





FWA 2010 Writer's Conference Workshop Schedule

Day	Time		Presenter	Type	Title/Description
Friday	7 a.m. to 8 a.m.		Jamie Morris is a book-coach/writing workshop leader who brings community-oriented leadership, cooperative learning techniques—and what some call a literary “sixth sense”—to her work with writers. Central Florida's first AWA (Amherst Writers & Artists) workshop leader, Jamie, a CRLA (College Reading and Learning Association) Master Writing Consultant, FWA and Society of Children's Book Writers and Illustrators (SCBWI) member, graduated from the Rollins College Writing Program.	Writing Workshop	Early Bird "Juice Group" : From presenter's prompt, write, read-around, discuss
Friday	8 a.m. to noon		Adrian Fogelin is the author of seven well-received novels for young readers. Her first, “Crossing Jordan,” was chosen to represent the state of Florida at the National Book Festival. She is a two time Florida Book Award gold medal winner. Her titles are well loved by teachers and librarians—kids too! Be ready to think, to imagine, and to write in her workshops.	Signature Workshop: Character	“Unforgettable Stories/Unforgettable Characters” – A Signature Workshop: Whether for children or adults, great stories begin with great characters. This workshop offers a painless and organic way to build memorable characters. We will also explore practical ways to attack some of the mechanics of storytelling: launching a story, integrating description without slowing pace, immersing the reader in the story and creating the feeling that the story is unfolding as the reader turns the pages.
Friday	8 a.m. to noon		Donna Ballman has practiced employment law for 23 years. She was named in The Lawdragon 500 Leading Plaintiffs' Lawyers in America, 2007, and has received numerous awards. Donna's book, The Writer's Guide to the Courtroom: Let's Quill All the Lawyers, is part of Behler Publications' award-winning “Get it Write” series.	Signature Workshop: Story Craft	“Quilling the Lawyer: Writer's Guide to Using the Law in Your Story” – A Signature Workshop: Most lawyers can't read or watch stories about law because the factual errors are too frustrating. Gross misunderstanding of how the justice system works can take away from even the best plot. The purpose of this workshop is to touch on some of the highlights, to give you a starting point for your research or just trigger an idea for your story. You will learn how to solve your manuscript problems and how to use the law in any story—whether it be a novel, short story, or screenplay.




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Friday	8 a.m. to noon		Peggy Miller , an editor with The Comstock Review, has an MFA from American University. She has conducted poetry workshops for over 15 years. Her collection, <i>What the Blood Knows</i> , was published in 2007 and <i>Stone Being</i> in 2009, both from Custom Words. Miller has published a chapbook, <i>Martha Contemplates the Universe</i> , Frith Press, and a Greatest Hits chapbook from Pudding House. Visit her on Facebook.	Signature Workshop: Poetry	"The Prolific Poet" – A Signature Workshop: Will highlight creativity and generating new poems. What is a prolific poet and how do you get that way? What habits of writing are most generative? How much time should one spend writing new material and how much time on revision? How do you keep your mind open to new ideas? How does the creative brain work? What are some exercises that will lead to new poems? How do you create a group of poems with the aim of making a cohesive collection? During the workshop you will try your hand at prompts (so bring paper and pen along) and will discuss the results.
Friday	2 p.m. to 3:15 p.m.		Marjetta Geerling is the author of <i>Fancy White Trash</i> , which was released in 2008 by Viking Children's Books. <i>Fancy White Trash</i> was selected as an American Library Association's 2009 Best Books for Young Adults and for the 2009 Rainbow List. Marjetta has been an elementary school teacher, and is currently an M.F.A. candidate in Writing for Children and Young Adults at Spalding University. She teaches private writing classes and leads writing workshops for children, teens, and adults.	Signature Workshop: Craft: 1st Page	"Getting Out of the Slush Pile: 19 Things Your First Page Must Do!" - In this interactive workshop, attendees will discover the 19 things that a successful 1st page must have to catch the eye of agents, editors, and ultimately, readers. Attendees will gain an understanding of what makes a successful first page in fiction; will be able to recognize what does and doesn't work in a first page; will learn a number of strategies for revising a first page. Note: Attendees are asked to bring a first page of a work in progress for critiques. These will be submitted at the beginning of the workshop and not have the attendees' names on them.
Friday	2 p.m. to 3:15 p.m.		Chantelle Aimee Osman , President and Owner of A Twist of Karma Entertainment, is an attorney with experience as head of business affairs and development for production companies in Hollywood. She has worked in all areas of film production - developing screenplays, casting and greenlighting projects ranging from A-list blockbusters, independent films and made-for-television movies.	Craft: Screen Writing	"Marketing Your Screenplay" - Appropriate for novelists who would like to see their work on the big screen, as well as veteran screenwriters or those just starting out! Learn about choosing the right audience, getting an agent, little-known resources, contracts and how to create a submission package that will help you get your screenplay to the top of the pile. New writers can use the elements of a submission package as a roadmap for completing your work ahead of schedule.




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Friday	2 p.m. to 3:15 p.m.		<p>Vic DiGenti is the award-winning author of the Windrusher trilogy of adventure/ fantasy novels. His unpublished manuscript, Matanzas Bay, a mystery/suspense novel set in St. Augustine, was named the Book of the Year at the 2009 Royal Palm Literary Awards competition. Vic is a Regional Director of the Florida Writers Association and President of the Friends of the Library–Ponte Vedra Beach. Visit his web site: www.windrusher.com.</p>	Craft: Narrative Drive	<p>“Strong Narrative Drive – Putting Your Writing into High Gear” – Editors and agents reject many otherwise well-written novels because they lack something called narrative drive. What is it, and how do we incorporate it into our writing? Award-winning author Vic DiGenti reveals some of the secrets other authors use to create a strong narrative drive that pulls the reader along, leaving them wondering what will happen next.</p>
Friday	3:45 p.m. to 5 p.m.		PANEL: Agents, Acquisition editors, and Publishers	Publishing	TBD
Friday	3:45 p.m. to 5 p.m.		<p>Debora M. Coty is a speaker, columnist, internationally published freelance writer of over 90 articles in magazines, newspapers and trade journals, and author or co-author of 11 inspirational books. She has conducted over 100 “Young Writers Workshops” for public, private and home-school groups, libraries, churches and bookstores. She is co-founder of the annual Florida Inspirational Writer’s Retreat.</p>	Craft: Inspirational	<p>“Writing for the Inspirational Market” – An entertaining and informative workshop that answers these (and many other) frequently-asked questions: What writing opportunities are available in the inspirational genre? How do I get my own inspirational story published? What is the Christian Booksellers Association (CBA) and how do I shove my foot in the door? How do I become an inspirational writer for fun and profit?</p>
Saturday	7 a.m. to 8 a.m.		Jamie Morris - Woodstream Writers	Writing Workshop	Early Bird "Juice Group": From presenter's prompt, write, read-around, discuss
Saturday	7 a.m. to 8 a.m.		Peggy Miller Wolfson, Poet	Poetry Workshop	Early Bird "Juice Group": Poetry writing





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Saturday	9 a.m. to 10:15 a.m.		Allyson “Ally” E. Peltier is an editor, writer, and publishing consultant with a decade of experience working for individuals and publishers such as Simon & Schuster, Houghton Mifflin Harcourt, Sterling/Hearst Books, Kaplan Publishing, Chronicle Books, Rodale Inc., and more. Ally formerly acquired and edited books for Touchstone Fireside/Simon & Schuster.	Craft: Revision	“Revisions: Polishing Your Work for Publication” – This talk will introduce you to the most common problems that plague written works and offer simple ways to identify and resolve them in your own novel, short story, or memoir. You’ll receive tips on keeping readers’ attention, polishing your manuscript at the technical level, and getting objective feedback before you go to press. Participants will also revise a paragraph or two, guided by Ally, using the techniques discussed.
Saturday	9 a.m. to 10:15 a.m.		Adrian Fogelin is the author of seven well-received novels for young readers. Her titles are well loved by teachers and librarians—kids too! Be ready to think, to imagine, and to write in her workshops.	Craft: Juvenile	“Writing Novels that Hook Young Readers” – The young reader is not just an inexperienced adult. Everything, from how time is perceived to the understanding of how the world works, is different in the young reader. This workshop will explore the elements that make novels work for this unique audience. You will also discuss market.
Saturday	9 a.m. to 10:15 a.m.		Laura Parker Castoro is a best-selling and multi-award winning author with thirty-nine (39) books to date, among them are historical romances, westerns, sagas, romantic suspense, category romance, YA nonfiction, and mainstream women’s fiction. Her published novels include <i>Love On The Line</i> and <i>Crossing The Line</i> . Both books deal with the complexities of modern life in a multi-ethnic world. A Main Selection for Black Expressions Book Club, <i>LOVE ON THE LINE</i> received worldwide release through Harper Collins/Avon A+ 2009.	Craft: Dialogue	“Dialogue: Telling Talk that Sounds Real” – In this workshop Laura will define fictional dialogue as only an approximation of the truth—more dramatic than real speech, it’s short, and it’s punchy. The threefold purposes of Dialogue: <ul style="list-style-type: none"> • To help reveal, define and illuminate character. • It’s a compact way of advancing your story. Characters do not simply tell another what’s happening: They reveal, admit, incite, accuse, lie, and etc. That is, provoke a response (AN ACTION). • Adds variety to prose while augmenting sense of setting and mood.




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Day	Time		Presenter	Type	Title/Description
Saturday	10:45 a.m. to noon		Carlo D'Este , a retired U.S. Army lieutenant colonel and a distinguished military historian, is the author of the acclaimed biographies <i>Patton: A Genius for War</i> and <i>Eisenhower: A Soldier's Life</i> , among other books on World War II. His latest biography – <i>Warlord: A Life of Winston Churchill at War, 1874-1945</i> – is considered a definitive work, as riveting as the man it portrays. <i>Warlord</i> is a masterful, unsparing portrait of one of history's most fascinating and influential leaders during what was arguably the most crucial event in human history.	Craft: Research & Writing Nonfiction	“You're Never Too Old to Become a Writer” – There are no big secrets to good writing, just some simple principles and common sense rules by which anyone can produce quality writing. The workshop will focus on the art of writing and on researching and selling your work.
Saturday	10:45 a.m. to noon		Penny C. Sansevieri , CEO and founder of Author Marketing Experts, Inc. (AME), is a best-selling author and internationally recognized book marketing and media relations expert. Her company is one of the leaders in the publishing industry and has developed some of the most leading-edge book marketing campaigns.	Internet Marketing	“Red Hot Internet Publicity 2.0” – If you think you have your Internet marketing covered with just a web site, you might be missing out on a bucket of Internet gold. This class is packed with information with everything from understanding social media to monetizing sites like Facebook, Squidoo, and Twitter. We'll also talk about what you should never do on your web site and why a blog is a must-have part of any Internet campaign. We'll also look at some of the hottest online trends too!
Saturday	10:45 a.m. to noon		Rita Rosenkranz founded Rita Rosenkranz Literary Agency (AAR) in 1990 after a career as an editor with major New York houses. She represents health, history, parenting, music, how-to, popular science, business, biography, sports, popular reference, cooking, writing, spirituality, and general interest titles. Rita works with major publishing houses, as well as regional publishers that handle niche markets.	Agents & Clients	“All About the Author/Agent Relationship” – At its best the agent/author relationship grows into a dedicated connection where both parties thrive. What should you expect from your agent? What does the agent expect from you? How can you get the most out of the relationship, survive the industry hazards and manage a successful career? Rita will cover the basic that affect every writer, regardless of the author's category.



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Saturday	2 p.m. to 3:15 p.m.		Linda terBurg is the new Marketing Director for Fireside Publication, Inc. Besides working with the 22 authors and their books, she is developing the marketing strategy for the company. Linda received an M.B.A. from Wayne State University in 1984, with a concentration in Marketing.	Marketing	“Marketing: Just the Facts—ALL the Facts!” – Participants will learn a variety of marketing techniques. They will also put together a press kit and a plan for both electronic and hard mail distribution.
Saturday	2 p.m. to 3:15 p.m.		Charles R. “Chuck” Dowling has been a policeman, an officer in the US Marine Corps, a sales manager, marketing executive and a management consultant. All of these careers have prepared him well for his present career as novel writer and teacher of creative writing.	Craft: Mood	“In the Mood” – How do you, the writer, make your story come alive? How do you set the tone and create the pictures you want for your story? All writers need an understanding of “showing” – showing the mood; showing the character trait. This workshop will help open your mind to the world around you so that you can then write it!
Saturday	2 p.m. to 3:15 p.m.		Laura Parker Castoro is a best-selling and multi-award winning author with thirty-nine (39) books to date, among them are historical romances, westerns, sagas, romantic suspense, category romance, YA nonfiction, and mainstream women's fiction.	Craft: Love Scenes	“Let's Talk About Sex” – Love is a timeless, universal human emotion as necessary to happiness and good health, food, clothing and shelter. The reader who picks up a book with a romantic relationship – be it part of a Western, a Mystery, Suspense, or Science Fiction, Literary – wants a telling, interesting, unique and compelling love story. This workshop will explore the many ways in which emotionally involving plots can use the expression of physical love as part of the emotional climate.
Saturday	3:45 p.m. to 5 p.m.		Molli Nickell is a Publishing Wizard (consultant), former publisher, Time-Life Editor, author, UCLA instructor, motivational speaker and surfer chick. She currently directs the Get Published Now Online Academy, teaching writers to craft the query, synopsis, first page, or book proposal in order to locate the agents they need to guide them through the publishing maze.	Synopsis	“The One-page Synopsis” – The synopsis, often requested along with the manuscript, is a vital sales tool. Participants will learn to structure a synopsis first draft to demonstrate writing skills and prove the story being submitted is saleable. Handouts include worksheets to be completed during this interactive workshop. Attendees will learn 1) to expand their query to become the synopsis, 2) focus on the story as seen through the actions of the protagonist 3) Prove they can tell a “full circle” story.

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Saturday	3:45 p.m. to 5 p.m.		Debora M. Coty is a speaker, columnist, internationally published freelance writer of over 90 articles in magazines, newspapers and trade journals, and author or co-author of 11 inspirational books. She has conducted over 100 "Young Writers Workshops" for public, private and home-school groups, libraries, churches and bookstores. She is co-founder of the annual Florida Inspirational Writer's Retreat.	Craft: Fiction	"Nuts & bolts for Constructing Fiction" – An entertaining and informative workshop in which attendees will learn the effective use of literary devices: foreshadowing, symbolism, tone-setting, hooks, cliff-hangers, introduction of tension/conflict, active vs. passive voice, exposition, beats, dialect and dialogue; POV "camera technique" to zoom in and out of literary intimacy; How to avoid "eyeball walls" and keep writing fluid; Using of power verbs and sensory descriptions to nail the reader; How to build a fortress with stylistic tools.
Saturday	3:45 p.m. to 5 p.m.		Lynn Price , Editorial Director of Behler Publications, is the award-winning author of Donovan's Paradigm, and The Writer's Essential Tackle Box, which debuted in November 2009. Behler Publications is a commercial publisher specializing in fiction and nonfiction personal journeys with social relevance. Behler's works reflect emotional issues that create timeless, significant stories that will continue to touch our lives twenty years from now.	Publication	"Good Grief, who ARE all these publishers?" – Discussion of the different types of publishers - full education of commercial trade press, vanity, POD, what each can and can't do for authors. "Will the real publisher please stand up?" Questions every writer should ask a publisher before they query
Sunday	7 a.m. to 8 a.m.		Jamie Morris - Woodstream Writers	Writing Workshop	Early Bird "Juice Group" : From presenter's prompt, write, read-around, discuss
Sunday	7 a.m. to 8 a.m.		Peggy Miller Wolfson, Poet	Poetry Workshop	Early Bird "Juice Group" : Poetry writing
Sunday	9 a.m. to 10:15 a.m.		Mary Sue Seymour founded The Seymour Agency in 1992. She is a member of the Author's Guild, the AAR, CBA, WGA, RWA. Look to the Agents, Acquisitions Editors & Publishers List for Needs List.	Genre: Christian Romance	"Romancing Religion: How to Write a Christian Romance" – This workshop will begin with a discussion of the "rules" of writing a romance, specifically the difference between a secular romance and a Christian romance. Then each participant will receive a synopsis of books which Mary Sue has sold and write dialogue for a "black moment" between the hero and heroine. These scenes will be shared and discussed.

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Sunday	9 a.m. to 10:15 a.m.		Rita Rosenkranz founded Rita Rosenkranz Literary Agency (AAR) in 1990 after a career as an editor with major New York houses. She represents health, history, parenting, music, how-to, popular science, business, biography, sports, popular reference, cooking, writing, spirituality, and general interest titles. Rita works with major publishing houses, as well as regional publishers that handle niche markets.	Marketing: Nonfiction Proposals	"How to Write and Irresistible Nonfiction Book Proposal" – What are the key components that define a winning book proposal? What research should an author do to help make sure the project has merit? How can an author leapfrog over the competition in the category? In this especially competitive climate, authors need to be savvy to manage the marketplace. This presentation will guide the author through the basic steps for writing a proposal and making the project count."How to Write an Irresistible Nonfiction Book Proposal"