

## **CONFERENCE SCHEDULE**

### **Friday, November 14**

9:00 AM - 1:00 PM Four-Hour Signature Workshops  
1:00 PM - 2:00 PM Lunch/Conference Welcome/Orientation  
2:00 PM - 3:15 PM Workshops  
3:15 PM - 5:00 PM Agents/Publishers Panel  
7:00 PM - 9:00 PM Conference Welcome Reception  
9:00 PM - 11:00 PM Open Microphone

### **Saturday, November 15**

8:30 - 9:00 AM Breakfast - Ballroom  
9:00 AM - 12:00 PM Workshops  
12:00 PM - 2:00 PM Lunch and FWA Membership Meeting  
2:00 PM - 5:00 PM Workshops and Presentations  
6:30 PM - 7:30 PM Cash Bar: Ballroom/Lobby/Patio  
7:00 PM - 10:30 PM Conference Banquet, Keynote - Eliot Kleinberg, and Royal Palm  
Literary Awards

### **Sunday, November 16**

8:30 AM - 9:00 AM Breakfast - Ballroom  
9:00 AM - 10:15 AM Workshops  
10:30 AM - 11:00 AM FWA Presidential Address and Florida Writers Foundation  
11:00 AM - 11:30 AM Keynote Address - Hope Clark  
11:30 AM - 12:00 PM Final Door Prizes/Closing Remarks

### **Ongoing Events**

Door Prizes  
Exhibit Hall  
Bookstore  
Author Signings  
Agent Interviews  
Publisher Interviews  
Coaching Sessions  
Networking  
Mentoring Sessions  
Award Winner Book Signings

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## **ONE-TO-ONE SESSIONS**

By Appointment Only

### **Agents**

#### **L. Perkins Agency, Lori Perkins**

#### **L. Perkins Agency, Jennifer Rappaport**

#### **The Seymour Agency - Mary Sue Seymour**

Handles Christian books, inspirational romance and novels, Biblical fiction, nonfiction of any type, romance including all types of romance and women's fiction except erotica, futuristic romance, and some paranormal romance such as vampire books.

[www.theseymouragency.com](http://www.theseymouragency.com)

#### **Spencerhill Associates, Karen Solem**

Spencerhill Associates is looking for a broad range of women's fiction from category romances through literary women's fiction, including romantic suspense, historical fiction and inspirational novels written for the Christian marketplace. Though we don't handle a lot of science fiction we do handle paranormal romances and urban fantasy. My associate, Jennifer Schober, is also looking for selected commercial young adult novels. We are most enthusiastic when we find a writer who brings real depth and development to both their story and their characters and sends us a memorable and fully engaging work whatever the genre.

#### **Whalin Literary Agency – W. Terry Whalin**

Whalin Literary Agency represents a broad range of nonfiction and fiction authors for the Christian and the general market. Please do not pitch or present: poetry, personal biographies, personal stories, children's picture books, or YA fiction. In today's market, both young adult fiction and young adult non-fiction can be a difficult sell so it is rare for us to take new clients for this age group. [www.whalinagency.com](http://www.whalinagency.com)

### **Publishers**

#### **ArcheBooks Publishing, Inc. - Robert E. Gelinas**

ArcheBooks Publishing is a young, but growing and thriving traditional publishing house, dedicated to providing new publishing opportunities to new talent and helping new voices be heard. Releasing two to four new titles per month, ArcheBooks currently has forty titles in print and over sixty under contract. We're interested in these categories: mystery, suspense, science fiction, fantasy, horror, humor, historical, women's, contemporary, self-help, young adult. Length: minimum 65,000 words, maximum 125,000. We're not looking for: memoirs, children's books, nonfiction (other

than history. Interviewees should prepare an [Author Evaluation Form](#) and a [Book Proposal](#) and bring them to the interview. <http://www.archebooks.com>

### **Aisling Press - Bo Savino**

Aisling Press has recently cut back its line up to fiction titles. While we do look at good fiction in all venues, our preference tends to lean toward science fiction, fantasy, thriller, mystery, detective, crime, horror, some romance, and young adult. Fiction outside (and even inside!) of these genres should have a stunning impact on the reader, and a flow that makes a person not want to put the book down. Thrill us, excite us, and engage our emotions! [www.aislingpress.com](http://www.aislingpress.com)

### **JimSam Inc. - Marcia Freespirit**

Marcia Freespirit, CEO of JimSam Inc. Publishing will review your manuscript and offer advice on publishing options. Are you unsure how to proceed with your dreams of being a published author? Let JimSam Inc., the Author Problem-Solver resource, help you reach your dreams and exceed your expectations. Marcia will also meet with authors that have already published their books and need advice on marketing and promotions. JimSam Inc. specializes on no- and low-cost marketing strategies.

### **Kerlak Publishing - Allan Gilbreath**

Kerlak Publishing is a privately held publishing firm that specializes in small press and speculative titles printed in trade paperback format and distributed internationally. Its track record is one of successful and award-winning releases. Kerlak believes in allowing its publications to find their audience while giving their writers the freedom to build their own brand name. Kerlak Publishing is looking for writers and manuscripts that have a story to tell and the driving passion to have it told. If you are truly driven to see your work published and willing to work for your own success, we will be happy to talk with you. Current genres: anthology, science fiction, fantasy, mystery, dark fantasy, speculative, humor, and business applications. [www.kerlak.com](http://www.kerlak.com)

### **Kitsune Books - Anne Petty**

Kitsune Books is proud that Leonard Nash's short story collection of Raymond Carver style stories, *You Can't Get There from Here*, won the Silver Medal for General Fiction at the 2007 Florida Book Awards. Anne is most interested in literary fiction manuscripts (novels, novellas, short story collections), some genre fiction (magical realism, dark fantasy), poetry collections and literary memoir. When pitching to Anne, please provide a one or two-page synopsis. If she is interested in reading the complete manuscript, she'll ask you to e-mail it to her. [www.kitsunebooks.com](http://www.kitsunebooks.com)

## **Mentors**

### **1:1 on Microsoft Word - Eugene Orlando**

### **Getting Publicity - Pam Lontos**

In this one-on-one mentoring session, Pam will help you find the “hook” to position yourself in the media, and use the publicity to drive book sales. The personal consultation will teach you which medium is best for your book promotion and what stories to pitch to the media. The session will give you the opportunity to brainstorm article topics and ideas with Pam that relate to your book and can be pitched to various publications. Signing up for this session requires you to mail a copy of your book or completed manuscript to Chrissy Jackson, P.O. Box 66069, St. Pete Beach, FL 33736 for Pam Lontos to preview before your session at the conference. Book or manuscript must be received no later than September 1, 2008, in order to guarantee a workshop spot.

### **Book Marketing Coaching - Penny Sansevieri**

During this coaching session you can bring all of your marketing questions to the table. We can discuss Internet or traditional marketing, and answer questions about: how to pitch your book; defining the market; what type of marketing is best for your market; how to get on radio, TV and in print; and what an Internet campaign needs to look like for your book.

### **Personal Coaching - Rita Milios**

Participants will have the opportunity to meet with Rita Milios in private sessions, to discuss their writing goals, share concerns, and ask personal questions about their writing process and/or writing-related career paths. Rita will use her experience as an author, freelance editor, and former writing instructor to assist writers in any way that she can, while offering encouragement and thoughtful feedback. In order to make your time with Rita more valuable, please send 5 pages of your writing to Chrissy Jackson at [chrissyj@earthlink.net](mailto:chrissyj@earthlink.net) by 9/1/08 and include “Writing for Rita Milios” in the subject line, and your writing will be forwarded to Rita so she can be prepared for your meeting.

## **Interviews**

**Mary Ann de Stefano**, writer, editor, and writing coach, will answer questions about the writer’s journey including creativity, craft, revision, querying, book proposals, and living the challenges of living the creative life.

**Suzette Marteny** can answer most questions dealing with intellectual property ("IP"), IP licensing, copyright and the various included rights (moral rights, public performance rights, etc.), work-for-hire agreements, ownership of copyright when no agreements are in place, etc.

**Molli Nickell** will evaluate query letters or pitches. Paste your query into the body of an email and send it to molliannickell@gmail.com with “FWA Query” in the subject line no later than November 1.

**Signature Workshops**  
**Friday, November 14**  
**9:00 AM - 1:00 PM**

**How to Write a Killer Query: The First Step in Launching Your Writing Career - Molli Nickell**

Writing a query letter is not a slam-dunk. It requires that you learn to shift your mind set from “telling” to “selling.” Former publisher Molli Nickell will help you learn to do this as you write a query designed to propel you along the path toward becoming a published author. You’ll learn the five steps of effective query letter writing as you complete the first draft of a query that will motivate the agent/editor/publisher reading it to respond with, “yes, please submit your manuscript.” This workshop is limited to only 36 participants. Please e-mail [Chrissy Jackson](#) if you want to attend this unique hands-on workshop at the conference.

**Three Essentials in the Writer's Toolbox: Description, Narration, and Diction - Anne Petty**

Because developing characters and writing dialogue are so primary to creating fiction, the essential background skills of describing, narrating, and developing style are often overlooked. This workshop will give participants hands-on experience in the art of writing description (honing your ability to “show”); the art of writing narration (showing and telling, and techniques for doing both); and training your writer’s ear (diction and issues of style).

**To Grandmother's House We Go - Eva Marie Everson**

Sure, as children we learn life lessons from fairy tales such as Little Red Riding Hood. But what can we learn about writing fiction from this simple story? Plenty. Join Eva Marie Everson as she uses the familiar to teach the basics in character development and arc, plot outlines -- including plot weaving -- and arc, the use of the five senses in writing, and correct and impactful dialogue methods. Editors will sit up and take notice of your fiction after this session! Why, they may even say, "What incredible writing skills you have!"

**Sail Through the Revision Phase to Reach Your Destination - Bobbie Christmas**

Every successful writing project has four phases: write first, and then revise, revise, revise. This seminar is not about grammar! It is based on *Write In Style*, Bobbie Christmas’s triple-award-winning textbook on creative writing, and whether you write fiction or nonfiction, you’ll learn the following:

- How to save time and be objective during revisions by using the Bobbie Christmas Find and Refine Method™
- How to make manuscripts more marketable
- The secret of style versus style and how to make style work in your favor
- What to delete to make your writing stylish and persuasive

**Interactive Workshops  
Friday, November 14, 2008  
2:00 PM - 3:15 PM**

**In Twenty-Five Words or Less - Deborah LeBlanc**

How to create a short, oral summation of a story plot that will make people WANT to read your book. This workshop is extremely interactive, with participants learning what works and what doesn't when answering the all important, agent-getting, editor-salivating question . . . "What is your book about?"

**Isn't It Time You Did Something About Your Book Publicity? - Pam Lontos**

Learning how to publicize your book is the first step in selling it to as many people as possible. In this highly interactive presentation, Pam Lontos will teach you how to successfully promote your book to the media (magazine, newspapers, television, radio and Internet). She will tell you how to develop your "hook" and then contact the media to publicize it. You will even walk out with an outline for an article for you to get published, and also create a press release for your book. You will find out the "do's and don'ts" of working with the press.

**Jumpstart Your Publishing Dreams - Terry Whalin**

Many people have dreams and desires about getting into print but they have no idea where to begin or how to create a plan. In this workshop, Terry provides a list of key steps along with seasoned advice for any writer. Whether the writer is a beginner or a seasoned pro who needs a boost, this workshop is certain to stir their imagination and plans in a fresh way long after the conference.

**Lori Perkins (Session title and description to come.)**

**Friday, November 14, 2008  
3:45 PM - 5:00 PM**

**Frank Talk & Insider Secrets: Agents & Publishers in the Spotlight; A panel discussion with agents & publishers facilitated by author Vic DiGenti**

Every writer wants to know the secret to acquiring an agent or finding a publisher. Is there a special code needed to break out of the pack? What are agents and publishers looking for? What's the best way to get their attention? Now's your chance to get the real scoop from the agents and publishers themselves as they tell you everything you've ever wanted to know about how to avoid the rejection pile and find publishing success.

**The Eight Secrets that Book Marketing and Promotions Firms Do Not Want You To Know - Marcia Freespirit**

In this interactive and lively presentation, you will learn 8 free methods to market your book. Don't pay firms thousands of dollars if you are not already doing everything that you can for free. Easy, realistic and proven time and time again, these methods will help you sell out your first run of books. Every author that JimSam, Inc. published in 2007 has sold over 200 books. One book sold out during the launch and one book published late in October has already sold over 600 books. Find out how you too, can successfully market your book without breaking your budget.

**Connecting the Dots: Finding the Pattern of Metaphor - Elissa Malcohn**

Metaphor interweaves the figurative with the literal. It can bridge disparate ideas and images in unexpected and powerful ways. By altering the context of words, metaphor can deepen character development, make fuller use of detail, and add layers of understanding to a story or a poem. Related to simile, which makes comparisons, metaphor transforms one object into another. First, we will examine instances of metaphor in poetry and literature, uncovering the ways in which they change tone and understanding. Then, we will explore the vocabulary of metaphor in hands-on exercises that use both words and pictures. We will play with the dynamics of similarities and differences in a free-write geared to exercise our metaphor muscles and build new patterns of thinking.

**Red Hot Internet Publicity - Penny Sansevieri**

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 about: how to get thousands of hits on your web site and convert them into sales; Internet promotion techniques that won't cost you a dime; The Virtual Author Tour™; how to get print media; how to expand your platform and sell more books; how to create a campaign that will last for months, not days; how to create a web site that sells your book; and podcasting and blogging demystified. We'll even share some hints on how to market yourself on Craig's list!

**Saturday, November 15, 2008  
9:00 AM - 10:15 AM**

**Chart Your Course in the Sea of New Media Opportunities in the Blogosphere and Podosphere - Suzette Marteny**

Learn to navigate the pitfalls that await unsuspecting bloggers and podcasters, by learning to select a (noninfringing) domain name; avoid cybersquatting; assess copyright fair use; link to other sites; use Creative Commons licenses; "borrow" images to post on your blog; use others' trademarks (or not); understand the confines of rights of publicity; avoid claims of defamation; limit liability under Section 230 of the Communications Decency Act, and so much more.

**Funds for Writers: Finding the Bucks for your Writing Journey - C. Hope Clark**

C. Hope Clark knows where to find the grants, contests, markets and writing jobs that enable you to write and turn a dollar doing it. Come see why thousands of writers have subscribed to her newsletters for eight years. Selected by Writer's Digest for its 101 Best Web Sites for Writers for eight straight years.

**Off the Map; When Timing is Everything - Eva Marie Everson**

Join Eva Marie Everson as she tells the story of the "book of her heart," how it was inspired, how it was rejected, and what she did to continue on course until a publishing house finally took notice. This is one of the most inspiring workshops you will ever attend. You will leave knowing that everything has a time and a season and what you should be doing while traveling toward your goals in publication.

**Persona Workshop in Character and Plot Development - Elissa Malcoln**

This "playshop" is a collaborative brainstorming exercise fueled on audience participation. We will begin by listing dreams and desires so that character motivation becomes our starting point. From there, we will brainstorm major characteristics, strengths and weaknesses, history, environment, antagonists, and other variables geared toward building characters and story ideas. Brainstorming uncovers patterns that can deepen the story-writing process. For example, history (of both character and setting) can play a role in a character's goal. A hobby or interest can provide information and props that further the story line. Both verbal and body language can differentiate characters from each other and add dimension. Geared to generate questions as well as answers, this workshop delves into the building blocks of storytelling.

**Saturday, November 15, 2008  
10:45 AM - NOON**

**Chart Your Course and Achieve Your Writing Goals - Rita Milios**

In this highly interactive workshop participants will discuss, plan and begin creating a focused course of action that will lead them toward their personal writing goals. Using self-discovery exercises and detailed handouts, participants will zoom in on what they really want, the skills they need to reach their writing goals, and the concrete steps they need to take to put their plan in action.

**Developing Author Web Sites - Rik Feeney**

Writing a book is a phenomenal achievement, but that's only ten percent of the process on your road to success as an author, critically or financially. Your true success will come from the effort you put into marketing your book. An author web site is a good complement to other marketing, but how do you choose the right domain name? How can you attract the media to your site? How do you build the site if you are a novice? How much does it cost? How effective are web sites? Is there an easier way? Learn the answer to these questions and many more during this session.

**Managing Criticism - Mary Ann de Stefano**

When you're a writer, there's no way to avoid criticism. Whether it comes from publishing professionals, your fellow writers, or your family and friends, criticism (solicited and unsolicited) is inevitable. Criticism often feels hurtful, but hearing it is necessary for your growth as a writer. In this session, you'll learn how to manage criticism and make it work for you. You'll leave with a new understanding: the power of criticism to be either constructive or destructive resides within you.

**I've Finished Writing My Book. What Course Do I Chart Next? - Bobbie Christmas**

"What should I do now?" The answer isn't the same for everyone. Your next steps must be based on your goals, dreams, and desires, as well as the type of book you have written, and you can't chart your course until you know your destination. Learn why you may -- or may not -- need to find an agent; why you may want to -- or may not want to -- pursue self publishing; what you may need to do before you go any further; all the ins and outs of all your options; and how to handle your writing career like a professional.

**Saturday, November 15, 2008  
2:00 PM - 3:15 PM**

**Don't Shoot Yourself in the Foot: How to Offer Your Book for Publication - Anne Petty**

Author and publisher Anne C. Petty shares information on finding the right publisher/agent, writing query letters, writing a synopsis, following submission guidelines, following up after submission, pitching to an agent/editor at conventions, and more.

**The Good, the Bad, the Unforgettable: Ten Steps to Creating Memorable Characters - Deborah LeBlanc**

In this workshop, participants are shown the ten things that make for strong characterization and how to incorporate those steps into their own work.

**Microsoft Word: Tailoring it for the Writer - Eugene Orlando**

Rule Microsoft Word, don't let it rule you! Microsoft Word can help an author set up a book while it's still being written. Discover what the printed page will look like by using margins, fonts, and pagination. Learn many of the word processing features that can make your writing life a breeze.

**Piloting Your Way through the Shoals of Scene and Sequel - Vic DiGenti**

Scenes are the building blocks of contemporary novels, and your book is only as strong as the weakest block. Author Vic DiGenti demonstrates how to write compelling scenes as he explains the three important elements that bring life to a scene and keep the reader turning pages. Be prepared to write your own scene using the principles you learned.

**Saturday, November 15, 2008  
3:45 PM - 5:00 PM**

**Ghostwriting: Not as Scary as it Sounds - Rik Feeney**

There are many would-be authors - celebrities, business moguls, entrepreneurs wanting to establish themselves as experts, and life-experienced individuals wanting to write a memoir - who just can't seem to get the words out. Are you good with words? Do you have a unique way of turning a phrase? Can you distill the thoughts of others into entertaining and/or information-filled anecdotes and stories? If you can, ghostwriting is a good way to augment your writing income. Join us for a discussion on all aspects of ghostwriting including a simple way to outline any story or book.

**Pump Up your Prose: A Five-Step Workout - Mary Ann de Stefano**

You work really hard to get your novel's plotting and characterization just right or you have interesting ideas for magazine articles, but your work keeps getting rejected. Consider this: it may be your writing. Have you taken a close look at your prose recently? Perhaps your sentences are getting lazy. Maybe they have some extra flab. In this session you'll learn a five-step sentence-level workout sure to improve the power of your prose.

**The Seven Secrets a Novelist Can Learn from Actors - Eugene Orlando**

"Lights, cameras ... write!" Method actors hold seven secrets to creating characters. This session will explore them and how they can assist the novelist in the creation of their own. Solve such writing problems as writing about something in which you have no experience, repeated gestures, carbon-copy characters, forced and shallow dialogue, and several more.

**Tech Tools to Keep You Steady on Your Course - Tina Marie Smith**

Is Microsoft Word the best word processing program for a novelist? Learn about tools, programs and websites to make the writing process more efficient and keep those words flowing. Explore free and moderately priced word processing programs designed specifically for novelists and take a look at "mind-mapping" software to help with brainstorming. Discover websites that every writer should know about. See the graveyard of dead technologies.

**Sunday, November 16, 2008  
9:00 AM - 10:15 PM**

**Avoid Choppy Waters: Navigate your way through Slippery Beginnings, Muddled Middles and Dead Ends - Vic DiGenti**

Like a racing yacht, your stories need to leap out to a swift start. But there's danger ahead in those meandering middles where a good story can flounder on the reefs of confusion and boredom. Finally, unless your story builds momentum, sustaining interest to the very end, the reader, like the race, may be totally lost. Author Vic DiGenti guides you through troubled waters of beginnings, middles and ends, offering effective solutions along the way.

**Navigating the Rough Seas of the Novel Rewrite - Tina Marie Smith**

Are you a great writer or a great re-writer? In this session we'll discuss the elements of the novel. And common weak points that might be holding us back. Together we'll brainstorm ways to find and fix the most common problems. We'll work together to decide when and how to rewrite our novels. Recommended for writers who have finished at least one novel.

**Do Your Research! Historical Accuracy in both Nonfiction and Fiction -  
Eliot Kleinberg**

If your story alludes to actual events or people, even tangentially, it will benefit if you have the facts straight. You can bet gadflies will be reading your work less with an eye toward its brilliance and more with a prayer that they can discover, and pounce upon, a historical mistake. That town didn't exist yet; soldiers didn't use that rifle for another 20 years; that politician already was dead. You don't have to be a scholar or a college professor to get the right information. The process used to mean hours of painstaking research in dusty libraries and archives, sometimes a long way from home. The Internet has come to the rescue. But you can't always count on it. Hear how one writer mines records on the web and at historical societies, libraries and the county courthouse, all to assure critics will say the work isn't just a great read, but it's also accurate!

**How to Write a Scary Story - Allan Gilbreath**

Learn how to create, construct, write, and tell a scary story. Add the elements of suspense to any story and give your work added depth and interest.

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