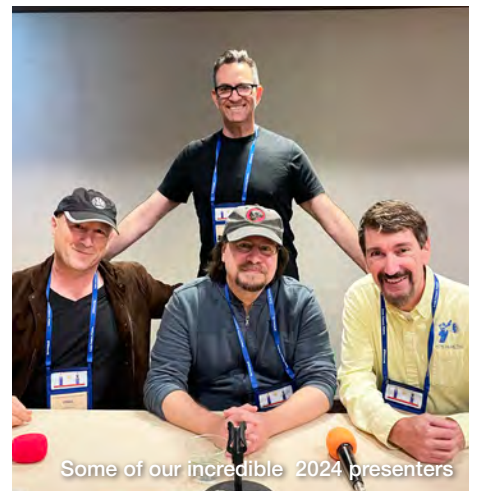
500+ attendees of the 2024 SFWC in the Grand Ballroom



Guests at the 2024 Poetry & Jazz Event



Horror and fantasy author Leila Sanchez



Some of our incredible 2024 presenters

THANK YOU.

More than 500 people are needed to make the conference possible. The staff, the speakers, the independent editors, coaches, publicists, the agents and acquiring editors, the sponsors and exhibitors, the bookstore, the AV crew, the volunteers, the hotel staff, and most critically, the attendees. The reason we all come together is our shared dream of the better world that will exist when our books are in it and a firm belief that more voices telling more stories are always needed. We cannot adequately express our appreciation for the many people who support our mission in big and small ways. Thank you. We also appreciate your feedback, which keeps us on track and improving. Don't forget to share your achievements with us at marketing@sfwriters.org so we can amplify them. You're our people now, and we want to see you succeed!

See you next year for the 22nd San Francisco Writers Conference, February 12-15, 2026!



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