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College of
Extended Studies

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28th Annual Writers' Conference
January 27-29, 2012

Official Conference Program



Welcome to the San Diego State University College of Extended Studies' 28th Annual Writers' Conference. As a participant in this year's conference you join the ranks of thousands of Writers' Conference attendees who, for more than a quarter century, have benefited from keynote addresses, workshops, individual consultations, and editorial reviews from top editors, agents, writers, and other professionals.

This year, over 40 experienced writing professionals are here to actively work with you throughout the conference. From your pre-arranged reading appointments and individual consultations with agents and editors, to hands-on workshops to self-edit your manuscript, and on-the-spot critiques, this conference provides the right mix of learning opportunities for beginning writers and published authors.

Jack Grapes's Keynote Address on the "Accidents of Genius" and Mark Coker's Keynote Presentation on the "New World of Publishing" will provide excellent opportunities to start your thinking and learning at the beginning of each day. These highly accomplished professionals will also be delivering additional presentations during the conference.

Whether you are seeking information and advice about what editors look for in writers, how to improve your writing skills, how to develop market awareness or create a proposal that will attract editors and agents, this conference is designed for you to learn what you need to succeed. From fiction to nonfiction to screenplays and beyond, top editors, agents, and industry professionals will be available to meet with you, one-on-one, to review and critique your work and to offer specific advice about how to take your project forward.

Make the most of the incredible opportunities available to you throughout the conference and challenge yourself to make the most of attending both the sessions and your editor/agent appointments.

We welcome your ideas for future enhancements as well as your commendations for what we are doing right. Please be sure to let us know if you need any assistance.

Thank you for joining us this year. Enjoy!

Joe Shapiro, Dean
SDSU College of Extended Studies

The Writers' Conference is an SDSU Research Foundation program.

Writers' Conference Staff

Diane Dunaway-Kramer | **Co-Director**

Becky Ryan | **Co-Director**

Erin Quinn | **Appointment Administrator**

Crystal Sloan | **Conference Facilitator**

Hailey Alcaraz, Taylor Alcaraz, Michelle Burns, Rebecca Lawrence, Amber Rich, Kate Ryan, Tracy Thomas, Bernadeth Torres, Cameron Weaver | **Conference Assistants**

Conference Co-Director

Diane Dunaway Kramer is an author and well-known university instructor, with best sellers in both fiction and nonfiction. Her latest is *Losing the Weight of the World – How to Lighten Your Burdens Through Meditation and Joyful Living* (Doubleday). She will moderate the conference general sessions.

Keynote Presentations

Jack Grapes is an award-winning poet, actor, playwright, teacher, editor, and publisher. He's received several fellowships in literature from the National Endowment for the Arts, and his play, "Circle Of Will," ran for several years in L.A., winning theatre-critics' awards for Best Comedy and Best Performance by an Actor.

The play was revived last summer and garnered rave reviews again, with critics calling it "the cleverest original work seen in years" and "an intelligent piece of theatre which peers into the very foundations of drama itself."

For the last 20 years, he has edited and published *ONTHEBUS*, a nationally acclaimed literary journal that the Los Angeles Times said was "destined to be a major aftershock in American literary history." Grapes is the author of over a dozen books of poetry, and his most recent book, *A Time To Sing, A Time To Dance*, was praised by numerous critics, including Sally Kalson of the *Pittsburgh Post-Gazette*, who wrote: "Grapes has been called an everyman of poetry because his work cuts to the bone of basic human truth without the pretense that characterizes much of what passes for contemporary poetry.

Gentle and merciless, funny and brutal, Grapes is a 20th-century Diogenes, searching for the honest man within himself." His book, *Method Writing*, based on the concepts he's developed in his writing classes over the last 35 years, is due for publication this year. He is also working on several nonfiction books,

all due for publication this coming year: *How to Read like a Writer*, *The Tender Agonies of Charles Bukowski*, and *Etherized upon a Table*, a history of modern poetry from Homer to the present.

Grapes lives in L.A. and will present the keynote, “*The Accidents of Genius*” and conduct consultation appointments.

- **Keynote: The Accidents of Genius**
- **Finding the Deep Voice via the Transformation Line**

Finding the Deep Voice via the Transformation Line gives the writer a basic technique that can be used in a multiplicity of ways to bring depth and authenticity to your writing. Learning to “massage” your transformation lines is a powerful approach to finding your deep voice, and it is the deep voice, not clever writing, that separates your work from all the others and makes it distinct.

- **The Secrets of Image/Moment**

Writers tend to focus on their “story,” but great writers use this basic concept to bring their writing to life and create indelible scenes. Once you learn how to manipulate your “image/moments,” you will write like a master and swim like a bird.

- **The Dreaded Association Exercise**

Banned by the Geneva Convention as an extreme method of torture, the Dreaded Association Exercise will activate your writing with subjective effects that only the greatest writers know how to use. Not for the squeamish or faint at heart.

- **My Story Is Boring**

If that is true – and it is for everyone, since story by its very nature is boring - what can you do to rescue your story and make it spring off the page into the reader’s mind and heart. Exercise and carrots is one answer. The other answer is to use the basic secrets of method writing. This and a snake-bite kit is all you need to venture forth into the wilderness of the creative process.

Mark Coker is co-author along with his wife, Lesleyann, of *Boob Tube*, a novel that explores the behind-the-scenes world of daytime television soap operas. It was his experience trying to get *Boob Tube* published that inspired him to start *Smashwords.com*. He believes Smashwords holds the promise to make publishing more enriching for authors, readers and publishers.

In the three years since its launch,

Smashwords has grown to become the leading eBook distributor serving indie authors, small presses and literary agents. Over 33,000 authors from around the world have published more than 90,000 books at Smashwords. In June, 2010, the *Wall Street Journal* named Coker one of the “Eight Stars of Self-Publishing.”

In addition to Coker’s work with Smashwords, since 1993 he has owned Dovetail Public Relations, an award-winning Silicon Valley PR firm that specializes in representing technology startups. He is a long time angel investor and advisor to technology and media startups. Coker previously served on the advisory board for Flat World Knowledge, the leading publisher of open source textbooks.

Coker is a contributing columnist for the *Huffington Post*, where he writes about eBooks and the future of publishing. He is a graduate of the Haas School of Business at UC Berkeley, where he received his B.S. in marketing. He will present the keynote, “*The New World of Publishing*” and conduct consultation appointments.

- **Keynote: The New World of Publishing**

The talk examines the five big trends affecting the future of publishing, and reveals why there has never been a better time to be an author.

- **Introduction to Indie eBook Publishing**

This session provides an information-packed primer on how to produce, price, publish, distribute, and sell an eBook.

- **The Secrets of Successful eBook Publishing**

This session examines the best practices of the most commercially successful eBook authors. What does it take (beyond luck) to hit the bestseller lists?

- **Live Demo – How to Publish an eBook at Smashwords**

This session provides a live demonstration of how to format an eBook for Smashwords, and then how to upload and manage it. Smashwords is the world’s largest eBook publishing and distribution platform for indie authors. Over 33,000 authors around the world collectively publish and distribute over 90,000 eBooks through Smashwords.

Editors and Agents

Betsy Amster is president of Betsy Amster Literary Enterprises. Before opening her agency in 1992, she spent ten years as an editor at Pantheon and Vintage. She has been described in the *Los Angeles Times* as “a dogged prospector of...literary talent” and celebrated in the American Society of Journalists and Authors newsletter for her “no-nonsense style and whimsical sense of humor.” Her clients include Dr. Wendy Mogel, *The New York Times* bestselling author of *The Blessing of a B Minus* and *The Blessing of a Skinned Knee* (Scribner); *Los Angeles Times* bestseller Maria Amparo Escandon, author of *Esperanza’s Box of Saints* (Scribner) and *Gonzalez & Daughter Trucking Co.* (Crown); and, *MacArthur Fellow and Urban Farmer Will Allen*, author of the forthcoming *The Good Food Revolution* (Gotham).

She will conduct consultation appointments and present:

- **How to Write Query Letters That Work**

Joy Azmitia is a junior literary agent at Russell & Volkening, Inc. She began her career in publishing as an intern at Russell & Volkening, and later at Writer’s House. She is acquiring new clients in the areas of literary fiction, dark, edgy women’s fiction, or women’s fiction with a generous splash of romance. She also represents nonfiction in the areas of spirituality, pop culture, humor, history, and food and wine. Her clients include *The New York Times* bestselling author James Conaway, Tibetan Buddhist Lama Shyalpa Rinpoche, Mike Padilla, Rob House, Peter Hannaford, Julia Eichelberger, Kali Van Baale, and Jeff Metzger. In conjunction with Timothy Seldes, she has also worked with Nobel Laureate Nadine Gordimer, and other authors such as Jayel Wylie, Kyoko Mori, Eric Burns, and Mike Mewshaw. She will conduct advance reading and consultation appointments.

Loretta Barrett is a literary agent and president of Loretta Barrett Books, Inc. in New York City, which she founded in 1990. Prior to establishing her own agency, she was editor-in-chief of Anchor Books and vice president and executive editor at Doubleday. Barrett is a member of the Association of Authors Representatives, and has representation in every major foreign market. She represents a wide range of fiction and nonfiction, including best-selling authors

Raymond Arroyo, Ray Kurzweil, Christopher Kennedy Lawford, and Mariah Stewart. Other clients include Betty White, astronomer Phil Plait, minister and therapist Wayne Muller, and novelists Theresa Rebeck and Laura Van Wormer. She will conduct consultation appointments

■ Mock Auction

Anne Besson is an associate editor who is passionate about crime fiction, from classic mysteries to suspense and thrillers, which she acquires and edits for Thomas Dunne Books/Minotaur Books. Her recent acquisitions include riveting hardboiled page-turner *Purgatory Chasm* by Steve Ulfelder, the forthcoming gothic suspense novel *Beneath the Shadows* by Sara Foster, and a new fun-filled cozy mystery series following small-town spice shop proprietress Piper Prescott by Gail Oust. Besson also loves finding beautifully written and original historical and general fiction. She is especially enthusiastic about projects with fast-paced plotting, a strong narrative voice, and vibrant, jump-off-the-page characters, no matter the genre. Besson graduated from Harvard College, where she worked as an editor and managing editor for the *Let's Go* travel guide series. She will conduct advance reading and consultation appointments.

Amanda Bergeron is an assistant editor who joined William Morrow/Avon in 2008 and works with a wide range of fiction. She is looking for thought-provoking women's fiction that straddles the line between literary and commercial; romance of all subgenres for both Avon and digital-first imprint Avon Impulse; and historical fiction. She enjoys developing new talent and is seeking projects that explore female friendships, life issues, cultural narrative, and fascinating/significant eras. Recent and upcoming titles include Barnes and Noble Discover Pick *When We Were Strangers* by Pamela Schoenewaldt, Target Breakout Book *Salting Roses* by Lorelle Marinello, *The Demi-Monde: Winter* by Rod Rees, and *A Town Called Valentine* by Emma Cane. She will conduct advance reading and consultation appointments.

Annie Bomke is a literary agent. Prior to starting her own literary agency, she spent eight years at Margret McBride Literary Agency, where she worked with internationally bestselling authors such as Ken Blanchard, Spencer Johnson, John Assaraf, John David Mann, and Bob Burg. She has edited a wide range of projects

– from hard-nosed business books to otherworldly historical novels. Authors have called her the pH test for good writing, and a bedrock for literary quality control. Bomke has loved the publishing industry since her position as an editorial assistant at *Zoetrope: All-Story*, a literary magazine founded by Francis Ford Coppola. She has worked on a wide variety of genres, but she is most passionate about character-driven literary fiction, thrillers, narrative nonfiction, philosophy, and psychology.

She will conduct advance reading and consultation appointments and present:

■ What Every Great Novel Needs

A discussion on the components every novel needs to create a winning story that readers can't put down, and an examination on the elements of a novel, including characters, tone, setting, pacing, and language.

Kat Brzozowski is an assistant editor at Thomas Dunne Books, a division of St. Martin's Press. She has had extensive experience at literary agencies and has interned at Maria Carvainis Agency, Inc, Writers House, and Foundry Literary + Media. Her current list includes: *Blood Orange* by Karen Keskinen; *The Devil's Odds* by Milton T. Burton; and, the third book in Malaysian author Shamini Flint's mystery series, featuring cranky but effective Inspector Singh. She is looking for YA books, especially contemporary fiction with a strong female protagonist (with a dark side); mysteries, suspense, and thrillers; horror; sci-fi; and, paranormal (preferably sans vampires). She is also looking for adult fiction in the areas of mystery, suspense, thrillers, and smart women's fiction. In addition, she is interested in narrative nonfiction that has something new to say, as well as pop culture books with a wide appeal. She will conduct advance reading and consultation appointments.

Sarah Cantin is an associate editor at Atria Books, a division of Simon & Schuster. Her recent acquisitions include *Ten Girls to Watch*, a debut novel by Charity Shumway, and *The Little Book of Diet Help* by Kimberly Willis, Ph.D. As the associate to vice president and senior editor Greer Hendricks, she has assisted with many of Atria's commercial women's fiction authors, including Jennifer Weiner, Emma McLaughlin and Nicola Kraus, Lauren Weisberger, Sarah Pekkanen, and Lisa Tucker. She has also worked on a broad range of nonfiction titles

in the same capacity, including several books by the popular children's cookbook author Annabel Karmel, and *Wear This, Toss That!*, a beauty and style guide from a Today show fashion correspondent, Amy E. Goodman. Cantin is originally from New England, and earned her B.A. and M.A. in English from the University of Pennsylvania. She is looking for fresh, up-market commercial women's fiction, and smart, savvy nonfiction: beautiful writing, crystal-clear voices, and well-paced and plotted narratives. She will conduct advance reading and consultation appointments.

Stacy Creamer is vice president and publisher of Touchstone, an imprint of Simon & Schuster. She has edited a diverse and high-profile list of books that includes New York Times bestsellers such as Lauren Weisberger's *The Devil Wears Prada*; Elizabeth Edwards' *Saving Graces and Resilience*; Kurt Eichenwald's *Conspiracy Of Fools*; Lance Armstrong's *It's Not About the Bike, Every Second Counts*, and *Comeback 2.0*; and Rick Springfield's *Late, Late at Night*. In 2009, a book she edited, *Slavery by Another Name*, won the Pulitzer Prize for general nonfiction. Titles she will soon publish include GNR bass Duff McKagan's memoir *It's So Easy* (and other lies), Billy Idol's memoir *Dancing with Myself*, and Goosebumps author R.L. Stine's adult horror novel *Red Rain*. Creamer's Touchstone imprint publishes Philippa Gregory, J.A. Jance, and Bethenny Frankel, among many others. She will conduct advance reading and consultation appointments.

Dawn Dowdle is the owner and literary agent of Blue Ridge Literary Agency, LLC in Virginia, which she founded in 2009. Prior to establishing her own agency, she was a freelance copy editor. She represents a wide range of fiction and children's fiction. Dowdle started her agency to help authors, especially new authors. One of her goals is to be more responsive and approachable to authors. Recent publications include: *The Armageddon Chord* by Jeremy Wagner, *The Bear in a Muddy Tutu* by Cole Alpaugh, *Rae of Hope* by W. J. May, *Storm's Interlude* by Vonnie Davis, *Paradise 21* by Aubrie Dionne and *Murder Half Baked* by Kathleen Delaney. She now has two interns and a rights director affiliated with her agency. Dowdle also facilitates a local writers' group and participates in several writing conferences. She will conduct advance reading and consultation appointments.

Melissa Frain is an editor for Tor Books – the world’s leading publisher of science fiction and fantasy. Winner of the Locus Award for Best SF Publisher for the past 20 years in a row, Tor is the publisher of numerous bestsellers including Robert Jordan’s *Wheel of Time* and Terry Goodkind’s *Sword of Truth* series, as well as Orson Scott Card’s beloved classic *Ender’s Game*. Tor’s imprints include *Tor Books* (SF and fantasy), *Forge Books* (mainstream fiction including thrillers, mysteries, and women’s fiction), and *Starscape and Tor Teen* (books for young readers). She specializes in urban fantasy and young adult paranormal fiction. Recent and forthcoming titles include Lisa Desrochers’ *Personal Demons* (YA paranormal romance), Kendare Blake’s *Anna Dressed in Blood* (YA horror), and Kristen Simmons’ *Article 5* (YA dystopian thriller). She will conduct advance reading and consultation appointments.

Dawn Michelle Frederick is the owner and literary agent of Red Sofa Literary, established in 2008. Red Sofa Literary is a celebration of the quirky, eclectic ideas in our publishing community. Her previous experience reflects a broad knowledge of the book business; with over a decade of experience as a bookseller in the independent, chain, and specialty stores; an editor for a YA publisher, a published nonfiction author, and an associate literary agent at Sebastian Literary Agency. In addition to her “life of books,” she is an active volunteer and advocate within the Twin-Cities nonprofit community, while still finding time to don her skates for the Minnesota RollerGirls.

She will conduct advance reading and consultation appointments and will be presenting:

■ Agent 101

So you’ve got a great book idea, what do you need to do to get it published? The next step would require finding a literary agent. How does one accomplish this task? In Agent 101, Dawn Frederick of Red Sofa Literary will discuss fiction, non-fiction and children’s and YA books.

David Fugate is a literary agent and the president and founder of LaunchBooks Literary Agency. He has successfully represented more than 1,000 books to over 40 different publishers that have generated in excess of \$16 million for authors. He represents authors such as Kevin Mitnick, the world’s most famous hacker and author of *The New York Times* bestseller *Ghost in*

the Wires (Little, Brown); Chris Guillebeau, author of *The Art of Nonconformity* (Perigee) and the forthcoming *The \$100 Startup* (Crown); Christopher Steiner, former senior writer for Forbes and the author of *\$20 per Gallon* (Grand Central), as well as the forthcoming *Quant World* (Portfolio). Also, Kevin Poulsen, news editor at *Wired*, on his book *Kingpin* (Crown); Alexis Madrigal, senior editor at *The Atlantic*, on his book *Powering the Dream* (Da Capo); and, Jonathan Watts, the China correspondent for *The Guardian* (UK) and author of *When a Billion Chinese Jump* (Scribner). He will conduct consultation appointments.

Anne Hawkins is a senior literary agent with John Hawkins & Associates, Inc., New York. Founded in 1893 by Paul R. Reynolds, it is the oldest literary agency in the country. She works with mainstream literary and commercial fiction, including mystery suspense, thrillers and historicals and a wide variety of nonfiction (particularly history), politics, biography, science, natural history, medicine, and women’s and family issues. A number of her books have gained distinction through award nominations, book-to-film contracts, significant foreign rights sales, major book club selections, or placement on *The New York Times* bestseller list. She is a member of the Association of Authors’ Representatives. She will conduct advance reading and consultation appointments.

■ Let’s Make A Deal

Erika Imranyi is a new senior editor at MIRA Books, a division of Harlequin, where she is actively building a list of breakout debut and upmarket commercial women’s fiction. Prior to working for Mira, she spent almost a decade at Dutton, an imprint of the Penguin Group, editing a wide range of commercial fiction and nonfiction. She is most interested in discovering and championing fresh new voices and original stories with mainstream appeal. Some of her bestselling and award-winning authors have included Jenna Blum, Rachel Simon, Lauren Willig, Rainbow Rowell, Allie Larkin, and Eric Jerome Dickey. Upcoming novel acquisitions include *The Book of Summers* by Emylia Hall, and *Face of the Earth* by Paula Treick DeBoard. She will conduct advance reading and consultation appointments.

Jenna Johnson, senior editor for Houghton Mifflin Harcourt hardcovers and editorial manager for Mariner paperbacks, concentrates on literary fiction, especially

international, historical, and women’s; memoir; and narrative nonfiction, with an interest in food, animals, cultural and religious history, and biography. Recent titles include: *We the Animals*, *Pigeon English*, and *The Vanishing Act of Esme Lennox*; James Beard Winner *Save the Deli* by David Sax, *Our Tragic Universe* by Scarlett Thomas, and the bestselling paperback *Chosen by a Horse* by Susan Richards. She also works with Kent Meyers, Young-ha Kim, Tony D’Souza, Matthew Amster-Burton, Gina Ochsner, Richard Wilbur, and Steve Earle. She will conduct advance reading and consultation appointments.

Elizabeth Kracht joined Kimberley Cameron & Associates in 2010 to broaden her perspective on the publishing industry. She represents both literary and commercial fiction as well as nonfiction, and brings to the agency experience as a former acquisitions editor, freelance publicist and writer. In fiction, she represents literary, commercial, women’s, thrillers, mysteries, and YA with crossover appeal. She is intrigued by untrustworthy narrators, tragic tales of class and circumstance, and identifies with flawed and quirky yet sterling characters. In nonfiction, she particularly loves voice- or adventure-driven memoir, and other nonfiction projects that contribute to the well-being of the self or others in addition to niche projects that fill holes in the market, offer a fresh approach, or make her laugh. She also has a soft spot for nonfiction heroic pet stories. She will conduct consultation appointments.

Emily Krump is an associate editor at William Morrow who edits both fiction and nonfiction. She has worked on a large array of projects, but is most passionate about smart, commercial fiction and narrative nonfiction that focus on family and relationships. Recent and upcoming titles include *Domestic Violets* by Matthew Norman, *Love Lies Bleeding* by Jess McConkey, *Power Blind* by Steven Gore, *The Promise of Stardust* by Priscille Sibley, and *The Nightingale Floors* by Dana Sachs. She will conduct advance reading and consultation appointments.

Terra Layton, assistant editor, joined St. Martin’s Press in 2007. She is actively seeking fresh and original voices in YA fiction and nonfiction, as well as up-market women’s literature and narrative nonfiction. For YA fiction, she is especially interested in high-concept commercial stories, fiction with

a unique supernatural element or magical realism, coming-of-age stories, psychological thrillers, and horror. For contemporary YA, she looks for an unforgettable voice and a well-paced story that is either dark and gritty or lyrical and emotional. Layton is also looking for smart women's fiction, especially stories with strong characters, large sprawling families, mysterious secrets, and beautiful settings. She is also interested in fresh, well-written narrative nonfiction, particularly in the areas of memoir, unusual histories, pop science, and pop culture. Above all, she is looking for stories in which a whole world, whether real or imagined, completely comes to life. She will conduct advance reading and consultation appointments.

Allison Lorentzen edits literary fiction and narrative nonfiction, including memoir, reportage, humor, pop culture, history, and biography. She began her editorial career at HarperCollins, where she published the paperback original nonfiction titles *Diary of a Very Bad Year: Confessions of an Anonymous Hedge Fund Manager*, *Girls to the Front: The True Story of the Riot Grrrl Revolution*, and *101 Places Not to See Before You Die*, as well as working with Annie Dillard, Daniel Mendelsohn, Peter Hessler, and William Boyd. Her upcoming books from Penguin and Viking include two debut novels: *The Office of Mercy* by Ariel Djanikian, Benjamin Lytal's *The City I Wanted*, and journalist Wayne Biddle's nonfiction project, *A Field Guide to Radiation*. She has also been on the editorial staff of *n+1* since its founding in 2004, and now serves as an advisory editor for the magazine. She will conduct advance reading and consultation appointments.

Taylor Martindale is a new member of Full Circle Literary, actively acquiring primarily YA fiction and adult fiction projects. She began agenting with the Sandra Dijkstra Literary Agency. She is looking for YA fiction across all sub-genres. She is interested in finding unique and unforgettable voices and characters. For contemporary YA, she would like to find both the uplifting/romantic stories and gritty, harsh stories about the darker side of teen life. She loves working with multicultural projects that teach teens about other people's lives. In paranormal/fantasy/urban fantasy, she is looking for intriguing concepts with characters who manage to make their worlds alive and engaging. She is also interested in select children's picture books, light YA sci-fi, and women's fiction. More than anything, she is looking for character-driven stories that bring the world

vividly to life, and voices that refuse to be ignored. She will conduct advance reading and consultation appointments.

Devin McIntyre is president of the McIntyre Agency. Before opening his own agency in 2010, he spent eight years at Mary Evans Inc. literary agency, where he developed his own client list and handled foreign rights, working with such bestselling and award-winning authors as Michael Chabon, Abraham Verghese, Ayelet Waldman, Ronald C. White, Vendela Vida, Charles D'Ambrosio, Thomas Beller, and Robert Ferrigno. He represents a broad range of authors, but focuses particularly on literary fiction, narrative nonfiction, practical nonfiction, sports, pop culture, humor, and graphic novels. The writing he likes best could be described as fresh, smart, vibrant, savvy, voice-driven, incredible, outstanding, electric, beautiful, really fresh, and/or fantastic. He will conduct advance reading and consultation appointments.

Penny Nelson is an agent with Manus & Associates Literary Agency and is looking for nonfiction titles tackling current events, social issues, lifestyle trends, self-help, natural sciences, sports, and very selectively - memoirs. She brings to her authors many years in both publishing and media. She got her radio start at NPR's Fresh Air with Terry Gross and went on to become an award-winning public radio producer and host. In 2002, she turned her producing skills toward publishing. A sampling of books and authors she represents includes: *Where War Lives* by Pulitzer prize winning journalist Paul Watson (Rodale), *The Jesus Machine* by Dan Gilgoff (St. Martin's Press), *The Fine Art of Small Talk* by Debra Fine (Hyperion), and *Total Engagement* by Byron Reeves and Leighton Read (Harvard Business School Press).

She will conduct consultation appointments and present:

- **The 21st Century Book Proposal**
- **The Do's and Don'ts of Getting an Agent**

What are agents looking for in a query letter and book proposal... and what should you avoid doing at all costs? Find out the key ingredients for making it past the slush pile and onto an agent's author list.

Toni Plummer is an editor at Thomas Dunne Books/St. Martin's Press. She is always on the lookout for talented new authors and is especially interested in

crime fiction and mysteries, including cozies, thrillers, private eye novels, police procedurals, and historical mysteries. She also looks for women's fiction, from contemporary, humorous novels to sweeping, heart-wrenching family epics. Some of her authors include *The New York Times* bestselling author Vikas Swarup, Anthony Award-winning author and Edgar finalist Sophie Littlefield, California Book Award winner Michael Jaime-Becerra, RITA Award winner Caridad Ferrer, and Dahlma Llanos-Figueroa, finalist for the PEN/Robert Bingham Fellowship and winner of two Go on Girl! Book Club awards. She is also the latest winner of the Miguel Mármol Prize, given for a first work of fiction by a Latino author, and the author of the story collection *The Bolero of Andi Rowe* (Curbstone Books). She will conduct advance readings and consultation appointments.

David Pomerico has been in publishing for four years after two highly useful stints at Washington University in St. Louis and NYU for grad school. As an associate editor at Del Rey and Spectra, he not only acquired and edited original fiction, but also helped with the Star Wars publishing program and worked on a few media tie-in projects. Some of the authors he's worked with include Darin Bradley, Chris Wooding, Michael Reaves, David J. Williams, CL Anderson, and Ari Marmell. He loves action-packed fantasy and science fiction. In addition to editing, he is a part of the Random House Worlds intellectual property development team, and is one of the voices of Del Rey and Spectra's social media initiatives, and the science fiction and fantasy blog, Suvudu.com. He will conduct advance reading and consultation appointments.

■ **Self-Publishing or Self Denial: A Traditional Publisher's View**

Angela Rinaldi is a literary agent and president of The Angela Rinaldi Literary Agency. The agency was founded in 1994. Prior to starting the agency she was executive editor at NAL and Bantam Books, senior editor at Pocket Books (Simon & Schuster) and started the book publishing program for the *Los Angeles Times*. She represents both fiction and nonfiction including the eight million copy bestseller *Who Moved My Cheese?* by Dr. Spencer Johnson (Putnam). She is actively seeking novelists writing literary fiction that can cross over into the commercial arena, commercial fiction, upmarket women's fiction, rich and compelling family dramas, suspense,

mysteries, and contemporary YA with crossover appeal. In the nonfiction category she is looking for authors writing in the areas of narrative nonfiction, memoir, science, business/career, sports, health, pregnancy and childbirth, parenting, lifestyle, cooking, food and travel narratives, psychology and relationship. She will conduct advance reading and consultation appointments.

BJ Robbins opened her L.A.-based literary agency in 1992 after a multifaceted career in book publishing, starting at Simon & Schuster and later at Harcourt. Her agency represents fiction such as James D. Houston's *Snow Mountain Passage*, John Hough, Jr.'s *Seen the Glory*, Nafisa Haji's *The Writing on My Forehead*, "Late Late Show" host Craig Ferguson's *Between the Bridge and the River*, and Eduardo Santiago's *Tomorrow They Will Kiss*. In nonfiction, she has a particular interest in memoir, biography, history, pop culture, sports, travel/adventure, medicine, and health. Nonfiction clients include J. Maarten Troost (*The Sex Lives of Cannibals*), James Donovan (*A Terrible Glory: Custer and the Little Bighorn*), co-host of Emmy-winning "The Doctors" Dr. Lisa Masterson's memoir (*Paper Dollhouse*), and *LA Times* columnist Chris Erskine (*Man of the House*). Robbins has led workshops at UCLA Extension, UC Irvine, and at the Squaw Valley Community of Writers Fiction Workshop. She will conduct consultation appointments.

Sara Sciuto is the newest member of Full Circle Literary. She gained valuable experience working on film and foreign rights with the Taryn Fagerness Agency. She is actively building her list with a focus on middle grade and YA, in particular, dystopian, science fiction, fantasy, and unique paranormal. She also enjoys contemporary stories with a strong, authentic voice (no chicklit, please). Sciuto has a particular soft spot for anything in the Deep South (sweet contemporary to dark paranormal), gritty contemporary, utilitarian dystopias or dystopian thrillers, anything with international locales or period settings (think flappers or *Mad Men*), and anything with artistic themes. She is also looking for standout picture books, especially those with a quirky or humorous narrative. She's also considering select nonfiction in the areas of craft, design, how-to, lifestyle, and pop culture. Currently, she is not considering any adult fiction (all genres). She will conduct advance reading and consultation appointments.

Peter Senftleben is an assistant editor at Kensington Books, where he is cultivating his varied and distinguished list. He joined Kensington in 2006 after sharpening his editorial skills and red pencil while working at literary agencies. He is currently acquiring many types of fiction and is often drawn to quirky, offbeat projects with distinctive voices (like *The First Annual Grand Prairie Rabbit Festival* by Ken Wheaton), stunning writing (see any of T. Greenwood's novels or *Yield* by Lee Houck), realistic characters (read *Closer to Fine* by Meri Weiss), and stories that will make him LOL (literally), cry in public, scare the bejeezus out of him, or engage him so deeply that he skips meals. He does not want to see anything with terrorists of any kind. He will conduct advance reading and consultation appointments.

- A Very Query Workshop
- Foundations of Fiction
- Mock Auction

Meghan Stevenson came to Hudson Street Press/Plume in 2008 after acquiring *The New York Times* bestselling book *The Bro Code for Touchstone Fireside*. As a self-proclaimed, how-to junkie, she loves taking a "master's class" in all things prescriptive, but is interested in the areas of pop science, psychology, and health/wellness. For narrative nonfiction, she is particularly drawn to unusual hooks, a sense of humor, fresh voices, and odd subcultures. For Hudson Street Press, she has worked on two *New York Times* bestsellers: *Hot X: Algebra Exposed* by mathematician, actress, and *New York Times* bestselling author Danica McKellar, and *The Meaning of Matthew* by Judy Shepard, about her son's tragic death in 1998. Her most recent acquisitions include *Am I a Jew?* by Harper's Magazine editor Theodore Ross and a comedic narrative nonfiction book about wacky historical reenactments by NPR contributor and actor Charlie Schroeder. She will conduct advance reading and consultation appointments.

- Mock Auction

Gordon Warnock, senior agent with Andrea Hurst Literary Management, combines industry knowledge with a sharp editorial eye and experience as a college-level tutor to provide friendly and respectful aid with polishing manuscripts and book proposals. He is a frequent teacher and speaker in the literary community at events such as the San Francisco Writers' Conference, the AWP national conference

and book fair, and the Northwest Institute of Literary Arts MFA program. Warnock always has his eye out for works that will not only thrive in the current market, but will also withstand the test of time, bringing joy to readers for years to come. In that spirit, he seeks to establish involved, long-term working relationships with talented and dedicated authors of many genres.

He will conduct advance reading and consultation appointments and present:

- Why This Is the Best Time to Be a Writer: Taking Advantage of the Modern Publishing World

Kent Wolf is a literary agent with 15 years of publishing experience - ranging from editorial to subsidiary rights to agenting. He brings an informed and balanced perspective to the table. Wolf loves a good story, whether it's memoir or fiction, and delights in shepherding a project from proposal to finished book. Recent successes include *Confessions Of A Prairie Bitch* by Alison Arngim and *Oogy The Dog Only A Family Could Love* by Larry Levin, both *New York Times* bestsellers. He is a full member of the Association of Authors' Representatives. He will conduct advance reading and consultation appointments.

Michelle Wolfson is a literary agent and founded Wolfson Literary Agency, LLC in December 2007. She is actively seeking authors of commercial fiction and nonfiction, particularly in the following areas. In fiction: young adult, mainstream, mysteries, thrillers, suspense, and bromance. She is drawn to projects with a standout voice and strong interesting characters. Wolfson holds a B.A. from Dartmouth College and an M.B.A. from New York University. Recently and soon to be published books include *New York Times* bestseller Kiersten White's last in the *Paranormalcy* trilogy, *Endlessly* (HarperTeen, Summer 2012) and *Mind Games* (HarperTeen, Winter 2013); *New York Times* bestseller Mark Divincenzo's sequel *Buy Ketchup in May and Fly at Noon: A Guide to the Best Time to Buy This, Do That and Go There* (Harper Perennial, Fall 2012); *In A Fix* by Linda Grimes (Tor, Summer 2012) *Touching the Surface* by Kimberly Sabatini (Simon Pulse, Fall 2012); *Pivot Point* by Kasie West (HarperTeen, Winter 2013); *When You Were Here* by Daisy Whitney (Little, Brown, Winter 2013); *Making Waves* author Tawna Fenske's *Believe It Or Not* and *Mad Crush* (Sourcebooks, March and September 2012) and *Getting Dumped* (Coliloquy); *Blind Spots:*

The 10 Business Myths You Can't Afford to Believe on Your New Path to Success by Alexandra Levit (Berkley, Fall 2011). For the latest agency news as well as submission guidelines, please visit the company website at www.wolfsonliterary.com. She will conduct consultation appointments.

■ On-the-Spot Critiques: Query Letters

Maya Ziv came to Harper in 2008 from Brandt & Hochman Literary Agency, and works on a range of fiction and nonfiction. She is looking for literary fiction with commercial appeal with a focus on women's fiction; dark suspense (with a possible speculative twist); YA crossover; and narrative nonfiction, including memoir. Recent and upcoming titles include *An Educated Woman* by Elizabeth Percer, Louise Doughty's *Whatever You Love* (Shortlisted for the Costa Award and longlisted for the Orange Prize), and *Everything We Ever Wanted*, the adult novel from Sara Shepard, bestselling YA author of the *Pretty Little Liar* series and *The Lying Game*. She will conduct advance reading and consultation appointments.

■ Mock Auction

Writing Experts and Industry Professionals

Q Lindsey Barrett is a graduate of the two-year Fiction Writing Program at the University of Washington, and received her MFA from Vermont College. She teaches writing workshops, served as three-time short fiction contest judge then chair of the novel category of Pacific Northwest Writers Conference's writing contest, is a reader for the Howard Frank Mosher Short Fiction Prize and the Katherine Patterson Prize for YA & Children's Writing, and is a submission reader for the literary journal *Hunger Mountain*. She reviews books for *Los Angeles Review* and for *BookPage*. Her work has appeared or is forthcoming in regional and national journals and magazines including *Drunken Boat*, *Spindrift Art & Literary Journal*, *Author*, and *Cosmopolitan* magazine. An excerpt of her novel-in-progress, *A Cooler Than Hot Place*, was selected for publication in *New Voices*.

She will conduct consultation appointments and present:

- **Writing Sex, How Embarrassing!**
- **So You Have a Draft, Now What?**

- **Writing for the (White-Hot) Teen Market**
- **No-Sag Structure**
- **Layered, Nuanced, Original: Crafting Characters**
- **Creating a Writing Life**
- **An Interactive Look at Crafting Memorable and Effective Story Openings**

Scott Farrell is a contributing author to the books *Living a Life of Value* and *Martial Arts and Philosophy*. His short story "A Midsummer Night's Steam" is included in the forthcoming anthology *Steampunk Shakespeare*, which will be released in summer of 2012. He is the author of two self-published books, *We Are Not Amused, Sir Guillaume!* and *Here Comes the Reign, Sir Guillaume!*, both of which are collections of his own award-winning humorous essays on his 25 years as a historical re-enactor. He is also the author of a YA fantasy series, *The Chronicles of Silence*, based on a historical legend of a girl who becomes a Knight of the Round Table. Farrell is the founder and director of the Chivalry Today Educational Program, and gives dozens of presentations every year at schools, libraries, and camps dressed in armor, playing the role of King Arthur and introducing young readers to the legends of Knights of the Round Table. On his award-winning Chivalry Today podcast, heard by more than 6,000 listeners worldwide, he explores the history, literature, and philosophy of the code of chivalry with a variety of authors, interpreters, and educators. He is also a widely published freelance author, focusing primarily on issues of chivalry, ethics, medieval history, and education. His articles have appeared in dozens of magazines, including *Men Today*, *Renaissance Magazine*, *Medieval History*, *Military History Quarterly*, *Word San Diego*, *San Diego Family*, *Bellabama*, *The Informant*, and *Police*.

He will conduct consultation appointments and present:

- **Your Website Is Out Of Date: Creative Online and Social Media Promotional Strategies for Writers**

Press kits and book-signing appearances were (not so long ago) about the only promotional options available to an author. Today, authors have blogs, Facebook, YouTube, podcasts, Twitter, and a growing number of other tools to publicize their books, find their audience, and build their platform. These high-

tech media can be powerful allies - if you are prepared to use them effectively. Just having a website to promote your book isn't enough anymore! In this presentation, self-published author, journalist, and editor Scott Farrell will detail methods and strategies for using current and emerging social, online media for promoting your book, building an audience of readers, networking with authors and agents, and building and establishing your expertise as an author in just about any field or subject (fiction or non-fiction). Attendees will review practical examples of promotional strategies from other successful authors, as well as Farrell's own experiences.

Zoe Ghahremani is the author of four books: *The Comiserator is in Persian*, *Sky of Red Poppies* is her first English novel, *The Moon Daughter* will be released in 2012 and her satirical memoir, *Drill, Fill & Bill*, awaits its turn and the right time! She is currently working on another novel titled *The Basement*. Following decades of life in Chicago, where she taught at Northwestern University while practicing pediatric dentistry, Zoe moved to California in 2000 to be a full-time writer. Her work has won several awards, including first place in California Stories 2005, and San Diego Book Awards 2004. Her articles have appeared in multiple magazines. *Sky of Red Poppies* won second place at this year's San Diego Book Awards and is now a One Book, One San Diego selection for 2012. Ghahremani serves on the board of San Diego Writers, Ink and is an active member of the Iranian-American Writer's Association. A lifelong poet and writer, she also enjoys painting. The cover art of *Sky of Red Poppies* is a sample of her work and it came in second in the Benjamin Franklin Awards for book cover/fiction.

She will conduct consultation appointments and present:

- **The Little Book That Could**

Angela Hunt writes for readers who have learned to expect the unexpected in novels from this versatile author. With over three million copies of her books sold worldwide, she is the author of more than 120 works ranging from picture books, *The Tale of Three Trees*, to novels. With the recent completion of her doctorate in theology, Hunt admits to being fascinated by animals, medicine, unexplained phenomena, and "just about everything." Books, she says, have always shaped her life. Her books have won the

coveted Christy Award, several Angel Awards from Excellence in Media, and the Gold and Silver Medallions from ForeWord magazine's Book of the Year Award. In 2007, her novel *The Note* was featured as a Christmas movie on the Hallmark channel. When she's not home writing, she often travels to teach writing workshops at schools and writers' conferences. Readers may visit her website at www.angelahuntbooks.com and write her at Angie@angelaellwellhunt.com.

She will conduct consultation appointments and present:

- **X-Ray Your Plot**
- **Evoking Emotion**
- **In the Beginning**
- **Shortcuts to Deep Characterization: How to Use a Popular Personality Inventory to Flesh out Your Characters In Minutes**
- **Keys to Longevity in the Publishing Business**
- **The Novel: Truth as Metaphor**
- **When OCD is a Gift: Practical Pointers to Sharpen up Your Manuscript Through Rigorous Self-Editing**
- **On-the-Spot Critiques: Night Owl**

M. Louisa Locke received her Ph.D. in History from UCSD in 1982, writing a dissertation on women who worked in the cities of the far west in the late 19th century. Locke recently retired after more than 20 years as a professor of U.S. history and women's history for San Diego Mesa College and has embarked on a second career as an author of historical fiction. After thorough research into the new opportunities offered by ebooks and self-publishing, Locke decided to independently publish. Her first two books in a planned series of historical mysteries set in Victorian San Francisco, *Maids of Misfortune* and the sequel, *Uneasy Spirits*, are bestsellers in the historical mystery category on Kindle. Locke blogs frequently on self-publishing at mlouisalocke.com and is a featured contributor to Publetariat, a site for independent authors. She is the vice chair of the Historical Fiction Authors Cooperative and a founding member of the Association of Independent Authors. Locke is working on several short stories and the third book in her series, tentatively entitled, *Bloody Lessons*. She will conduct consultation appointments and present:

- **Self-Publishing – A New Gateway to Being a Successful Author**

■ **Self-Publishing – Eight Tips on Selling Ebooks on Amazon**

Bob Mayer is a best-selling author with more than 50 books published. He has sold over four million books and is in demand as a team-building, life-change, and leadership speaker and consultant for his Who Dares Wins: The Green Beret Way concept which he translates into Write It Forward: a holistic program teaching writers how to be authors. He is also the Co-Creator of Who Dares Wins Publishing, which does both eBooks and Print On Demand, so he has experience in both traditional and non-traditional publishing. Mayer attended West Point and earned a BA in psychology with honors and then served as an infantry platoon leader, a battalion scout platoon leader, and a brigade recon platoon leader in the 1st Cavalry Division. He joined Special Forces and commanded a Green Beret A Team. He served as the operations officer for 2nd Battalion, 10th Special Forces Group (Airborne) and with Special Operations Command (Special Projects) in Hawaii. Later he taught at the Special Forces Qualification Course at the John F. Kennedy Special Warfare Center and School at Fort Bragg, the course which trains new Green Berets. He lived in Korea where he earned a Black Belt in Martial Arts. He's earned a Master's Degree in Education.

Mayer draws on all of these experiences to write his novels and his nonfiction books, including *Who Dares Wins: The Green Beret Way to Conquer Fear and Succeed*; *The Novel Writer's Toolkit: A Guide To Writing Great Fiction*; and *Write It Forward: From Writer to Successful Author*. His novels include the bestselling Area 51 books and collaborations with Jennifer Crusie. His books have hit *The New York Times*, *Publishers Weekly*, *Wall Street Journal*, and numerous other bestseller lists. His last release, *The Jefferson Allegiance*, was released independently and reached #2 overall in sales on Nook. He has presented for over 1,000 organizations both in the United States and internationally, including keynote presentations, all day workshops, and multi-day seminars. He has taught organizations ranging from Maui, to Whidbey Island, to San Diego State University, to the University of Georgia, to the Romance Writers of America National Convention, to Boston SWAT, the CIA, Fortune-500, Microsoft, the Royal Danish Navy Frogman Corps, Microsoft, Rotary, IT Teams in Silicon Valley and many others. He has also served as a Visiting Writer for NILA MFA program

in Creative Writing. He has been interviewed by *The Wall Street Journal*, *Forbes*, *Sports Illustrated*, PBS, NPR, the Discovery Channel, the Syfy channel, and local cable shows. For more information see www.bobmayer.org.

He will conduct consultation appointments and present:

- **Introduction to Write It Forward: From Writer To Successful Author**
- **Platform, Product & Promotion: Understand Your Unique Position as an Author**
- **E-publishing, POD and the Future of Publishing for the Writer**
- **Self-Publishing – What Really Are Your Options?**
- **Beyond the eBook Uploaded – How Do You Sell It?**

Scott McGaugh is the marketing director of the USS Midway Museum in downtown San Diego, the most-visited floating ship museum in the world. After attending the SDSU Writers' Conference in 2002, he published six nonfiction books, including two in 2011: *USS Midway: America's Shield and Battlefield Angels*, *Saving Lives Under Enemy Fire from Valley Forge to Afghanistan*. His television appearances include the History Channel, Travel Channel, and Discovery Channel, among others. Prior to becoming marketing director, he was a co-owner of two San Diego marketing communications agencies and is a former community newspaper publisher. His writing has appeared in more than 125 publications and he has more than 25 years' marketing experience.

He will conduct consultation appointments and present:

- **From Proposal to Publication: Lessons Learned in Effective Research and Writing**
Scott McGaugh will share tips and techniques on how he organizes research, assembles wide-ranging research notes, and how those notes efficiently evolve into a polished manuscript. This presentation will focus on the "heavy lifting" of nonfiction writing: the research and writing essential to the publisher's acceptance and to the success of the book.
- **Life After The Publication Date: Marketing as a Part of Your Book's Research**
If you start promoting when your book is published, you're too late. Scott McGaugh begins his marketing plan the day he

initiates each book's research, sometimes up to three years prior to publication. With 25 years' marketing experience he will share how he builds an effective marketing plan from the potential readers' perspective.

Louella Nelson is a former president of Orange County, CA, Romance Writers of America and coordinator of a past RWA national conference. She is the author of five romance novels, short stories, a novella, as well as award-winning trade magazine editorial features, articles, and technical reports. She has conducted successful author promotion and has been a guest on radio and television talk shows; she has led writing retreats and has taught writing courses at the University of California, Irvine Extension (current), Orange Coast College (current), California State University, Fullerton Extension, and Learning Tree University. Many of her students are agented, published, and award-winners. Nelson received the 2010 UC Irvine Extension Distinguished Instructor Award. She is at work on a textbook for writers.

She will conduct consultation appointments and present:

- **Sizzling Scenes: Setting, Scene Goal, and Sensory Details**
- **Genius Plotting Part One – Plotting a Book in Under One Hour**
- **Genius Plotting Part Two – Dovetailing Plot & Character Arc in Under One Hour**
- **On-the-Spot Critiques**

Yvonne Nelson Perry is the Hawaiian-born and raised author of *The Other Side of the Island*, a collection of short stories set in a timeless Hawai'i. *Kirkus Reviews* called it "a meeting of Jorge Luis Borges and Joseph Campbell;" the book sold out after being promoted on radio and television throughout the Islands and a second collection will be available in 2012. Over 50 pieces of her work have appeared in various literary journals, magazines and anthologies. One story is used as a teaching tool in San Diego City schools, and another is published in Illinois' new English literature schoolbooks. For nine years, Perry participated in Long Beach's Author Festival, a program that put a living author in each of their 94 schools; and, California Arts Council sent her into San Diego schools to introduce the craft of fiction writing. A member of San Diego Writers and Editors Guild, Perry received their coveted

Odin Award for her many outstanding contributions to writers in San Diego County. An ongoing judge of unpublished novels in San Diego Book Awards' annual competition, she founded the Almost Free Writers Conference in Balboa Park for SDBA. A writing instructor in the western states and Hawai'i and a fiction workshop leader at the world-class Santa Barbara Writers Conference for 16 years, Perry is a working editor and writer.

She will conduct consultation appointments and present:

- **Establish a Pattern, Then Twist It**
- **Power Writing: Write to a Statement**
- **Get the Name of the Dog**
- **Fiction is Written in Scenes**
- **Cut Big, Then Small**
- **Don't Be Afraid to Climb the Ladder of Abstractions**
- **Be Passive-Aggressive**
- **Foreshadow _____ and _____**
- **Choose Number of Elements Wisely**
- **Own the Tools of Your Craft**

Screenwriting / Writing for Features, Cable, and Television

Jeffrey Davis's earliest memories are of sitting around the writers' table at Nate & Al's Delicatessen, where his father and his comedy writer cronies gathered over corn beef and Doctor Brown's Cream Soda, told war stories, and tried to fix third acts. He began his own career writing jokes for *Thicke of the Night*. Among his situation comedy credits are *Love Boat*, *House Calls* with Lynn Redgrave, *Give Me a Break*, *Diff'rent Strokes*, and *Night Court*. He has also written for such shows as *America's Funniest People*, *America's Funniest Home Videos*, and *Small Wonder*, and has had film projects developed by Bette Midler's All Girl Productions, among others. He has written documentaries for A&E, Discovery, and the National Geographic Channel, and written a variety of corporate and informational videos. His plays have been produced in New York and Los Angeles. His most recently published play is *Speed Dating 101*. He is the Screenwriting Department Chair and associate professor of film and TV writing at Loyola Marymount University. His one night of stand-up at the Comedy Store convinced him that he should stay permanently seated at his desk.

He will conduct consultation appointments and co-present:

- **I Wrote, I Worried, I Pitched: (Pitching Comedy Scripts)**
- **Comedy Writing Techniques**
- **Show Me the Funny: Creating Comedy in Real-Time**

Peter Desberg has had more than 20 books published and one out of every 150 people in America bought a copy of a joke book that he has written. Unfortunately, Scholastic sold the most popular one for \$1 each, so he still has to work. In addition to this lucrative writing career, he is a licensed clinical psychologist who specializes in the area of stage fright. He has worked with many top stand-up comedians, who are regularly confronted with massive cases of flop sweat. He also has been moonlighting as a full professor at California State University Dominguez Hills for over 30 years. He has done extensive research on the psychology of humor and is a frequent consultant to business presenters on how to use humor persuasively. No stranger to media, for ten years he hosted his own cable TV show on technology. In the areas of humor and stage fright, he has done many radio and television interviews and is frequently quoted in national publications, including *The Wall Street Journal*, *Reader's Digest*, *Los Angeles Times*, *Psychology Today*, and *Cosmopolitan*.

He will conduct consultation appointments and co-present:

- **I Wrote, I Worried, I Pitched: (Pitching Comedy Scripts)**
- **Comedy Writing Techniques**
- **Show Me the Funny: Creating Comedy in Real-Time**

Schedule of Events

Friday

4-7 pm

Registration and Check-in Opens

Conference programs and appointment schedules will be available for registered participants upon check-in.

5-7:30 pm

Ballroom Doubletree Hotel

No-host Reception

Saturday

8:30-9:20 am

Welcome by Dean Joe Shapiro, College of Extended Studies, SDSU

Introductions by Diane Dunaway-Kramer

Keynote Speaker Jack Grapes
"The Accidents of Genius"

9:30-10:20 am

Breakout Sessions

10:30-11:20 am

Breakout Sessions

11:30 am-12:50 pm

Ballroom Doubletree Hotel

Networking Lunch

During this luncheon, conference participants interested in the same area or topic will be seated together in the same location. Time after the meal will allow participants to circulate among groups.

1-1:50 pm

Breakout Sessions

2-2:50 pm

Breakout Sessions

3-3:50 pm

Breakout Sessions

4-4:50 pm

Breakout Sessions

5-6 pm

Doubletree Ballroom

Reception for all conference participants and faculty.

A great way to meet writers, editors, agents, and other top professionals.

8:30-10 pm

Sonoma II

On-the-spot critiques for night owls.

Sunday

9-9:50 am

Doubletree Ballroom

Keynote Speaker Mark Coker
"The New World of Publishing"

Conference Choice Awards – see next page for details.

10-10:50 am

Breakout Sessions

11-11:50 am

Breakout Sessions

12-12:50 pm

Break

Buffet lunch will be available for purchase in the hotel's Fountain Cafe for \$17.50 (tax and beverage included) or you may choose to eat at one of the nearby restaurants.

1-1:50 pm

Breakout Sessions

2-2:50 pm

Breakout Sessions

3-3:50 pm

Breakout Sessions

3:50 pm

Conference Concludes

Advance Reading Appointments and Consultations

Advance reading appointments and consultations will be held in the Catalina room.

We hope that your meetings with our editors and agents will be beneficial to you. In submitting material or scheduling a consultation, you have asked for a professional opinion of your work which is an important step on the road to becoming a published writer. In our efforts to offer encouragement to you, we have asked the editors and agents participating in **appointments** to recognize participants with a **Conference Choice Award** if they choose.

These awards are not prizes, as the conference is not a contest. These awards are meant only as a motivational factor to you, the writer. This award does not guarantee publication; rather, it should be viewed as an acknowledgement of your hard work and professional writing. Award recipients will be announced at the opening session Sunday morning.

On-the-Spot Critique Sessions

These sessions are designed to help you:

- listen attentively to both content and technique in works of fiction,
- learn more about what works and what doesn't in stories and novels,
- increase your editing skills by listening to and evaluating the works of others, and
- perhaps hear your own work read and reviewed.

Bring the three opening pages of a work of fiction (double-spaced, 12 point type), and remember, the ability to give and take criticism is part of becoming a professional writer.

Post-Conference Read and Critique Groups

For those who are interested in participating in post-conference read and critique groups, sign-up sheets are available at the conference registration desk.

Conference Evaluation

Thank you for taking the time to complete the conference evaluation. Your opinion is important to us, and your suggestions and comments enable us to improve the conference each year. Completed evaluations may be left at the registration table at the close of the conference or mailed to:

SDSU College of Extended Studies
Writers' Conference

College of Extended Studies

5250 Campanile Drive, Room 2503

San Diego, CA 92182-1920

Editors and Agents

Betsy Amster
Joy Azmitia
Loretta Barrett
Anne Bensson
Amanda Bergeron
Annie Bomke
Kat Brzozowski
Sarah Cantin
Stacy Creamer
Dawn Dowdle
Melissa Frain
Dawn Michelle Frederick
David Fugate
Anne Hawkins
Erika Imranyi
Jenna Johnson
Elizabeth Kracht

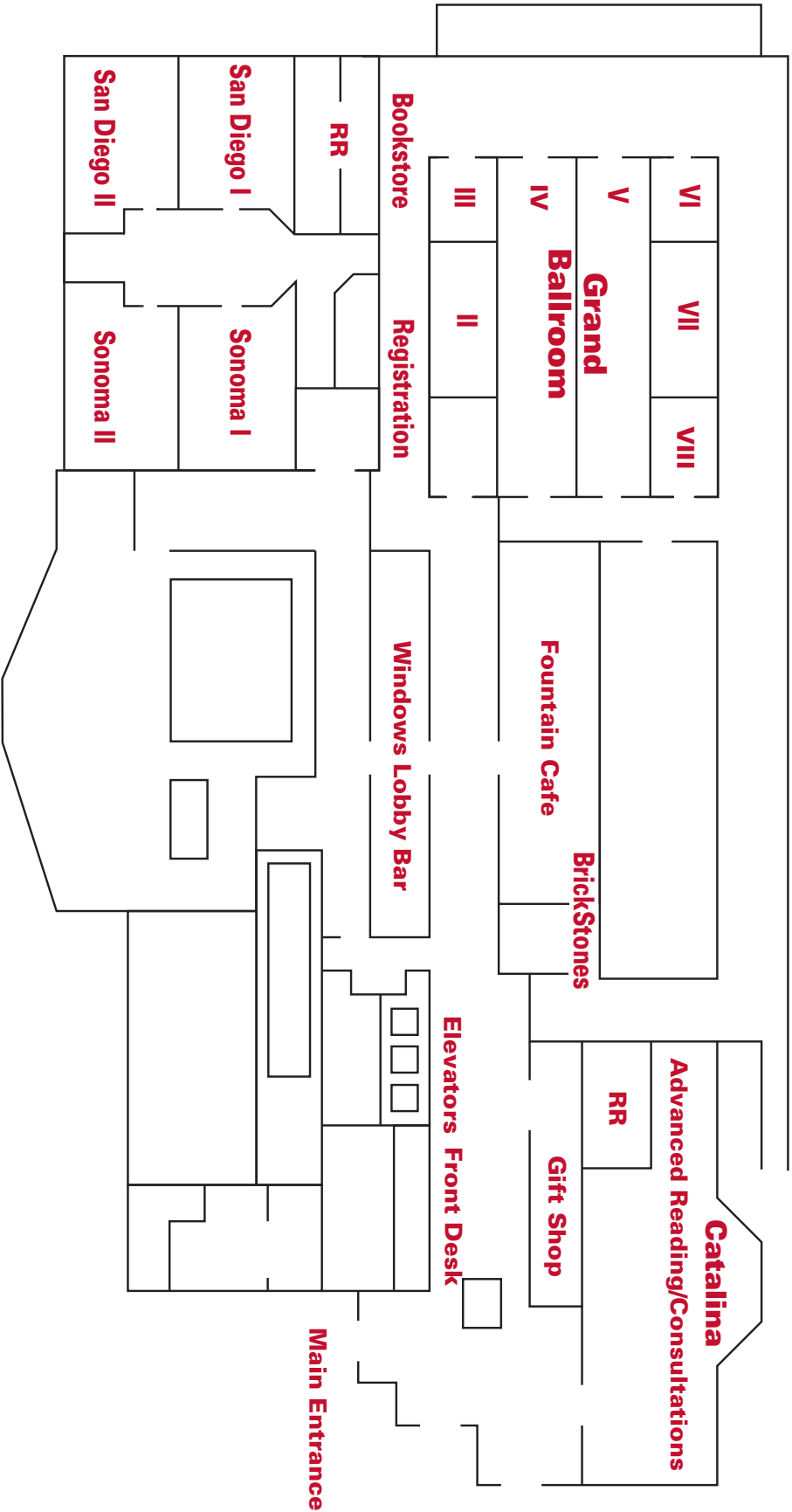
Emily Krump
Terra Layton
Allison Lorentzen
Taylor Martindale
Devin McIntyre
Penny Nelson
Toni Plummer
David Pomerico
Angela Rinaldi
BJ Robbins
Sara Sciuto
Peter Senftleben
Meghan Stevenson
Gordon Warnock
Kent Wolf
Michelle Wolfson
Maya Ziv

**Writing Experts and
Industry Professionals**

Q Lindsey Barrett
Mark Coker
Scott Farrell
Zoe Ghahremani
Jack Grapes
Angela Hunt
M. Louisa Locke
Bob Mayer
Scott McGaugh
Louella Nelson
Yvonne Nelson Perry

Screenwriters

Jeffrey Davis
Peter Desberg





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