



**SCHEDULE**

2012 San Francisco Writers Conference  
 All Sessions Will Be Held at the Mark Hopkins Hotel

**THURSDAY, February 16<sup>th</sup>**

4:30-8:30 p.m.	Registration Desk on the CALIFORNIA STREET Level of the Mark Hopkins Pick up your badge and attendee bag; avoid the line in the morning!	
5 to 6 p.m.	Reading Group Meeting: <i>DREAMS OF JOY</i> Author Lisa See will discuss and sign copies of her books. Free & Open to the public!	California
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6-8 p.m.	PITCHCRAFT! THE PERFECT PITCH TO AGENTS AND EDITORS Literary agent Katharine Sands, author of <i>Making the Perfect Pitch</i> A San Francisco Writers University Class. Fee: \$99 Separate registration at <a href="http://www.sfwriters.org/Register.cfm">http://www.sfwriters.org/Register.cfm</a>	California
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<b>FREE BONUS CLASSES FOR 2012 SFWC ATTENDEES ONLY from 6 p.m. until 8 p.m.</b>		
6:00 p.m.	BEING YOUR OWN EDITOR: Ensuring Your Work is 100% Before Taking the Next Step. Freelance editor Mary E. Knippel; Teresa LeYung Ryan, <i>Love Made of Heart</i>	Barclay
	BUILDING THE NEW AUTHOR PLATFORM Stephanie Chandler, <i>The Author's Guide to Building an Online Platform</i> ; Consulting Editor and SFWC Advisory Board member Alan Rinzler	Willard
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7 p.m.	CASHING IN ON INTERACTIVE MEDIA: A New Model for Nonfiction Authors David Marshall, Berrett-Koehler	Willard
	QUERY LETTERS THAT FORCE AGENTS AND EDITORS TO SAY SEND IT! Literary agent Jeff Kleinman	Barclay
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8 p.m.	WELCOME COFFEE & NETWORKING for 2012 SFWC ATTENDEES Hosted by San Francisco Writers University, SFWU Dean Laurie McLean	California

2012 SAN FRANCISCO WRITERS CONFERENCE SCHEDULE

FRIDAY, February 17<sup>th</sup>

7:00 a.m.

REGISTRATION IN FRONT OF PEACOCK COURT

CAFÉ FERLINGHETTI OPENS

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8:00 a.m.

WELCOME TO THE CONFERENCE

Co-Directors Michael Larsen and Elizabeth Pomada; Nina Amir, *How to Blog a Book*;  
Stephanie Chandler, *The Conference Catcher*; Brad Henderson, coauthor, *Split Stock*;  
SFWC Advisory Board Member Harvey Pawl; Kevin Smokler, *Practical Classics*

Peacock Court

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9 a.m.

BLOWING UP YOUR BALLOON: Writing a Tag-Line That Will Sell You and Your Book.

Writing coach Teresa LeYung-Ryan, *Build Your Writer's Platform & Fanbase in 22 Days*;  
Advisory Board Member Elisa Southard, author, *Break Through the Noise* (Free Balloons)

California

GETTING THE BIG PICTURE: From A to Z on Writing and Illustrating Children's Books

Kathryn Otoshi, *Zero*

Willard

MAKING AGENTS AND EDITORS BEG: Pitching Your Book with Maximum Impact

Literary agent Katharine Sands, *Making the Perfect Pitch*

Peacock Court

PUTTING YOUR PASSION ON THE PAGE: How to Use What You Care Most About  
to Create Your Greatest Success. Brenda Knight, Viva Editions

Barclay

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10 a.m.

BEING A POET IN THE 21<sup>ST</sup> CENTURY

Brad Henderson and Andy Jones, coauthors, *Split Stock*

Boardroom

BUILDING A STICKY WEB TO ENSARE READERS: 8 Elements Every Site Must Have

Linda Lee, Askmepe

Willard

CRAFTING WICKEDLY EFFECTIVE PROSE: A Style Guide for Pros

Advisory Board member Constance Hale, *Sin and Syntax*

Barclay

FINDING THE AGENT YOU NEED

Chuck Sambuchino, *Guide to Literary Agents*

California

HISTORICAL FICTION: How to Make a Present of the Past

Literary agent Daniel Lazar; Heather Lazare, Touchstone/Simon & Schuster

Six Continents

GET PAID TO WRITE YOUR BOOK: How to Write an Irresistible Book Proposal,  
Sell It Fast for Top Dollar, and Create a Career Out of It.

Literary agents Michael Larsen and Jody Rein

Stanford

2012 SAN FRANCISCO WRITERS CONFERENCE SCHEDULE  
FRIDAY, February 17<sup>th</sup>

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11 a.m.

- BEING A CHANGE AGENT: Writing for a Better World  
Georgia Hughes, New World Library; Jan Johnson, Red Wheel/Weiser/Turning Stone Press;  
Jeevan Sivasubramaniam, Berrett-Koehler. Moderator: literary agent Michael Larsen Willard
- SHAPING ART WITH CRAFT: Writing Salable Literary Fiction  
Chuck Adams, Algonquin Books; Ethan Nosowsky, McSweeney's;  
Monte Schulz, *This Side of Jordan* Moderator: literary agent Jeff Kleinman Six Continents
- FROM ONLINE TO PRINT: From Self-Publishing to Traditional Publishing  
Bella Andre, *Can't Help Falling in Love*; Barbara Freethy, *Almost Home*;  
Lisa Marie Rice, *Nightfire* Stanford
- PUBLISHING 2012: The View from the Flatiron Building  
Jennifer Enderlin, St. Martin's Press California
- THE DO'S and DON'Ts OF WRITING MEMOIRS: What Works and What Doesn't  
Zoe Fitzgerald Carter, *Imperfect Endings*; Catherine Friend, *Sheepish* Barclay
- SLAM OR SONNET? Finding the Right Form for Your Poetry  
Joan Gelfand, *Here and Abroad*; Brad Henderson, coauthor, *Split Stock* Boardroom
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NOON KEYNOTE LUNCHEON *Invocation: Rev. Gregory Nelson* Peacock Court  
SEEING YOUR FUTURE AS A WRITER  
Lisa See, *Dreams of Joy*  
Presentation of the Indie Publishing Contest Winners.  
Laurie McLean, Contest Director;  
Keith Ogorek, Author Solutions; Mike Cooper, 2011 Grand Prize Winner

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2 p.m.

- ADDING VISUAL APPEAL TO HELP YOUR BOOK SELL:  
The Cutting Edge for Designing and Illustrating Books.  
Joel Friedlander, Marin Bookworks; literary agent Peter Beren Stanford
- COMBINING WORDS AND PICTURES TO TELL STORIES  
Mari Naomi, *Kiss & Tell*, a graphic memoir; Trina Robbins, *Lily Renee: Escape Artist* Willard
- DIY: THE JOYS OF SELF-PUBLISHING  
Dan Poynter, *The Self-Publishing Manual* Barclay
- MAKING YOUR SETTING A CHARACTER IN YOUR NOVEL  
Cara Black, *Murder at the Lanterne Rouge*; Fan Wu, *Beautiful as Yesterday*;  
Bharti Kirchner, *Darjeeling*. Moderator: Kemble Scott Six Continents
- PLUGGING INTO PUBLISHING'S HOTTEST GENRE: Writing for Young Adults  
Deborah Davis, *Not Like You*; Naheed Senzai, *Shooting Kabul*. Annette Pollert, Simon Pulse/S&S  
Moderator: literary agent Laurie McLean California

2012 SAN FRANCISCO WRITERS CONFERENCE SCHEDULE

FRIDAY, February 17<sup>th</sup>

3-4:45 p.m.

MEETING THE FICTION EDITORS

Chuck Adams, Algonquin Books; Jennifer Enderlin, St. Martin's Press; Valerie Gray, MIRA Books; Heather Lazare, Touchstone/Simon & Schuster; Annette Pollert, Simon Pulse/S&S, Ethan Nosowsky, McSweeney's; Jill Schwartzman, Dutton.

Moderator: literary agent Elizabeth Pomada

Peacock Court

MEETING THE NONFICTION AGENTS

Peter Beren, Verna Dreisbach, Stephany Evans, Mollie Glick, Jeff Kleinman, Michael Larsen, Daniel Lazar, Taylor Martindale, Jody Rein, Katharine Sands, Ken Sherman, Gordon Warnock, Ted Weinstein. Moderator: Chuck Sambuchino, *Guide to Literary Agents*

California

FROM PAGE TO STAGE: Doing Readings That Sell Books

Drew Dellinger, *love letter to the milky way*; Brad Henderson and Andy Jones, *Split Stock*

Board Room

APPS, eBooks AND MORE: What's Happening in Children's Books

Lisa Rutherford, Coliloquy; Heidi R. Kling, *Witches Brew*; Laurie McLean

Willard

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5:00 p.m. KEYNOTE:



WHY THIS IS THE BEST TIME EVER FOR AUTHORS:

A Fifty-Year Perspective

SFWC Advisory Board member and Consulting Editor Alan Rinzler

Peacock Court

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6:00 p.m.

GALA PARTY: Music by The Slush Pile

Room of the Dons

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8:00 p.m.

(Meet in lobby at 7:30 p.m.)

NO-HOST ITALIAN DINNER with Advisory Board member Harvey Pawl

\$35 per person, seating limited; advance sign up at registration; no-host transportation

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9 p.m.

PITCHATHON: Get Feedback on Your Pitch

Nina Amir, *How to Blog Your Book*; agents Verna Dreisbach and Katharine Sands

Moderator: literary agent Michael Larsen

Stanford

2012 SAN FRANCISCO WRITERS CONFERENCE SCHEDULE  
SATURDAY, February 18th

7:00 a.m. BREAKFAST Peacock Court

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8:00 a.m.

CHOOSING THE BEST PUBLISHING OPTION FOR YOU AND YOUR BOOK

Joel Friedlander, Marin Bookworks; Diane Gedymin, Turner Books;

Keith Ogorek, Author Solutions; Holly Payne, Skywriter Books.

Moderator: SFWC Advisory Board member Alan Rinzler, consulting editor

Peacock Court

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9 a.m.

BECOMING A SUCCESSFUL POET

Drew Dellinger, *love letter to the milky way*; Jane Ormerod, UpHook Press.

Moderator: Joan Gelfand, *Here and Abroad*

Boardroom

CREATING CHARACTERS WHO TALK BACK

Tanya Egan Gibson, *How to Buy a Love of Reading*; Ellen Sussman, *French Lessons*

Monte Schulz, *The Big Town*. Moderator: literary agent Jeff Kleinman

Barclay

LIGHTS! CAMERA! ACTION! Selling Your Book to the Movies.

Marilyn Atlas, producer; literary agent Ken Sherman;

Melissa Stonehill, Silver Screen Sizzlers

Six Continents

PUBLISHING 2020: The Future State of the Art and How to Get Ready for It

Mark Coker, Smashwords; Christin Evans, Booksmith; David Marshall, Berrett-Koehler;

literary agent Jody Rein. Moderator: literary agent Michael Larsen

California

TOP 10 THINGS TO KNOW ABOUT GETTING PUBLISHED from *The Writer*

Elfrieda Abbe, *The Writer*

Willard

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10 a.m.

ADDING SOUND TO SENSE: Putting Your Voice Into Your Work

Beth Lisick, *Helping Me Help Myself*

Willard

FROM FEELINGS TO WORDS: A Workshop for Teen Poets

Tom Meschery, *Nothing We Lose Can Be Replaced*

Boardroom

GOING FOR THE BIG BUCKS: THE KEYS TO BESTSELLING FICTION

Chuck Adams, Algonquin Books; Heather Lazare, Touchstone/Simon & Schuster;

Ellen Sussman, *French Lessons*. Moderator: literary agent Jeff Kleinman

Six Continents

IN SEARCH OF SERENITY (AND A DEAL): The Art of Spiritual Writing

Georgia Hughes, New World Library; Jan Johnson, Red Wheel/Weiser/Turning Stone;

Michael Krasny, KQED, *Spiritual Envy*

Stanford

MEETING THE E-BOOK PUBLISHERS

Mark Coker, Smashwords; Brian Felsen, BookBaby.com

Moderator: literary agent Michael Larsen

California

WRITING AND SELLING POETRY AND SHORT STORIES TO MAGAZINES

Laura Cogan, *Zyzyva*; Wendy Lesser, *Threepenny Review*.

Moderator: literary agent Stephany Evans

Barclay

2012 SAN FRANCISCO WRITERS CONFERENCE SCHEDULE  
SATURDAY, February 18th

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11 a.m.

DESIGNING A KILLER ONLINE PROMOTION PLAN

David Marshall, Berrett Koehler, Patrick Schwerdtfeger, *Marketing Shortcuts for the Self-Employed*; Rusty Shelton, Shelton Interactive. Moderator: Stephanie Chandler Willard

LOVING TO WRITE ABOUT LOVE: Transforming Passion into Profit

Bella Andre, *Can't Help Falling in Love*; Lisa Marie Rice, *Nightfire*, Valerie Gray, Harlequin/Mira. Moderator: literary agent Laurie McLean Six Continents

THE WORLD ON A PLATE: Catering to Food Lovers

Bharti Kirchner, *The Healthy Cuisine of India*; Barbara Santos, *Mauui Onion Cookbook*; Martin Yan, *Martin Yan's China*. Moderator: literary agent Gordon Warnock Barclay

MAKING YOUR CHARACTERS SWEAT: Creating Conflict in Your Novel

Robert Dugoni, *Murder One* California

WHAT'S NEW IN CHILDREN'S BOOKS? Trends in Kid Lit

Literary agents Minju Chang and Mary Kole; Annette Pollert, Simon Pulse/S&S Taylor

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**NOON KEYNOTE LUNCHEON & ANNOUNCEMENT OF SCHOLARSHIP WINNERS**

**BUILDING YOUR CAREER FROM WORD ONE**

Lolly Winston, *Happiness Sold Separately* Peacock Court

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2 p.m.

BLOOD MONEY: Writing Thrillers and Crime Fiction

Robert Dugoni, *Murder One*; Sheldon Siegel, *Perfect Alibi*; Penny Warner, *How to Party with a Killer Vampire*. Moderator: literary agent Kimberley Cameron Barclay

BRINGING THE WORDS TO LIFE: An Open Mic for Teen Poets

Tom Meschery, *Nothing We Lose Can Be Replaced* Boardroom

MAKING YOUR FANTASIES COME TRUE: Writing for the Fantasy and Science Fiction Markets.

Gabrielle Harbowy, Pyr; Katharine Kerr, *Apocalypse to Go*; Ross E. Lockhart, Night Shade Books Taylor

Q&A FOR AGENTS FOR CHILDREN'S AND YA BOOKS

Literary agents Minju Chang, Mary Kole, Mollie Glick, Daniel Lazar, Taylor Martindale, Nephelē Tempest, Gordon Warnock. Moderator: literary agent Laurie McLean Stanford

TELLING AND SELLING: The Market for Smart, Commercial Nonfiction

Allison Lorentzen, Penguin; Jill Schwartzman, Dutton. Moderator: literary agent Jody Rein Willard

USING SOCIAL MEDIA TO MAXIMIZE YOUR PUBLICITY

Rusty Shelton, Shelton Interactive. Moderator: Beth Albright California

2012 SAN FRANCISCO WRITERS CONFERENCE SCHEDULE  
SATURDAY, February 18<sup>th</sup>

3-4:45 p.m.

Q&A FOR FICTION AGENTS

Kimberley Cameron, April Eberhardt, Stephany Evans, Laurie Fox, Mollie Glick, Jeff Kleinman, Daniel Lazar, Taylor Martindale, Laurie McLean, Elizabeth Pomada, Ken Sherman, Nephele Tempest, Sally van Haitsma, Gordon Warnock. Moderator: Chuck Sambuchino

Peacock Court

Q&A FOR NONFICTION EDITORS

Diane Gedymin, Turner Publishing; Georgia Hughes, New World Library; Jan Johnson, Red Wheel/ Weiser/Turning Stone; Brenda Knight, Viva Editions; Jeevan Sivasubramiam, Berrett-Koehler; Jill Schwartzman, Dutton. Moderator: Michael Larsen

California

PUTTING POETRY INTO YOUR PROSE

Brad Henderson, Andy Jones, coauthors, *Split Stock*; Monte Schulz, *The Big Town*

Barclay

SEVEN SECRETS OF SELF-PUBLISHING by Keith Ogorek, Author Solutions

Willard

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5-6:30 p.m.

ASK A PRO SESSION *with editors and publishing professionals*

Elfrieda Abbe, Nina Amir, Martha Alderson, Marilyn Atlas, Stephanie Chandler, Laura Cogan, Mark Coker, Jennifer Enderlin, Brian Felsen, Joel Friedlander, Diane Gedymin, Valerie Gray, Gabrielle Harbowy, Georgia Hughes, Jan Johnson, Carla King, Brenda Knight, Heather Lazare, Linda Lee, Allison Lorentzen, Ross E. Lockhart, David Marshall, Keith Ogorek, Jane Omerod, Holly Payne, Annette Pollert, Dan Poynter, Alan Rinzler, Chuck Sambuchino, Jill Schwartzman, Patrick Schwerdtfeger, Jesse Potash, Rusty Shelton, Jeevan Sivasubramaniam, Elisa Southard

Peacock Court

*Four 18-minute sessions with nine writers at each table. You will have two minutes to ask questions. At the end of the 18-minute session, please move to the next table.*

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6:15-7:00 p.m.

BOOK SIGNINGS BY PRESENTERS

Café Ferlinghetti/Room of the Dons

No-host bar available

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7:30 p.m.

(Meet in lobby at 7)

NO-HOST FRENCH DINNER with Advisory Board member Harvey Pawl  
\$35, seating limited; advance sign up at registration desk; no-host transportation

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9 p.m. AN EVENING OF PROSE, POETRY AND JAZZ

Café Ferlinghetti

2012 SAN FRANCISCO WRITERS CONFERENCE SCHEDULE

**SUNDAY, February 19th**

7:30 a.m.

SIT-DOWN BREAKFAST: Please be on time!

MEETING THE AGENTS

Peacock Court

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9 a.m.-12:50 p.m. SPEED DATING WITH AGENTS

Room of the Dons

Open to attendees who have opted for this session (\$50). Colored dot on badge indicates the time of your session.

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9 a.m.

FINDING AND WORKING WITH A FREELANCE EDITOR

Tanya Egan-Gibson, Alan Rinzler, Jay Schaefer, Wendy Tokunaga

Six Continents

CAN YOU TWEET ME NOW? Using the Web to Promote Your Book

Patrick Schwerdtfeger, *Marketing Shortcuts for the Self-Employed*

Willard

SO MANY CHOICES! Evaluating the Book Publishing Options Available Today

Diane Gedymin, Turner Publishing

California

USING VERSE TO MAKE THE WORLD BETTER

Drew Dellinger, *love letter to the milky way*; Joan Gelfand, *Here and Abroad*

Boardroom

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10 a.m.

REACHING MIDDLE GRADE READERS

Catherine Friend, *Sheepish*; Penny Warner, *The Code Busters Club*

Stanford

DISTRIBUTING YOUR SELF-PUBLISHED BOOK

Carla King, *Carla King's Self-Publishing Boot Camp*

Willard

E-BOOKARAMA: An Introduction to the Exploding World of E-Books

Mark Coker, Smashwords

California

THE 7 ESSENTIALS OF A SUCCESSFUL NOVEL

Donna Levin, *Get That Novel Written!*

Six Continents

SHOOTING FOR SALES: Using Video to Sell Your Work and Yourself

Brian Felsen, BookBaby; Melissa Stonehill, Silver Screen Sizzlers;

Suzette Conway, Author Learning Center

Barclay

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11 a.m.-1 p.m. (double session)

THE GREAT ADVENTURE: JOINING THE SELF-PUBLISHING REVOLUTION

Mark Coker, Smashwords; Brian Felsen, BookBaby; Joel Friedlander, Marin Bookworks;

Jan Johnson, Red Wheel/Weiser; Jesse Potash, PubSlush.

Moderator: Carla King, *Carla King's Self-Publishing Boot Camp*

California



2012 SAN FRANCISCO WRITERS CONFERENCE SCHEDULE  
SUNDAY, February 19th

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11 a.m.

ADDING THE RIGHT WORDS TO THE RIGHT PICTURES  
Robert San Souci, *Robin Hood and the Golden Arrow* Taylor

TRANSFORMING YOURSELF FROM A WAGE SLAVE TO FULL-TIME WRITER  
Ransom Stephens, *The God Patent* Stanford

GETTING YOUR BOOK PUBLISHED: How to Make It Happen  
Sam Barry and Kathi Kamen Goldmark, the Author Enablers,  
*Get That Book Published Already!* Six Continents

MAKING YOUR WORK REJECTION-PROOF: Joining or Starting a Writing Group &  
Rules for Critique Tanya Egan Gibson, *How to Buy a Love of Reading*;  
Victoria Hudson, *No Red Pen—Writers, Writing Groups & Critiques* Barclay

SEEING AND HEARING: Poetry on Video  
Drew Dellinger, *love letter to the milky way* Willard

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NOON

BLOG YOUR WAY TO A BOOK DEAL: A Post a Day Is a Book a Year  
Nina Amir, *How to Blog a Book* Willard

A BLUEPRINT FOR WRITING AND SELLING YOUR FIRST NOVEL  
Martha Alderson, *The Plot Whisperer* Six Continents

CREATING A COMMUNITY OF FANS  
Advisory Board member Evan Karp, Quiet Lightning; Ransom Stephens, Litquake Taylor

HOW I WROTE, SOLD, AND PROMOTED MY MEMOIR, AND MADE IT SUCCEED  
Ann Seymour, *I've Always Loved You* Barclay

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*The 2012 San Francisco Writers Conference officially ends around 1PM on Sunday...  
but here is an extra-curricular event:*

5 p.m.

NO-HOST CHINESE DINNER with Advisory Board member Harvey Pawl. (Meet in lobby at 4:30)  
\$25 per person, seating limited; advance sign up at registration; no-host transportation  
COFFEE IN NORTH BEACH TO FOLLOW!

**THANK YOU FOR ATTENDING THE 2012 SAN FRANCISCO WRITERS CONFERENCE**

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