Featuring:

Ben Ryder Howe  •  Margot Peters  •  Cy Tymony  •  Dan Vyleta

Literary Agents and Editors:
Kelly Bale  •  Sue Bradanini Betz  •  Kurt Chandler
Joanna MacKenzie  •  Phillip Martin

Other leading authors and editors

10th ANNIVERSARY SPRING WRITERS FESTIVAL

March 9-11, 2012
Spring Writers Festival Turns 10

**Celebrate 10 years with the Spring Writers Festival!** If you have been here before, come back to see how much progress our authors have made and how we have grown. If you have never been to the Festival, you are in for a treat. It’s your chance to improve your craft, connect with fellow wordsmiths, meet in-the-know editors and agents and learn how to get your work published—all while enjoying an invigorating weekend. You will leave with the inspiration and know-how to pursue your writing projects.

**Special Event for 10th Anniversary**

**Success Stories: Poster Discussions and Reception**

If you are a past participant and you have been published in the last ten years, please consider doing a poster about your writing and how you got published. We will display posters throughout the weekend. On Saturday afternoon, we will have a reception (open to your family and friends as well), where you will stand with your poster and talk about your writing. This will be a great way for participants to learn from you and for you to promote your writing.

**Bonus!** Boswell Books has agreed to sell books from the poster session throughout the Festival weekend. Be on hand to sign copies of your book. Contact Anne O’Meara at aomeara@uwm.edu for details.
It gets better and better every year!
– Participant, 2011 Spring Writers Festival

Festival Highlights

Optional Pre-conference Intensives on Friday
Choose from two pre-conference sessions where you will have a chance to work in a small group for a longer period of time. Topics: Short Story and the Family Publishing Market. Additional fee.

Full Conference Events
• Keynote Speakers are chosen for their excellence as writers and presenters.
• Meals and Receptions give you the chance to talk to presenters and fellow participants.
• Panel Discussion with Agents and Editors introduces you to presenters and answers your questions on the changing roles of these professionals.

Professional Presenters
Our Speakers and Presenters are knowledgeable, accessible and able to share their experience with you. Check out their biographies at our website: sce-writersfestival.uwm.edu.

Sub-session Workshops
You take five different, smaller-group sessions on writing and publishing topics in our five concurrent session time periods.

Pitch Session Workshops Limit one per participant.
See page 4 for details.

Optional Manuscript Reviews
See page 9 for details.

sce-writersfestival.uwm.edu 2
Conference Schedule
Friday, March 9

Pre-conference Offerings  Choose One - Limited Enrollment

Breaking into the Family Publishing Market  Sharon Miller Cindrich
9am - 2pm  $85
With so many magazines and websites written for families and parents, there are many opportunities for writers of materials that help families. Learn how to get your foot in the door. Explore blogs, columns, how-to stories and features. Walk away with at least one idea to pitch to an editor.

Master Class in the Short Story  Mary-Jeane Smoller-Phillips
9am - 5pm  $99
How long have you had a story gestating? Weeks? Months? Years? The time has come to end your anticipation and excuses. This two-part, day-long session will combine craft, workshop and studio strategies to give you the support and creative environment you need to usher that long-awaited creation into the world.

You must register for the festival to take a pre-conference session.

5–7pm  Conference Check-In

5:15pm  Orientation for New Attendees
Learn how this conference can help you succeed. Get an overview of the Spring Writers Festival and some tips on how to make the most of it. Learn about the parts of the festival. Get advice from former participants who have had success. No additional cost, but you must register for the Festival to take this session.

6pm  Reception
Hors d’oeuvres and cash bar.

7pm  Opening Talk / Reading: Dan Vyleta
Living with People on the Page: Characters in Fiction and Nonfiction
Compelling characterization is the life-blood of storytelling. Dan Vyleta will discuss the process of character creation and read from his new novel, “The Quiet Twin”. Book signing to follow.
## Conference Schedule
### Saturday, March 10

### 8am  Check-In / Registration Table Open
Juice, coffee, and rolls served

### 8:30am  Full Conference Session
Welcome/Panel Discussion with Literary Agents and Editors  
**Kelly Bale, Sue Bradanini Betz, Kurt Chandler, Joanna MacKenzie**

### 9:45am  Concurrent Sessions  Choose One

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- **A1 Platforms: What Are They and How Do I Get One?**  Joanna MacKenzie  
  Writers today, even fiction writers, hear about needing a platform in order to get an agent or publisher. Learn what a platform is, how to package what you’ve done to create a platform and how to be a partner in your own success.

- **A2 Memoir Writing**  Kurt Chandler  
  Memoirs, like fiction, need compelling characters and interesting scenes. Learn to make your memoirs more interesting by bringing people to life with dialogue, detail and narrative.

- **A3 Building Relationships with the Media**  Lora Hyler  
  In this digital age, writers can communicate directly with readers. However, a mutually-beneficial relationship with the media is still key to strong public relations. Learn how a reporter works, how to pitch story ideas and handle an interview. Becoming a trusted source will position you for success.

- **A4 Writer 2.0 - Technology and Your Writing Career**  Sharon Miller Cindrich  
  Use technology not just for research and organization, but to increase your productivity and your reach. Start with how to improve your process then explore how to build a following, get feedback and build a platform.

- **A5 Nonfiction Book Proposals**  Carolyn Kott Washburne  
  Knowing how to pitch your nonfiction work for publication is almost as important as writing it and a lot less fun. Learn the key elements of a book proposal. Review successful and not-so-successful examples.

- **A6 Pitch Session Workshop**  Kelly Bale (Limited to 8)  
  In this small-group session you and other participants pitch an agent or editor, get feedback on your pitch and learn from each other. Be prepared to give a two-minute pitch of your book idea.
11am Concurrent Sessions  Choose One

B1 Writing a Synopsis that Sells Your Book  Ann Wertz Garvin
Writing a synopsis is placing your book into a sparkling package by weaving story, style and convention into an irresistible hook. This session will explore the daunting process of putting your entire novel into one gorgeous page that can’t be resisted by agents and publishers.

B2 The Editor/Author Relationship  Sr. Josephe Marie Flynn and Sue Bradanini Betz
Hear the true-life story of how an author (a Writers Festival attendee) and an editor from the prestigious “Chicago Review Press” found each other and worked together to complete a nonfiction book published in 2011: “Rescuing Regina: The Battle to Save a Friend from Deportation and Death.”

B3 Focus! How a Specialty Can Help You Succeed  Kelly James-Enger
Most writers tend to be generalists, but by developing a specialty you can increase your value to magazine editors and create a niche. Discuss the advantages of specializing and learn about some of the hottest nonfiction subjects for writers today.

B4 Writing Profiles  Kurt Chandler
A good profile has special attributes and requires special skills in interviewing, research and self-editing. Learn some secrets to writing profiles and how to place them in magazines, anthologies, newspapers and more.

B5 Book Marketing and Publicity  Cy Tymony
To be a great book promoter you must create fans and market yourself. Learn how by watching other industries, working with media outlets, tapping into libraries and non-bookstore outlets, and many other marketing opportunities.

B6 Top Five Ways to Get Fiction Rejected  Todd Wellman
Learn what makes an editor stop reading a short story submission from the “Cream City Review” fiction editor.

B7 Pitch Session Workshop  Joanna MacKenzie (Limited to eight)
See description A6.

12:45pm Talk / Reading: Margot Peters

Biography, Truth; Fiction, Lies
Do writers tell the truth in biography and lies in fiction? Margot Peters explores truth telling in both genres and reads from her biographies and fiction.
2pm Concurrent Sessions  Choose One

C1  Book Publishing Options Today  Kelly James-Enger
Today’s authors have more publishing options than ever before, but how do you decide what’s right for you? How do you pursue a traditional publisher? What are the pros and cons of P.O.D. publishing, and how does it differ from self-publishing? And what about e-books? Learn what you need to know about your book publishing options today.

C2  What It Takes to be a Writer  Judy Bridges
Learn about five things you must have, and a bunch of things you don’t need to worry about to be a writer. Commitment, Confidence, Courage, Communication, Craft. Hear examples and stories, and get encouragement.

C3  First Sentences, First Paragraphs  Dan Vyleta
This hands-on session explores how to begin a story and what a good first sentence or paragraph accomplishes. As a group, we will create and critique story beginnings.

C4  Screenwriting Dos and Don’ts  Ken Miyamoto
Learn from an experienced screenwriter about how things work in the screenwriting industry. Gain practical advice for developing your script.

C5  The Sumptuous Food Writing Life  Ethel Hammer and Steve Kleiman
Yearn to write about food and culture, get published, deepen your fiction or creative non-fiction and expand your experience? Enjoy an insider view of food writing from a nationally published food writer and her chef husband. Learn what a food writer does and how to develop food as your specialty.

C6  Selecting and Editing Books for Publication  Kelly Bale
How does a manuscript gain the attention of a book editor and what happens after that? Learn about the steps in the selection process, what editors need from authors and how to jump the hurdles to publication.

C7  Pitch Session Workshop  Sue Bradanini Betz (Limited to eight)
See description A6.

3:30pm Poster Discussions and 10th Anniversary Reception
Celebrate the success of Festival authors in this fun, interactive session. Grab something to drink and eat. Then visit authors who will talk about how they got published and what they learned from the process.

4:45pm Walking Tour of Downtown Milwaukee  Kim C. Beck
Enjoy Milwaukee’s downtown and learn about its history.
No cost to conference participants. Limited enrollment. Register at Festival.
8:00am Coffee with Genre Groups

8:45am Talk: Cy Tymony

Authors in the Rapidly Changing 21st Century

Cy Tymony’s first book was published in 2002, the same year the Spring Writers Festival began! He will showcase the changes that have taken place in the last decade and discuss how writers can promote their work by borrowing strategies from many industries.

9:30am Concurrent Sessions Choose One

D1 Pace Yourself  Liam Callanan
Explore pacing in short fiction, using Tobias Wolff’s “Bullet in the Brain” as a guide. Participants discuss how to pace and plot short stories through in-class writing and reading assignments and more.

D2 Reading Your Work Out Loud  Dasha Kelly
Presenting your work at a reading is very different than writing it. Explore how introverts improve at reading in public. Discuss what makes a reading or performance good. Choose the right selections and work on your delivery.

D3 The Flip-Flop of Characters:  Kathie Giorgio
Protagonist/Antagonist = Good Guy/Bad Guy? Wrong! That’s one-dimensional and it strains readers’ trust. Let’s slap a little black onto angel wings, and let the devil wear a halo sometimes, too.

D4 Layering Meaning in Nonfiction  Amy Lou Jenkins
Explore passages from the best nonfiction writers including Barry Lopez, Barbara Kingsolver and Aldo Leopold to learn techniques for increasing the meaning of your work. Bring your draft and see if you can up the artistic volume of your work.

D5 Marketing Your Self-published Book  Eva Augustin Rumpf
Writing and publishing your book is only half the job. Now you have to get out and promote it. This session will offer tips for promoting your book and increasing sales.

D6 Pitch Session Workshop  Joanna MacKenzie (Limited to 8)
See description A6.
11am Concurrent Sessions  Choose One

**E1 Meaning and Power in Poetry  Dasha Kelly**
Explore the rhythms and sounds of language by playing with words that have meaning on the page and also have power when read aloud.

**E2 Animal Stories  Mary-Jeane Smoller-Phillips**
Can we write about animals without becoming sentimental? Discuss examples good and bad, then begin writing about an animal or animals in this session.

**E3 Writing Creative Nonfiction for Children and Young Adults  JoAnn Early Macken**
While staying true to the facts, today’s nonfiction engages young readers with primary source materials, narrative structures and poetic language. See stunning examples and discuss research, writing and revision. You’ll bring home more resources to explore on your own!

**E4 Storytelling Techniques in Fiction  Philip Martin**
Good storytelling is essential in fiction, but storytelling ability is often overlooked and seldom taught. Emerging and experienced writers looking to improve their craft learn techniques for how to tell stories that engage readers.

**E5 Publish AND Perish?  John Bolger**
Should the famous maxim ‘Publish or Perish’ be rewritten in the global digital age as “Publish AND Perish”? With the Web functioning as an ethereal copier, con schemes targeting authors, traditional publishing houses in disarray and self-publishing houses owning more rights, what does an author own? What do writers need to know to protect their works?

**E6 Write, Pitch and Place Your Own Column  Sharon Miller Cindrich**
Magazines, newspapers and websites all feature columns. Learn what they are, how to pitch them, place them and even syndicate them. Columns can be an ongoing source of work for you and a perfect complement to your other writing.

**E7 Social Media and the New Rules of Publishing  Lise Marinelli**
Whether you are 1) developing relationships via Facebook, LinkedIn, or Twitter, 2) delivering your content digitally via an eBook or blog, or 3) sharing books you like to read via Goodreads, social media is an absolute necessity for today’s authors. Learn about social media and how to use it.

12:45pm Closing Talk / Reading: Ben Ryder Howe

The Paris Review, a Korean Deli and Life’s Existential Questions

Combining life as writer, an editor at “The Paris Review” and owner (with his in-laws) of a Korean deli, gave Ben Ryder Howe insights into all three worlds. Hear about these worlds’ similarities and differences as Ben shares his experiences and reads from his memoir, “My Korean Deli.”
Manuscript Reviews

Manuscript reviews are one-on-one meetings with one of our presenters. You send a partial manuscript or draft of a query letter to us by the submission deadline. Register by February 15. Manuscripts due on February 18. Cost is $85. For more information about reviewers and submission guidelines, visit sce-writersfestival.uwm.edu.

For More Information

including presenter biographies and manuscript review details, visit sce-writersfestival.uwm.edu.

Well rounded, excellent variety.

– Participant, 2011 Spring Writers Festival

Please complete the selections below and mail with enrollment form.

Concurrent Sessions

A. Saturday 9:45am
B. Saturday 11am
C. Saturday 2pm
D. Sunday 9:30am
E. Sunday 11am

First Choice
(Ex: “B2”)

Second Choice
(Ex: “B5”)

Manuscript Reviewer Choices (additional fee $85)

Reviewer Choice #1

Reviewer Choice #2
Enrollment Form
Please complete form on page 9 and mail with this form.

MAIL: Noncredit Registration
UW-Milwaukee
Drawer No. 491
Milwaukee, WI 53293-0491

PHONE: 8a-5p (Central) M-F
414-227-3200 – Direct
800-222-3623 – Toll Free

FAX: 414-227-3146 – Direct
800-399-4896 – Toll Free
Please call in advance to arrange a secure fax line for the receipt of fax materials.

ONLINE: sce-registration.uwm.edu

Please make copies at bottom of page 9 and mail with this completed enrollment form.

Spring Writers Festival (includes four meals & two receptions)

☐ Early Bird Registration - On or Before Feb. 11 ................................................. $244
☐ Registration for Festival - Feb. 12 and Later .................................................... $269

Registration for Pre-conference Workshop (choose one):
☐ Breaking into the Family Publishing Market ................................................. $85
☐ Master Class in the Short Story ....................................................................... $99

☐ Registration for Manuscript Review - By Feb. 15 ............................................ $85

☐ Registration for Friday Reception and Talk .................................................... $20
(for guests or those not attending entire festival)

Guest Name

Total $ __________________

Method of Payment

Subtotal $ __________________

Less Gift Certificate or discount amount (if applicable*) $ ____________

Total $ __________________

*Gift Certificate #:

☐ Check enclosed (Make payable to UW-Milwaukee. Check must accompany registration form.)

☐ VISA ☐ MasterCard ☐ American Express

Cr.Cd.Acc.# __________  ________  ________  ________  Exp.Date __________
Card Holder’s Name __________________________
Signature __________________________

Voluntary information

Gender: ☐ Female ☐ Male

Birth Date: Month __________  Day ______  Year ______

Is this enrollment career related?  ☐ Yes  ☐ No

Heritage:
☐ African American    ☐ Hispanic/Latino
☐ Asian/Pacific Islander  ☐ White/Other
☐ American Indian/Alaskan Native

If you need special accommodations, please advise us when registering. Requests will be kept confidential.

No Wisconsin tax dollars were used in the printing of this publication.

PLEASE PHOTOCOPY FOR MULTIPLE PERSON REGISTRATIONS.

☐ I cannot attend, but please keep me on your mailing list.

Please Print:

Name ____________________________
Your confirmation and any correspondence will be sent to the address below.

Address ____________________________

City / State / Zip ____________________________

Day Phone ____________________________

Evening Phone ____________________________

Fax ____________________________

☐ Yes! I would like to receive program information by email. (We do not sell our lists to organizations outside of UWM.)

☐ No. Please do not send program information by email.

Email ____________________________

If you need special accommodations, please advise us when registering. Requests will be kept confidential.

Please enter the keycode located to the left of the name on the mailing panel.

KEYCODE: WPDo

MESSAGE CODE: AU-36-11-W
The Writers Festival is going green. To save paper and trees, find instructor biographies, manuscript review information, a planning checklist and logistical information at sce-writersfestival.uwm.edu.