

San Francisco Writers Conference News

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IN THIS ISSUE:

- NEWS ABOUT THE 2006 SFWC
- MORE FROM OUR PRESENTERS
- UPCOMING WORKSHOPS & SEMINARS
- QUERY LETTERS: AS SIMPLE AS HBC

DATE SET AND WONDERFUL NEW DIGS SECURED FOR 2006 CONFERENCE!

The 2006 San Francisco Writers Conference will take place at the InterContinental **Mark Hopkins Hotel**. This historic landmark on Nob Hill will be a wonderful setting for the conference which will be held **President's Day weekend—February 17th –19th, 2006**.

Acclaimed for excellence in service, the Mark Hopkins is a AAA Four-Diamond, Gold-Key award-winner. Most of the hotel's 380 rooms offer magnificent views of the city and bay. High-speed and wireless Internet access is available in rooms and most public spaces.

The hotel is offering a great room rate of \$129 a night (WOW!) so if you're coming to the conference from outside the Bay Area, the conference can be the beginning of a memorable (partly tax-deductible?) vacation. We want to thank **Ed Merling** for his help in securing this prestigious hotel for the event.

The Mark is easy to reach using BART to the Embarcadero Station and the California Street cable car OR BART to Powell and the Powell Street cable car. Just like the conference itself, the Mark Hopkins is going to fill up FAST. To reserve a room, please contact the Mark Hopkins Reservations Department at (800) Nob Hill (800-662-4455), and identify yourself as an attendee.

THREE ADDITIONS TO THE 2006 CONFERENCE

According to SFWC Director Michael Larsen, the San Francisco Writers Conference will be better than ever in 2006. Here are three reasons why...

1. The conference schedule will expand and begin on Friday afternoon so we can provide you with more break-ins (don't they sound more helpful than breakouts?) to help ensure you leave the conference with the knowledge you need to achieve your literary and financial goals.
2. On Saturday afternoon, we will add "**Speed Dating for Editors**." After you learn what the panel of New York and Bay Area editors are looking for, you will be able to pitch your book to them one on one. (Oh yes, we are working on ways to improve **Speed Dating with Agents** based on the logistics of our new venue, too!)
3. There will be a **SFWC writing contest** this year. Laurie McLean, who has joined the SFWC crew, will be coordinating the contest. *More info in the next issue.*

Perpetual improvement is the only way the conference will be as helpful as we want it to be for you. And your ideas, knowledge and experiences at other writing events are essential sources of advice. So we welcome your suggestions on how the conference can serve you better.

SIGNING UP FOR THE CONFERENCE

As you know, the conference sold out a month early this year. We also want to let you know we will not be significantly increasing the number of attendees we will accept for 2006. That means that the conference will fill up fast, especially when we reveal our exciting presenters' list!

Until we update the Web site, the only way to register for the 2006 San Francisco Writers Conference is by mail with a check. We are very grateful that a number of attendees at this year's conference have already signed up for next year. Until Halloween, the cost of the conference is \$495. You CAN request a registration form by calling 415-673-0939 or emailing us at sfwriters@comcast.net. Just fill out the form and mail it to us along with your check to:

San Francisco Writers Conference
1029 Jones St., San Francisco, CA 94109.

Many thanks in advance for being our ambassador, forwarding the newsletter, telling your friends about the conference.

KEEPING IN TOUCH WITH A FEW OF OUR 2005 SFWC SPEAKERS

The conference inspired humor breakin speaker **Ernie Witham's** most recent column. Check it out at <http://www.erniesworld.com/column.html>.

Agents John and Francesca Vratto Make Infidelity Pay...

Volunteer Coordinators **John** and **Francesca**, founders of the Vratto Literary Agency, have sold criminal investigator Danine Manette's *Ultimate Betrayal: Recovering, Recognizing, Uncovering and Dealing with Infidelity*, to Square One Publishing for publication in May 2005. Danine will appear on the Oprah Winfrey show tentatively scheduled for the end of May.

Inner Ocean editor **Mark Kerr** met **Debbie Gisonni** at the 2004 San Francisco Writers Conference and bought her book, *The Goddess of Happiness*. For the first time at any conference that we know of, the book made its debut only a year later at this year's conference, a feat that happened without the help of an agent, and that wouldn't have happened so fast if the book had been bought by a big house. **Mark** and **Debbie** did an excellent program at the conference on how they worked together on the book. (CDs of their session, and all of the SFWC sessions, are available at www.vwtapes.com.)

Now **Debbie** is starting a monthly column based on the book. *The Goddess of Happiness* column will appear in the "Happiness" section of iVillage.com's Health & Well-Being/Mind & Body channel. It will contain original essays, advice and helpful tips on happiness. To read **Debbie's** April column go to: <http://health.ivillage.com/mindbody/mbhappy/0,,7js7773n,00.html>

Debbie and **Mark** will appear at the 6th annual "Book Biz 101: What Writers Need to Know About Publishing" at Book Passage in Corte Madera, Tuesday and Wednesday, July 19th & 20th. **Mark** will also discuss publicity. Headlining the event will be *Publishers Weekly's* Editor-in-Chief **Sara Nelson** and Random House Editor in Chief **Jon Karp**, both of whom will be making rare Bay Area appearances. Other speakers include **Todd Oppenheimer**, one of Jon's authors; Penguin sales rep **Wendy Perl**; Book Passage Vice President **Bill Petrocelli**; and **Mike Larsen** and **Elizabeth Pomada**. Attendance is limited to fifty people, and because of Jon and Sara, the event will sell out in advance. www.bookpassage.com.

UPCOMING WRITING WORKSHOPS, CLASSES and MORE!

San Francisco Chapter of the Women's National Book Association

Celebrates **National Poetry Month** with its First Annual Poetry Discussion and Reading

Panelists include:

- Margaret Kaufman, Author, "Snake at the Wrist," co-founder of 16 Rivers Press
- Meg Shoerke, Lecturer, SFSU, poet

- A young poet from Youth Speaks
- Richard Silbert - associate editor Poetry Flash, poet and essayist

Moderator: **Joan Gelfand**, poet, author of "Seeking Center"

Friday, April 29, 2005. 7-9 PM \$10 at the door, Center for the Book, 300 De Haro Street, San Francisco. Call 415.565.0545 for details.

If you want to sell books, you're in business...

One of our most popular SFWC presenters **Elisa Southard**, has teamed up with the Learning Annex to present "9 Tools to Propel Your Marketing Message." In this innovative workshop, based on her book *Break Through the Noise*, you'll learn how to transform your technical skills into marketing talent and be your own best advocate.

Attendees will receive a copy of "9 Marketing Traps to Avoid."

Date: May 11, 2005 in San Francisco. \$15 enrollment coupon available. More info:

<http://www.learningannex.com/search.taf?ccode=SF755>

If you are in New York in May... Debbie Gisonni will be signing the *Goddess of Happiness* on May 11, 2005 at 7:00PM Visit with her at Barnes & Noble Book Store, Palisades Center Mall, 4th floor, West Nyack, NY

Holly Payne, author of *The Virgin's Knot* and the new *Sound of Blue* has launched the July Skywriter Ranch Fiction Workshop in Crested Butte, Colorado.

<http://www.skywriterseries.com>

Jack Canfield's "Breakthrough to Success" August 7-13 at Ritz-Carlton in Las Vegas

If you saw Jack Canfield's outstanding closing keynote at this year's San Francisco Writers Conference, you know why he gets \$25,000 to speak for Fortune 500 companies.

Ready for more motivation? This August 7th to 13th at the Ritz-Carlton Resort in Las Vegas, Jack will enable attendees to learn the techniques and strategies that he uses to create success, passion, and abundance in his life. The seminar will include short lectures, integrative and experiential activities, and group work. Attending the event will help you grow personally and professionally through enhanced self-esteem, peak performance, and achieving success. Jack will cover much of the information in his newest book, *The Success Principles*.

In a free teleseminar in mid-May, Jack will teach participants powerful success secrets from his new book *The Success Principles*, and then tell you about the live event. The price of the seminar is \$3,495 which includes three gourmet meals a day with Jack. However, people participating on the call can register for only \$2,995, and you can get an additional \$500 off if you mention the San Francisco Writers Conference. For additional details, go to www.jackcanfield.com/seminar_breakthrough.htm.

Testimonials from Participants

"Soon after attending one of Jack's workshops, I made 22% of my 365 day salary in just 2 days.

Opportunities are flying at me because of the maximum confidence I have due to Jack's teachings." -- Scott Schilling, President, Schilling Sales & Marketing, Inc.

"I have literally transformed my life! By using the skills that Jack teaches in my daily life, my dreams are now my reality and this is only the beginning." --Teresa Huggins, Leaders for Life

"Jack- After attending your 7-day seminar, within 3 months I launched a new career traveling the world and doing what I love! How can I ever thank you enough?" --Mike Foster, Foster Institute

"This was one of the best seminars I have ever been to. I was able to release negative feeling I have held onto for more than a decade. I clarified my vision for the future and I know what road I'm on - the one to success!" -- Heather Olsen

Elizabeth Pomada and **Mike Larsen** will present the first SFWC writers' program in Nice, France, on Saturday, September 24th. "How to Make Yourself Irresistible to Any Agent or Publisher" will take place overlooking the sea in Vieux Nice. Attendance is limited to 25 people. The cost will be \$130 or 100 Euros. For information, call 415.673.0939 before Sept.7th.

On a sad note... Altamont Books in Livermore announced they will be closing at the end of May. A great local independent book store, it hosted hundreds of author book signings and served the community for years both as Altamont Books and Goodenough Books. We will miss them.

QUERY LETTERS: AS SIMPLE AS HBC

Query letters can be a challenge for writers, but they're as simple as HBC: the Hook, the Book, and the Cook:

The Hook is like the lead paragraph of an article or a query letter that must grab the attention of agents and editors. It might be a tantalizing paragraph from a novel, or a comparison of your book to one or two successful books or authors.

The Book is a paragraph that describes your book and what you have ready to send.

The Cook is a paragraph of the strongest information about you: your track record, your experience, your passion for the book, and if author promotion is important for your book, the most powerful pieces of your promotion plan.

SFWC Marketing Director **Barbara Santos** will be in Italy from April 27th until May 10th and then she heads out for the Book Expo America event in New York from May 31 through June 9th. She won't be checking email frequently, but be sure to send questions to sfwriters@comcast.net anyway.

If you enjoy getting these emails let us know and feel free to pass them along to your writer friends. If you have writing-related news to share, send it to us at sfwriters@comcast.net. Please note—We send almost all of our conference information using email, so if you change your email address, be sure to let us know.

If you don't want to receive these emails, just send us an email at sfwriters@comcast.net requesting that your name be taken off the San Francisco Writers Conference mailing list.