

SAN FRANCISCO WRITERS CONFERENCE NEWS

Founders: Elizabeth Pomada / Michael Larsen / Wendy Nelder

Marketing Director and Newsletter Editor: Barbara Santos

Development Director: Robin Carpenter Contest & Website Director: Laurie McLean

SUMMER 2005 EDITION

- WWW.SFWRITERS.ORG OUR NEW WEBSITE AT A NEW ADDRESS
- SAN FRANCISCO WRITERS CONFERENCE WRITING CONTEST
- THE PRELIMINARY PRESENTERS LIST FOR 2006
- SFWC NEEDS SPECIFIC VOLUNTEER HELP NOW!
- NEWS FROM BOOKEXPO
- UPCOMING WORKSHOPS & CLASSES
- NEWS FROM THE SFWC FAMILY

GO TO WWW.SFWRITERS.ORG TO SIGN-UP FOR 2006 ONLINE!

The 2006 San Francisco Writers Conference Website is up and running at a new website address. Please note the new website address is www.SFWriters.org. The new website will showcase presenters as they are confirmed and give you the latest information about the 2006 event.

The best part is that the new website is ready to accept your registrations with a much clearer registration form and registration process. We know many of you are concerned because the last conference sold out, so get on-line and reserve your space!

“We like the new web address because we feel www.SFWriters.org reflects our mission as a non-profit organization,” said SFWC co-director Michael Larsen. It is also much SHORTER than the old address! (You can still use the old address www.SanFranciscoWritersConference.com) Please pass the new web address on to your writer friends, media contacts and anyone else you think is interested in our event, publishing and writing. They will be able to sign up for this FREE newsletter and learn about the conference on the site.

ENTER THE SAN FRANCISCO WRITERS CONFERENCE WRITING CONTEST!

We are pleased to announce the inaugural (and soon to be world famous) San Francisco Writers Conference Writing Contest! Writers can submit work in any of four categories--fiction, nonfiction, poetry and children's book--and win cash prizes ranging from \$100 to \$500. There will be a cross-category Grand Prize which includes a guaranteed reading of your entire manuscript by a publishing professional.

As SFWC Writing Contest Director Laurie McLean says, “Nothing like taking the bullet train to possible publication! You do not have to attend the conference to enter and win, but the chance to stand up in front of a room full of your peers to receive an award is a powerful incentive.” To get all the details about entry fees, deadlines, rules and other submission criteria, click on the new San Francisco Writers Conference website or click this link: [SFWC Writing Contest](#).

PRELIMINARY PRESENTERS LIST FOR 2006

Any conference would be envious of our *partial* presenters list for 2006. As you know this is just the start because we won't release the 2006 Presenters List until late summer. But here is a sneak preview:

We will have fun with Jan Wahl (the incomparable movie critic on Channel 4), Gayle Lynds (she co-wrote with Robert Ludlum) and Daisy Maryles (of Publishers Weekly). Returning presenters include Herbert Gold, Maya Thomas (Time Warner Audiobooks), Cara Black, D.P. Lyle, Penny Warner, Kathi Goldmark, Sam Barry, Kathleen Antrim, Jewelle Gomez, Elisa Southard, Teresa LeYung Ryan, Alan Rinzler, Terry Ryan, Pat Holt, Andrea Brown, Deb Werksman and dozens of agents, editors and authors.

WE NEED SPECIFIC VOLUNTEERS

We have a couple of volunteer positions available that professionals with a passion for publishing may find irresistible. The following positions are critical and we urgently need to fill them.

FINANCIAL We are in need of an accountant or CPA who works with non-profits. Since this is a non-event time position, we can offer this person a registration to the 2006 San Francisco Writers Conference to enjoy as a sponsor and other perks.

VOLUNTEER COORDINATION We are in need of a organizational mastermind with great people skills and powerful stamina! We are sorry to report that Francesca Vratton will not have time to be our overall Volunteer Coordinator this year. Her literary agency is doing great things and after two years, she is willing to hand off the title to someone else. Well, actually, she will hand it off to several people. We are splitting the duties of the Volunteer Chairman into manageable chunks this year. Wonderful Samantha Osterloh is moving to San Francisco and will act as Co-Volunteer Coordinator along with the dynamic duo of Gwen and Ray Cipolla (our 2005 Speed Dating Chairpeople).

Let us know if you think you have the skills and background to handle either of these important volunteer positions. There is no better way to get to know the movers and shakers of the publishing industry. Please contact Elizabeth Pomada at 415-673-0939 for more details.

NEWS FROM THE BOOKEXPO

We had a great time in New York at the 2005 BookExpo America. In case you are unfamiliar with BookExpo, it is a publishing industry show where new and not yet released books are showcased to book store owners and the media. I flew in with Elisa Southard and Teresa LeYung Ryan, then met up with Michael and Elizabeth, who were already in town catching up with the major publishers and fellow agents.

The show took up every inch of the Javitz Center—three city blocks of books, authors and publishers. I felt like a kid in a candy shop, and all the candy was free! It was amazing how many of the San Francisco Writers Conference family we ran into at the show—Jack Canfield, Daniel Handler (Lemony Snicket), Kathi Goldmark, Sam Barry, Kimberley Cameron, Cara Black and so many others. Actually the list of past presenters who WEREN'T there is much shorter. D.P.Lyle and Kathleen Antrim were co-hosts at the First Party given by the International Thriller Writers Association at the Algonquin. It was a packed, happy, house, with lots of free books as well as good food and drink.

So what are the trends in the new releases we discovered at the BookExpo? **Historical** subjects in fiction and nonfiction. Time Warner Editor-in Chief Jamie Raab is passionate about *Widow of the South* and Simon & Schuster VP of Publicity Victoria Meyer thinks Doris Goodwin's biography of Lincoln is a winner. **Social commentary** caught my attention with *Nickel and Dimed* author Barbara Ehrenreich's new book *Bait and Switch*. It's about white collar workers facing downsizing of companies, outsourcing of their jobs and just getting old. Ouch! A big disappointment for me was finding out Bill Maher was autographing *New Rules* and I missed it. I spent a lot of time checking out the **Cookbooks** (nothing too exciting) and **Children's Books** (I have a photo of me with Curious George to prove it), but Elizabeth told me there was a major push of chick lit and romance novels into the realm of explicit eroticism for women. The once 'minority' niches of **black**, **Latino** and **gay/lesbian** book publishing had a major presence at the show. While everyone talked about the plummeting number of books being read and sold, I felt a rush of optimism when I saw young fans waiting to meet Christopher Paolini (*Eragon* and *Eldest*). Young adults raised on computer games may never buy books the way the venerable publishers remember, but look out. There is a whole new generation of readers raised on Harry Potter who love to read.

Oh, the sheer pleasure of books. My four hour layover in Washington D.C. was a joy when I used the time to read *Glass Castle* by Jeannette Walls and sip a Starbucks Mint Chocolate Chip iced coffee. Back in the Bay Area, my mom loved the book I had Jeopardy champion Ken Jennings autograph for her. It said, "Anne, Barbara couldda beat me. Ken". Who knew the publisher, University Games, is based in our own backyard on Harrison Street in San Francisco?

WRITING WORKSHOPS

3 WAYS TO MAKE YOURSELF IRRESISTIBLE TO ANY AGENT OR PUBLISHER

Michael Larsen and Elizabeth Pomada

When: Saturday July 16 9:30AM – 4:30PM

Cost: \$195. (includes delicious lunch)

Where: Starwae, 21490 Broadway Sonoma, CA 95476 707 938-1374

To register call Janice Crow 800 793-4792 crow@starwae.com

A one-day intensive seminar where attendees will learn the three steps to success, from understanding the market and the world of publishing to polishing their craft, to being committed to their career. Writers will learn

- * why now is the best time to be writers
- * why it's easier for nonfiction writers to succeed than fiction writers
- * how to testmarket their work
- * how to put the pro in promotion
- * 19 uses for a website

Novelists can take the "one page" test. And nonfiction writers can get feedback on their ideas and proposals. Everyone will learn--and have [fun](#).

Book BIZ 101

July 19 & 20. at Book Passage, Corte Madera, California

Michael and Elizabeth have put together a two day seminar which will take the writer from the written page to the agent, publisher, book sales rep, publicist, and book store buyer.

Speakers include Sarah Nelson, Editor in chief of PUBLISHERS WEEKLY

Alan Rinzler, Executive Editor of Jossey-Bass

Mary Mackey, novelist

Wendy Pearl, sales rep for Penguin/Putnam

Bill Petrocelli, co-owner of Book Passage

Deborah Gissoni, (2004 attendee/2005 speaker), author of *The Goddess of Happiness* will talk about the editorial process with her editor at Inner Ocean, Mark Kerr.

Mark will also talk about publicity and public relations from the publisher's point of view.

Michael and Elizabeth will talk about what agents are, how they work, and how to get the best one for you. Novelists and nonfiction authors will get feedback on their books.

Lunch is included on both days.

To Register, call Margareta at Book Passage. 415 927-0960. Space is limited.

Zoetrope: All-Story

Join Zoetrope: All-Story editors and guest instructors Charles D'Ambrosio and George Saunders for a weeklong short story workshop at Francis Coppola's gorgeous Blancaneaux Lodge in Belize, September 16 - 23. The workshop includes daily sessions with instructors, private writing time, luxurious bungalow accommodations along the banks of the Privassion River, four-star meals, and day trips to the Mayan ruins at Caracol, the Rio Frio Cave, and the Rio On Pools. For complete information, please visit <http://www.all-story.com/belize.cgi>. Admissions are rolling, so apply today.

The Zoetrope: All-Story Short Fiction contest is open for entries. The judge is Pulitzer Prize-winner Robert Olen Butler, who will award the first prize of \$1000. A list of winners and honorable mentions will be published in the Spring 06 issue of Zoetrope. Among past winners is Jonathan Safran Foer. For complete information, please visit <http://www.all-story.com/contests.cgi>.

More Writing on the Radio

Radio station KALW 91.7 FM may already be a pre-programmed button on your radio because of the West Coast Live Show. But now you can tune in Sundays at 6PM or Wednesdays at 8:30PM to hear Writer's Voice Radio. It features the great authors you hear at ACWLP.

NEWS FROM MEMBERS OF OUR SAN FRANCISCO WRITERS CONFERENCE FAMILY

John Rain announcements, travel tips and complimentary wine!*

Barry Eisler is one of our favorite SFWC presenters. His new book "Killing Rain" hits bookstores on June 23. (Publisher's Weekly calls it "taut and compelling;" Kirkus says "a thriller as straight as an arrow;" Deadly Pleasures says "No one is writing a better thriller series today than Barry Eisler.") The previous book in the series, "Rain Storm," will be out in paperback, too. It won the Mystery Ink Gumshoe Award for Best Thriller of 2004 -- against a field of terrific finalists that included Robert Ferrigno, Alan Furst, Dean Koontz, and Daniel Silva. Go John Rain!

Barry will be kicking off his 30-city book tour at Kepler's in Menlo Park on June 23. *(Go to the get-together afterward at Cafe Borrone next door and bring a signed copy of one of the Rain books for your complimentary wine.) after that: San Francisco, Corte Madera, Thousand Oaks, Los Angeles, Orange County, San Diego, Scottsdale, Tucson, CIA Headquarters in Langley, Bethesda, Bryn Mawr, Houston, Dallas, Wichita, Hazelwood, Lexington, Cincinnati, Ann Arbor, Okemos, Milwaukee, Madison,

Minneapolis, Seattle, Portland, Vancouver, Denver, Boulder, and Sacramento. For details, go to:

<http://www.barryeisler.com/en/press.htm>

If you happen to be traveling to any of the locations that appear in the books (Bangkok, Hong Kong, Macau, Manila, Osaka, Phuket, Rio, Tokyo), you can find contact information for all Rain's haunts at:

<http://www.barryeisler.com/en/places2.htm>.

James Van Buskirk, 2004 presenter and special city librarian, has two books coming out next year: *Celluloid San Francisco: The Film Lover's Guide to Bay Area Movie Locations*, co-authored with Will Shank, (Chicago Review Press) and *Identity Envy: Wanting to Be Who We're Not*, co-edited with Jim Tushinski, (Haworth Press).

Ana Cotham, an attendee at the 2005 SFWC, has a great article in Solano Magazine's May/June issue. Her piece, *I Could Write a Book, or How I Spent My 180 Seconds with a Literary Agent*, tells about her Speed Dating experience, a trial by fire, from initial trepidation right through to earning the right to call herself a writer in public. Grab an issue now, it should be on the stands for just another week or so.

When **Michelle Bermas** signed up for the 2006 San Francisco Writers Conference she let us know that she found her agent at that same Speed Dating session at the conference last year! Andree Abercassis will represent her book, *Missing My Brain*.

Please note—We email almost all of our registration and conference information to you, so if you change your email address, be sure to let us know. Cheers! Michael and Elizabeth 415 673-0939/
SFwriterscon@aol.com

If you enjoy getting these emails let us know and feel free to pass them along to your writer friends. They can also sign up for this newsletter at www.sfwriters.org. If you have writing-related news to share, send it to us at Barbara@sfwriters.org.

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