

## 2019 Pennwriters Conference Preliminary Schedule

This schedule and the classes/presenters are not guaranteed and are subject to change. The final schedule will be printed in the conference program.

### FRIDAY MORNING, MAY 17

	Breakfast on your own
7:30-11 a.m.	Registration open in LOBBY
8 a.m.-4:45 p.m.	HOSPITALITY SUITE open
8:30-8:45 a.m.	Opening Remarks in HOSPITALITY SUITE

	MONTOUR	ROBINSON	SALON D	SALON E
9:00-10:00 a.m.  <i>Four Sessions to Choose From→</i>	<b>Industry Panel: A Polished Pitch</b> with Agents/Editor/Publisher Kaitlyn Johnson, Agent, Corvisiero Literary Agency Amy Bishop, Agent, Dystel, Goderich & Bourret LLC Bibi Lewis, Agent, Ethan Ellenberg Literary Agency Danielle Dieterich, Editor, G. P. Putnam's Sons Rhonda Penders, The Wild Rose Press	<b>Writing as an expert</b> with Carol Silvis A huge market exists for nonfiction books, articles, and personal essays on various topics. This discussion addresses nonfiction niche markets: textbooks and educational materials, journals, magazines, and newsletters. Information includes determining viable markets and topics, addressing timely issues, writing in a way people can relate to, and researching.	<b>Writing Anthropologically</b> with Jason Jack Miller How do we incorporate elements of different cultures into our writing? By being respectful, and by understanding how culture works. In this module we will examine the effects of language, tradition, religion, and art on culture, and develop ways to incorporate them into our worlds, whether real or imagined.	(2 hour session) <b>Write Great Scenes</b> with Sandra Gould Ford In this two-hour hands-on workshop, author, artist and educator Sandra Gould Ford illustrates how to build effective, engaging stories. In the first half: explore the difference between narrative and exposition, how they collaborate and the difference between scenes and stories. Review and practice scene essentials. Second Half: Continue developing the foundations of effective scenes.
10:15-11:15 a.m.	<b>Manuscript M.D.</b> Check your MS's pulse with Agents/Editor/Publisher No appointment necessary.	<b>Getting the Craft into Your Paragraph</b> with Timons Esaias The paragraph is the basic unit of fiction writing, and we rarely teach it. This will be a discussion of how paragraphs work, and how to make sure they actually do something other than keep the header and footer apart. Will include The Unwritten Rule, Avoiding the Stomp, and malt balls. Will also involve simple exercises for getting various things (conflict, plot, characterization) onto the page. (Please bring in 6-8 non-consecutive, non-dialog paragraphs of your own, 4 sentences or more each, to work on.)	<b>Boost Your Bank Account with Short Non-Fiction</b> with Loriann Oberlin Want to be prolific and earn more? Loriann Oberlin, spent decades writing non-fiction before becoming a therapist. She'll address how to get out of your own way, create bank deposits and limit emotional withdrawals from your enthusiasm. This workshop explores good habits and success strategies and provides concrete steps on the path to writing humor, greeting cards, online material, and short freelance articles.	Learn to organize scenes so that building stories is easier, from short fiction to novels. Along the way, share and celebrate achievements.

11:30 a.m.-1:00 p.m. **\*Networking Lunch** with JD Dunbar - Allegheny/Ohio Room  
**\*Published Penns Luncheon** with Siobhan Vivian - Monongahela

**FRIDAY AFTERNOON, MAY 18**

	<b>MONTOUR</b>	<b>ROBINSON</b>	<b>SALON D</b>	<b>SALON E</b>
1:15-2:15 p.m.	<p><b>Where Does the Story Start</b> with Publisher Rhonda Penders This is an interactive workshop where participants volunteer to submit the first two pages of their manuscript. I will read them during the workshop and offer my critique – this generally is an audience participation event as well. It works best if participants bring hard copy of their first two pages with them – reading from laptops is a bit awkward.</p>	<p><b>Writing for Children</b> with Dee Romito Are you interested in writing for children? There are multiple categories to choose from, including picture books, chapter books, middle grade, and young adult. While these categories have a lot in common, they also have very different rules you should know before you get started. We'll discuss the different paths to publication for children's books and you'll learn some tips to get you going in the right direction!</p>	<p>(1.5 Hour session) <b>1:15-2:45</b> <b>What's New In Author Marketing?</b> with Deborah Riley-Magnus This 1 ½ hour workshop covers new techniques Author Success Coach Deborah Riley-Magnus has developed that impact prospective buyers on social media, and helps authors develop the creative powers of marketing. These strategies include Pinterest, Facebook Live, YouTube approaches, and several new ways to connect with audiences. (1.5 Hour session) <b>3:00-4:45</b> <b>Amazon AMS ADS &amp; Kindle Promotions</b> with Demi Stevens This 1 ½ hour workshop is perfect for authors who have been intimidated by online marketing and are terrified of huge ad spends. Learn how to set up and run your first Kindle promotion and/or ad campaign. Participants who email the instructor in advance (demi@yotbpress.com) may request to have their book used as an example during class.</p>	<p><b>From Aspiring Writer to Incredible Author... Powerful Habits</b> with Larry Schardt Do you have a problem finding time to write? Are you overwhelmed with constant interruptions? Do you lack focus and creativity? Do you suffer from writer's block? End those frustrations today. In this workshop, Dr. Larry "Rock 'n' Roll" Schardt will share his secrets to blast through those maladies, empower your writing, and improve your life. Larry is a catalyst to help you supercharge your mindset, help you find your muse, and help you focus . . . So you can perform at your maximum potential.</p>
2:30-3:30 p.m.	<p><b>Subsidiary Rights, what are they and when does it make sense to retain</b> with Agent Bibi Lewis In this workshop we will discuss the ins and outs of subsidiary rights (including foreign, audio and film) and I'll teach the benefits of retaining and reselling. Subsidiary rights are a vital source of income that many authors miss, make sure you know your rights.</p>	<p><b>Type and Cross Match</b> with Dave Szymanowski How would you react in a road side accident? How would your protagonist or antagonist behave? Just as there are different blood types, there are different temperaments. As an author, you may act differently; so, might your characters. Come and explore two different type measurement systems. We will take one type and explore it in depth so that you may glean the amount of information you will acquire to delve more in depth within your characters.</p>		<p><b>Sentimentality Might Just Make You A Bestseller</b> with Heidi Ruby Miller From The Shining to Twilight to First Blood, genre writers have been using the much maligned concept of sentimentality to evoke what many literary scholars call "emotion without responsibility," or "cheap manipulation using nostalgia." But millions of readers disagree. How sentimental is your manuscript?</p>
3:45-4:45 p.m.	<p><b>Rules and Realities of Self-Editing</b> with Agent Kaitlyn Johnson This workshop covers tools writers can utilize when self-editing their work, things to look out for BEFORE querying agents/editors, and helpful tips on how to polish their first 5 pages.</p>	<p><b>Build Your Story (or Calling All Plotters!)</b> with Deanna Adams The story structure and novel outline often begs for at least a semblance of an idea on where the plot is going. A guideline, be it detailed or rough and loose, helps the writer know the kind of mess the characters will find themselves in, and how the story will evolve. Even though the original plot may change, a basic outline will help keep you focused on the premise. This workshop may also benefit pantsers who often write themselves into a corner and can't get out! Deanna Adams will provide techniques to writing a traditional structured outline, as well as a looser method for those who want a wider net to cast their story, yet still be organized</p>		<p><b>The Physiology of Fear</b> with Tim Waggoner Bram Stoker Award winner and Shirley Jackson and Scribe Award finalist Tim Waggoner illustrates the physiological aspect of fear, how fear responses affect the human brain and body, effects of long-term exposure to stress, post-traumatic stress disorder, and how the effects of fear impact your writing.</p>

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5:30 p.m.	pre-dinner cocktails in Salon E & Foyer
6 p.m.	*Keynote Dinner with Jessica Strawser in Salon C, D, E
8:00 - 10:00 p.m.	*Read and Critique Sessions

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\* See message board in the HOSPITALITY SUITE for room assignments

**SATURDAY MORNING, MAY 18**

8:00-9:15 a.m. Breakfast Buffet / Pennwriters Annual Meeting / Area Meetings in the Three Rivers Ballroom

8:00-10:00 a.m. Registration open in Three Rivers Ballroom

9:15 a.m.-5:00 p.m. HOSPITALITY SUITE open

	MONTOUR	ROBINSON	SALON D	SALON E
9:30 a.m.-10:30 a.m.  Four Sessions to Choose From→	<p><b>QueryTips: Demystifying the Query Process</b> with Agent Amy Bishop</p> <p>The act of querying can feel dizzying, confusing, overwhelming, [insert panicked adjective here]. In #QueryTips, you'll learn about common mistakes to avoid with your queries, suggestions on where to find the right agent, and ways to make your query stand out. Take heart: querying just might be simpler than you think!</p>	<p>(2 Hour session)</p> <p><b>Writing Mindfully Writing Meditation Practice</b> with Madhu B Wangu</p> <p>Experience Writing Meditation Practice (WMP) to find, cultivate and sustain your writing voice. Learn how to combine meditation and journaling to find your authentic style. You will learn how to understand your feelings and thoughts and discover gems of ideas and insights hidden within, and how to establish your own WMP practice.</p>	<p><b>Enrich Your Plot Using the Hero's Journey and Die Hard</b> with Gregory Austin</p> <p>Learn how to improve character and plot arcs using the popular 12-step Hero's Journey. Die Hard, and the novel it was based on, will act as a colorful example to illustrate the uniformity of this template in modern storytelling. Also, see how a standard template can create plots that differ exponentially.</p>	<p><b>Building Suspense by Acting Out of Character</b> with Jessica Strawser</p> <p>Once you've established who your characters are, you can thicken your plot by giving them reasons to act out of character. (Think of the meek heroine who suddenly lashes out, the reliable parent who runs off, or the villain who shows an unexpected kindness—they all make you want to know why.) Learn how this underutilized technique can be used on a large scale (propelling an entire novel's plot) or a small one (adding twists, turns and interest) to create page-turning stories sure to satisfy</p>
10:45 a.m.-11:45 a.m.	<p><b>Manuscript M.D. Check your MS's pulse with Agents/Editor/Publisher</b></p> <p>No appointment necessary.</p>		<p><b>Build a Better Monster - Creating Original and Terrifying Monsters</b> with Tim Waggoner</p> <p>Bram Stoker Award winner Tim Waggoner teaches what makes a monster, ways to use monsters in fiction, deconstructing tropes to create original monsters, exploring different ways to put fresh spins on old tropes, creating your own tropes, and writing your monster.</p>	<p><b>How To Be a Hybrid, and Why It's the Way of the Future</b> with Wende Dikec</p> <p>Many authors choose to be completely self-published, and others take the traditional route. What are the risks and benefits if you want to be both? In this workshop, Wende Dikec will discuss how she ended up being a hybrid author, and why it works for her.</p>

noon-1:30 p.m. Keynote Lunch with Jason Jack Miller in the Three Rivers Ballroom

**SATURDAY AFTERNOON, MAY 19**

	MONTOUR	ROBINSON	SALON D	SALON E
1:45-2:45 p.m.	<p><b>Navigating the Author/Editor Relationship</b> with Editor Danielle Dieterich</p> <p>The connection between an author and their editor is one of the most important relationships in the life of a book—and it is one that is often shrouded in mystery. Join us for a step-by-step look at the ways that authors and editors work together, answering questions like: How do you find an editor that understands your book's vision? What does the revision process actually entail? What happens if you and your editor disagree? And just what can a good editor do for your book? We'll be talking about different strategies to building a strong editorial relationship, and about just what you can expect after your book has sold.</p>	<p><b>Your Characters in Prison</b> with Dave Szymanowski</p> <p>With having 30 plus years of experience within corrections in four states, I have provided direct service as a counselor, psychologist (by whatever term), social worker, deputy warden, researcher/program evaluator, institutional program director, and state-wide director from a central office. I have worked in a variety of security level institutions including maximum security prisons and in central office. The audience will direct the conversation to their interests so that their writings will reflect an accurate representation of prisons, prisoners, and the correctional experience. I will guide.</p>	<p><b>I Walk the Line - Ethical Considerations for Writers</b> with Diane R. Helentjaris</p> <p>When should you let your ex-husband know your latest story is about him? What illustrations can be downloaded guiltfree? Do dead people have privacy rights? All writers face ethical dilemmas in their work. This workshop will share tools to help your writing meet these challenges.</p>	<p><b>How to Become a Regular Contributor to Any Publication</b> with Jessica Strawser</p> <p>Becoming a regular contributor is the dream scenario in terms of steady paychecks, easier-to-come-by assignments, and more byline opportunities for freelance writers, and yet so many freelancers go about this the wrong way. This session teaches you how to make ANY assignment the first of many, build relationships with editors, recognize opportunities other writers miss, earn more money with less effort, and strengthen your freelance writing career without driving yourself query-crazy.</p>

3:00-4:00 p.m.	<p><b>13 Common First Draft Mistakes and How to Fix Them</b> with Tamara Girardi</p> <p>As they should, writers celebrate that first draft, but then the hard part comes - revision. To revise successfully, writers must identify the key issues plaguing that first draft and be able to address them with appropriate tools and tricks. This session will identify thirteen of the most common first draft mistakes such as info dumps, not fully developing the theme or concept of the novel, weak structure, slow pacing, neglecting the protagonist's inner journey and more. Additionally, the presenter will share specific techniques for how to remedy each of these challenges in that pesky first draft.</p>	<p><b>Writing What You Know</b> with Hana Haatainen-Caye</p> <p>Fleshing out a story, poem, blog post, or article is much simpler when you write about what you know. In this workshop, focused on both fiction and non-fiction, participants will spend time discovering their own special niche. This will be a hands-on workshop, with in class writing and discussion. Participants will leave the session with several ideas for stories, articles, or blog posts, or poems.</p>	<p><b>The Synopsis Sweats</b> with Mindy McGinnis, Kate Karyus, Demitria Lunetta, and Dee Romito</p> <p>Writing a synopsis is something that can give even the most seasoned writer cold sweats. How do you boil your story down to a one or two page description? It's a skill that all authors need, whether aspiring, pre-published, or in print. We have found various methods to make this arduous task a bit easier, and can share with you how to turn the dreaded synopsis into an exercise that not only gives you a viable synopsis for your submission packet, but also assist you in spotting the strengths and weaknesses of your manuscript.</p>	<p><b>Juggling Multiple Projects</b> with Edith Maxwell</p> <p>Award-winning mystery author Edith Maxwell, aka Maddie Day, is under contract for more than three novels a year, and she also writes more than one short story annually. How does she do it? She'll present her tips for time management, how to juggle due dates and release schedules from different series and publishers, and a few tried and true ways to maintain author sanity while still writing the best book she can - and promoting same.</p>
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4:15-5:15 p.m. Book Signing in the HOSPITALITY SUITE

Dinner on your own

8-10 p.m. \*Saturday Social -A Mad Hatter's Tea Party in Robinson Montour

**SUNDAY MORNING, MAY 19**

Breakfast on your own

8:15 a.m. - 8:45 a.m. **Writing Meditation** with Madhu B.Wangu in Montour

Learn the transformative skill of Writing Meditation Practice. In this guided meditation you will learn how to affect the quality of your writing by inhabiting your body, cultivating authenticity, discovering your voice and infusing your writing with novel ideas and insights.

9:00 a.m.-1:30 p.m. HOSPITALITY SUITE open

	MONTOUR	ROBINSON	SALON D	SALON E
9 am-10am  Three Sessions to Choose From→		<p><b>Writing Poetry for Genre Markets: Mystery, Horror, Fantasy, SF &amp; More</b> with Timons Esaias</p> <p>One of the easiest paths to publication is poetry written for the genre magazines and markets. Those markets are also more likely to pay, more likely to accept humor, and (if you're still a fan of rhyme) more open to rhyme and form. Did we mention that there's also an eager, enthusiastic audience?</p>	<p><b>A Fantastic Geography: The Science of Place for Speculative and Non-Speculative Writers</b> with Jason Jack Miller</p> <p>A good setting relies on the drama of place to add additional layers of tension. In this module, we will look at some of Earth's most amazing locales, the science that created them, and ways to get them into your stories. Includes a research component and writing exercises to make this directly applicable to your current work in progress.</p>	<p><b>Sex, Swearing &amp; Violence: ...in YA</b> with Mindy McGinnis, Kate Karyus, and Demitria Lunetta</p> <p>Our authors will discuss writing young adult literature, beginning with what it is, the market, and why it's important. Then they'll cover red flags that alarm the gatekeepers—sex, violence, and swearing. Yes, you can have all those things in your book, if you know how to incorporate them without pushing buttons. Learn how to keep your YA voice without getting yourself banned!</p>
10:15-11:15 a.m.		<p><b>POV and Voice</b> with Annette Dashofy</p> <p>Have you been accused of head hopping? Or have you been told your characters are two-dimensional? This workshop will clarify the meaning of point of view and help you find which character(s) should be the narrator and guide for your reader during the journey of your story.</p>	<p><b>New Pulp: The Modern Twist On Old Adventure Tales</b> with Heidi Ruby Miller</p> <p>Pulps were mystery, science fiction, and noir tales from the early part of last century printed on crappy paper and sold in grocery stores, but these throw-away books produced some incredible stories by master authors. The collectability is so high for pulp fiction that it transcends genre and is spawning a trend of new pulp fictioneers.</p>	<p><b>Brand, Branding, Branded</b> with Julia Baird</p> <p>This module focuses on branding, and will include an overview branding, why branding is important and how to create a brand. This topic will be explored from the perspective of research, branding platforms, and audience targeting. The session will include examples of successful brands and why they have been impactful.</p>
11:30 a.m.-12:30 p.m.		<p><b>Writing the Other – How to Make Your Cast of Characters Inclusive Without Offending</b> with Fritze Roberts</p> <p>In this integrative workshop you'll learn how to diversify the characters you write without relying on stereotypes or tropes. We'll cover how to write people of different genders, sexualities, cultures and colors. Then, we'll go over tips for how to avoid common pitfalls. An open and respectful attitude will be expected of all participants.</p>	<p><b>Using Short Fiction to Develop and Deepen Your Novel</b> with Joy Givens</p> <p>Participants will brainstorm short stories featuring characters and settings from their own novels. Telling "mini-stories" or "one-shots" can help you understand your creation better and deepen the backstory of your full-length work. It can also strengthen your overall composition skills. Bring your WIP characters and come ready for a workout!</p>	<p><b>The Magic of Speech: Editing and Writing With Speech Technology</b> with Stephanie Keyes</p> <p>Part One: Do you want to stay healthy and avoid repetitive strain injury? Short on time and interested in maximizing word count? Have you ever considered writing with dictation or Speech-To-Text? Join author Stephanie Keyes as she discusses diction software, strategies for getting started, and her recommended tools for a successful dictation setup. Part Two: Have you been told to read your own work? Does the sound of your own voice put you to sleep? Leverage the power of T-T-S (Text-To-Speech) technology to help you edit your work! Stephanie will share her own personal editing strategies.</p>

12:40 p.m. Closing ceremony and basket raffle in the HOSPITALITY SUITE

\* Additional registration required

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