



## ***Eighth Annual Spring Writers Festival***

*March 5-7, 2010*

*You Can Succeed as a Writer.  
Get Writing. Get Better. Get Published.*



School of  
Continuing Education

[sce-writersfestival.uwm.edu](http://sce-writersfestival.uwm.edu)

# *Eighth Annual Spring Writers Festival*

## *Conference Schedule*

Join the ranks of authors who have jump started their writing by attending the Spring Writers Festival. Now in our eighth year, we have hundreds of alums who have been inspired, worked on their craft and become savvy about the business of writing and publishing. Previous participants have been published in books, anthologies, periodicals and online publications. Many return each year to get up-to-date information and make new connections.

More information on the Spring Writers Festival is available at [sce-writersfestival.uwm.edu](http://sce-writersfestival.uwm.edu). Check the website for conference details, including festival planning checklist, presenter biographies, logistics, parking and hotel information, and manuscript reviews information.

### **Friday, March 5**

#### **12:30-5pm Pre-conference Sessions (Choose One – Limited Enrollment) \$89 each**

**Interviews that Improve Your Writing:** *Sierra Adare-Tasiwoopa ápi*

Whether you're interested in collecting family stories, interviewing important or famous people or writing a biography or work of fiction, you need to know effective interview techniques. Learn from the instructor's more than thirty years of mistakes, missteps, and accidental successes. Participate in developing interview scenarios, applying techniques learned, and conducting mock interviews. Explore how to incorporate interviews into research, articles, books and documentary films.

**Getting an Agent's Attention:** *Jennifer Lawler*

Learn about connecting with agents and the do's and don'ts of the process. Review both good and bad examples of real query letters and book proposals. Then take part in query letter and pitch session critiques and a question and answer session. Participants are encouraged to bring a query letter to the session.

*You must register for the festival to take the pre-conference sessions.*

#### **5-7pm Conference Check-in**

#### **5:15pm Orientation for New Attendees**

Learn how a writers conference can help you succeed. This session will give you an overview of the Spring Writers Festival and some tips to make the most of it. Learn from former participants who have had success as a result of the Festival. No additional cost, but you must register for the Festival to take this session.

#### **6pm Reception**

WRITERS

## 7pm Agate Nesaule, Opening Talk

### Imagination vs. Memory, Fiction vs. Memoir

Agate Nesaule discusses important themes in her fiction and nonfiction and how she overcame 40 years of writer's block to write her award-winning book.

## Saturday, March 6

### 8:30am Full Conference Session

#### Welcome and Panel Discussion with Agents

Jennifer Lawler and Sharlene Martin

### 9:45am Concurrent Sessions (Choose One)

#### A1 Minute by Minute: Better Time Management for Writers:

*Kelly James-Enger*

You're committed to writing if only you could find the time. Learn how to maximize your writing time, organize big projects, write more efficiently, and produce novels, books and other long pieces even if you only have minutes or hours to write each day. Discover how to overcome writer's anxiety and combat procrastination.

#### A2 Writing Exercises That Breathe Life into Fiction and Memoir: *Kim Suhr*

Writing exercises have the power to spark ideas that surprise and delight. Kim Suhr will guide participants through various writing exercises, which will add depth to their characters and settings (real and fictional).

#### A3 Aesthetics of Popular Fiction: *Mukoma wa Ngugi*

This session looks at writing literary, popular fiction that "makes the ordinary extra-ordinary" and at the same time voices political and social silences. Explore how plot and themes weave together to make your novel interesting and meaningful.

#### A4 Creative Nonfiction Writing: *Sierra Adare-Tasiwoopa ápi*

Nonfiction writing needn't be flat. Delve into ways of integrating fiction writing techniques into fact-based prose to create dynamic and engaging narratives. Nonfiction can be fun, as well as factual and informative.

#### A5 Self-publishing Today: *Helen Gallagher*

Much has changed in the world of self-publishing in the last few years. Explore the trade-offs between the long wait for a possible agent/publisher deal and the shorter time to get a self-published book to market. Could e-book sales be more lucrative than print? How much marketing work does the author have to do to get a book noticed? We address all these issues and look at recent success stories, so you'll leave with a strategy for your book.

# WRITE WRITE

# Conference Schedule

## Saturday, March 6

### **A6 Pitch Session Workshop:** *Michele Wells (Limited to six.)*

Use this small-group session to discuss pitching agents and editors, get feedback on your pitch and learn from other participants. Be prepared to give a two minute pitch of your book idea. Get feedback, listen and learn as others give pitches.

## 11am Concurrent Sessions (Choose One)

### **B1 Literary Magazines Online and in Print:** *Christi Clancy, David Yost*

For people who are starting to send out their fiction, creative nonfiction and poetry, this session will introduce you to the world of literary magazines. Learn how lit magazines work (both online and in print), what they are looking for, and how publishing in literary magazines can lead to future work and publishing.

### **B2 Publish Your Nonfiction Book:** *Sharlene Martin*

Go beyond query letter and proposal basics. Get a broader insider understanding of what the publishing industry is really like and how to navigate it successfully in order to ensure a long-term career. Explore if you have the skills, background, and unique 'it' factor necessary to write and sell a nonfiction book; how to target your audience; how to start building your platform and more.

### **B3 Writing Dynamic Young Adult Fiction:** *Katy Vopal*

Young adult fiction is one of the most popular markets, but teens are picky readers. Get an inside look on successful YA fiction and learn to craft strong plots and relevant characters. Gather ideas on how to get started. Learn how to sharpen writing and avoid cliches.

### **B4 Personal Essays:** *Kurt Chandler*

Good essay writing conveys a sense of commonality while eloquently, yet convincingly, blending personal beliefs with personal experiences. This workshop explains the difference between commentary and essay writing, and gives hands-on guidance in shaping an idea into an impassioned and authoritative piece of writing.

### **B5 Poetry Out Loud:** *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.

### **B6 Pitch Session Workshop:** *Jennifer Lawler (Limited to eight.)*

See description A6.

# WRITE

# WRITE

12:45pm

## Mukoma wa Ngugi, Reading/Talk

Writing Race, Class and Identity in *Nairobi Heat*

Mukoma wa Ngugi shares how his new novel, *Nairobi Heat*, is both a mystery set in Madison, Wisconsin, and Nairobi, Kenya, and a place to explore difficult social issues.

## 2pm Concurrent Sessions (Choose One)

### C1 Once Upon a Time: Writing Picture Books: *Katy Vopal*

It seems simple, but there's more than meets the eye when it comes to writing a picture book. Learn how to simplify ideas and play with language for very young readers, as well as create lively characters. Participants also learn the important relationship between text and illustrations in order to tell a story. Come with ideas for discussion and be prepared for writing exercises that will get you started!

### C2 True Crime and Crime Fiction: *Anthony Flacco*

True crime writing is all about getting the story rights; choices of action and character are secondary. Crime fiction is all about getting the story right; choices of genre and style are secondary. This seminar goes straight to the how and why of both genres and also focuses on how to research and write your book proposal.

### C3 MFA, MA or PhD? *Christi Clancy, Barry Wightman*

Are you thinking about going back to school for writing? What programs are available and how do they differ? Is an advanced degree important to writers? Should you go for it? What are the right reasons? Is a low-residency program an option for you? Get a first-hand look at the real world of writing programs.

### C4 The Secrets to a Successful Freelance Career: *Kelly James-Enger*

Freelance writing can be a lucrative sideline or a satisfying fulltime career. Learn the techniques successful freelancers use to launch their careers, crack top markets, develop ongoing relationships with publications, and work more efficiently. Come away with new insights about how to maximize your writing time, treat your writing like a business, and boost your bottom line in the process.

WRITERS

*"Great teachers, great variety."*

*2009 Spring Writers Festival Participant*

# Conference Schedule

## Saturday, March 6

### **C5 The Agent-Author Relationship:** *Jennifer Lawler*

Agents want good writers, but they also want writers who act like professionals and understand the publishing business. Learn some tips on what you need to know to work with an agent to promote and sell your book.

### **C6 Make Genre Writing Real:** *Mary-Jeane Smoller-Phillips*

Explore methods genre writers use to craft settings and characters outside contemporary time and place. This session is for all fiction writers who want to learn strategies for creating credible alternative worlds.

## **3:30pm Full Conference Session**

### **Panel Discussion with Editors**

**Kurt Chandler, Raphael Kadushin and Michele Wells**

## Sunday, March 7

### **8:30am Informal Meetings of Genre Groups**

Meet over breakfast with other authors who work in your genre.

### **9:30am Concurrent Sessions (Choose One)**

#### **D1 Writing Family Stories:** *Traci Clark*

Discover your hidden family mythology by turning reflections and memories into creative nonfiction. This session will give you the tools to catch glimpses of the past through the stories you tell today in order to create a written "photo album" of your family's history. The session will apply elements of fiction to nonfiction story-telling. Bring a pen and be ready to write!

#### **D2 Getting Personal Essays on NPR:** *Beth Finke*

Learn the best ways to crack open those doors at National Public Radio. Learn what topics NPR looks for in commentaries, the appropriate length for submissions and how Beth managed to get someone at the national office to listen and pay attention to her initial "Morning Edition" submission. An in-class exercise demonstrates the difference between writing for the ear and writing for the printed page. Attendees leave with handouts encouraging them to give radio writing a try once they get home.

# WRITE

# W R I T E

## **D3 What Editors Look For:** *Sierra Adare-Tasiwoopa ápi*

With the majority of publishers no longer looking at unsolicited manuscripts, marketing tools such as query letters, book proposals, and synopses comprise the main methods with which to approach editors. In this hands-on session, examine the components needed for successful queries, proposals, and synopses, using strong and weak examples.

## **D4 Writing Short Stories:** *George Makana Clark*

Explore narrative devices and techniques that are especially important when writing the short story. Look at examples of how short story authors draw in the reader, create believable characters, establish the setting and handle plots.

## **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. Learn tips to promote your book and increase sales. The author will share her experiences marketing her memoir *Reclamation* and her novel *Prot U*.

## **D6 Screenwriting 101:** *Anthony Flacco*

In screenplays, writers focus on the architectural elements of story structure in visual terms. Learn the basics of screenwriting from an experienced writer and how the screenplay is both similar to and different from other forms of writing.

## **11am Concurrent Sessions (Choose One)**

### **E1 Creating Buzz about You and Your Work Online:** *Rochelle Melander*

In today's competitive market, authors must use online tools to build a platform and generate buzz for their work. Author and writing coach Rochelle Melander guides you through the confusing maze of Twitter, Facebook, LinkedIn, GoodReads and more. You learn how writing online, Internet book tours, and social networking can increase your profile and your sales.

### **E2 Spiritual Writing:** *Mary-Jeane Smoller-Phillips*

Welcome to the workshop that shows how writing can be the tool to find that quintessential meaning in an increasingly fragmented world. Writing samples, in-class exercises and guided imagery help craft a bridge through language to connect your inner and outer lives.

WRITE

# Conference Schedule

## Sunday, March 7

### **E3 A Building in Words: Poetry Session:** *Susan Firer*

Using notebooks, poems, forms, and readings, we'll explore various ways to enter a poem, allowing words to lead the way. Let go of your notion of what a poem is; write what you believe one should be. "Words are forces the breath lets go."—Robert Duncan

### **E4 You Can Do It: Getting a Children's Book Published:** *Beth Finke*

Every person who reads aloud to a child considers, "Gee, maybe I could write a children's book." Beth Finke speaks about how she got her ideas on paper; when to find an agent or send directly to publishers; what to include in a cover letter; how to decide on illustrators; and how to deal with rejection. Included is discussion on the importance of reading, researching and networking to get your story idea the attention it deserves. Infinite writing and publishing possibilities exist – this session helps children's book writers know where to find those opportunities.

### **E5 Folklore in Fiction:** *Rikki Clark*

Explore narrative devices and techniques that enable the writer to weave folk, cultural, ethnic and historical lore into fiction and creative nonfiction. Then discuss the ethical responsibilities of the writer to faithfully and accurately represent lore in their work.

### **E6 Pitch Session Workshop:** *Sharlene Martin (Limited to eight.)*

See description A6.

## **12:45 pm Anthony Flacco, Talk**

### **The Writer's Life**

Anthony Flacco focuses on the writer's life and its countless variations. No matter how disparate any set of writers may be, there are always common traits shared by the successful ones, which in this case means "writers who write." Fortune may play by its own rules, but our striving for excellence is under no one else's control.

*"I like the notion of using the Spring Writers Festival as a springboard to the rest of the year."  
2009 Spring Writers Festival Participant*

# Manuscript Reviews

Manuscript review opportunities are accepted on a first-come, first-served basis. Registrations are taken until Feb. 15, with manuscripts due Feb. 22. A one-on-one, 25-minute critique session will be scheduled for you between 8:30am and 5pm Saturday or between 8:30am and Noon Sunday. Please note: your private review may be held at the same time as a workshop session, causing you to miss part of that session. Cost is \$85.

Manuscript Reviewers: George Makana Clark, Traci Clark, Kelly James-Enger, Susan Firer, Jennifer Lawler, Sharlene Martin, Katy Vopal, Mary-Jeane Smoller-Phillips and Michele Wells.

For more information about how to submit your manuscript and the genres each reviewer will review, visit [sce-writersfestival.uwm.edu](http://sce-writersfestival.uwm.edu).



# Concurrent Sessions / Reviewer Choices

Indicate first, second and third choices under each time period

## A Concurrent Sessions, Saturday, 9:45am

- A1 Minute by Minute: Better Time Management for Writers: *Kelly James-Enger*
- A2 Writing Exercises that Breathe Life into Fiction and Memoir: *Kim Suhr*
- A3 Aesthetics of Popular Fiction: *Mukoma wa Ngugi*
- A4 Creative Nonfiction Writing: *Sierra Adare-Tasiwoopa ápi*
- A5 Self-publishing Today: *Helen Gallagher*
- A6 Pitch Session Workshop: *Michele Wells*

## B Concurrent Sessions, Saturday, 11am

- B1 Literary Magazines Online and in Print: *Christi Clancy, David Yost*
- B2 Publish Your Nonfiction Book: *Sharlene Martin*
- B3 Writing Dynamic Young Adult Fiction: *Katy Vopal*
- B4 Personal Essays: *Kurt Chandler*
- B5 Poetry Out Loud: *Dasha Kelly*
- B6 Pitch Session Workshop: *Jennifer Lawler*

## C Concurrent Sessions, Saturday, 2pm

- C1 Once Upon a Time: Writing Picture Books: *Katy Vopal*
- C2 True Crime and Crime Fiction: *Anthony Flacco*
- C3 MFA, MA or PhD?: *Christi Clancy, Barry Wightman*
- C4 The Secrets to a Successful Freelance Career: *Kelly James-Enger*
- C5 The Agent-Author Relationship: *Jennifer Lawler*
- C6 Make Genre Writing Real: *Mary-Jeane Smoller-Phillips*

## D Concurrent Sessions, Sunday, 9:30am

- D1 Writing Family Stories: *Traci Clark*
- D2 Getting Personal Essays on NPR: *Beth Finke*
- D3 What Editors Look For: *Sierra Adare-Tasiwoopa ápi*
- D4 Writing Short Stories: *George Makana Clark*
- D5 Marketing Your Self-published Book: *Eva Augustin Rumpf*
- D6 Screenwriting 101: *Anthony Flacco*

## E Concurrent Sessions, Sunday, 11am

- E1 Creating Buzz about You and Your Work Online: *Rochelle Melander*
- E2 Spiritual Writing: *Mary-Jeane Smoller-Phillips*
- E3 A Building in Words: Poetry Session: *Susan Firer*
- E4 You Can Do It: Getting a Children's Book Published: *Beth Finke*
- E5 Folklore in Fiction: *Rikki Clark*
- E6 Pitch Session Workshop: *Sharlene Martin*

## Manuscript Reviews

If you are registering for a Manuscript Review (additional fee, deadline Feb. 15 for registration, Feb. 22 for manuscript), please list choices here:

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

WRITE

# Enrollment 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

**ONLINE:**  
 www.sce-  
 registration.uwm.edu

**IN PERSON:**  
 161 W. Wisconsin Ave., Ste.  
 6000  
 Milwaukee, WI  
 Plankinton Bldg. above  
 The Shops at Grand Avenue  
 8a-5p (Central) M-F

PLEASE PHOTOCOPY FOR MULTIPLE PERSON REGISTRATIONS.

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

## Spring Writers Festival (includes four meals & reception) .....Prog. # 8121-4300

- Early Bird Registration - On or Before Feb. 8 .....\$244 \$ \_\_\_\_\_
- Registration for Festival .....\$269 \$ \_\_\_\_\_
- Registration for Pre-conference Workshop (choose one) .....\$89 \$ \_\_\_\_\_
  - Interviews     Agents
- Registration for Manuscript Review by Feb. 15 .....\$85 \$ \_\_\_\_\_
- Registration for Orientation for Newcomers .....\$0 \$ \_\_\_\_\_
- Registration for Friday Reception and Talk (for guests .....\$20 \$ \_\_\_\_\_
  - or those not attending entire festival)

Guest Name \_\_\_\_\_

Total Enclosed: \$ \_\_\_\_\_

Please complete form on page 9 and mail with enrollment form.

Please Print: Name \_\_\_\_\_ Day Phone \_\_\_\_\_

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

Evening Phone \_\_\_\_\_

Address \_\_\_\_\_ 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.

City / State / Zip \_\_\_\_\_

Email \_\_\_\_\_

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

**KEYCODE: WPDF**

**MESSAGE CODE: OC-31-09-W**

### Method of Payment

Subtotal \$: \_\_\_\_\_ Less Gift Certificate  
 or discount amount (if applicable\*) \$ \_\_\_\_\_ = **Total \$** \_\_\_\_\_

VISA  MasterCard  American Express

Cr.Cd.Acct.# \_\_\_\_\_

\* Gift Certificate #: \_\_\_\_\_

Exp.Date \_\_\_\_\_

Discount Explanation: \_\_\_\_\_

Card Holder's Name \_\_\_\_\_

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

3 Digit Security Code \_\_\_\_\_ on back of card  
 (Am. Express code, 4 digits, on front of card)

Signature \_\_\_\_\_

Office use only: Order # \_\_\_\_\_  
 Initials \_\_\_\_\_ Date \_\_\_\_\_

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

In Partnership with  
 UW-Extension

# *Eighth Annual Spring Writers Festival March 5-7, 2010, Downtown Milwaukee*

*Tap into your creativity, learn the writing business  
and find ways to get your writing published.*



Anthony Flacco



Agate Nesaule



Mukoma wa Ngugi

*Also featuring agents and editors:*

*Jennifer Lawler, Sharlene Martin, Raphael Kadushin,  
Kurt Chandler, Michele Wells and other leading  
authors and editors*

*"I was attracted to the opportunity to expand my repertoire  
of techniques and acquire new skills."*

*2009 Spring Writers Festival Participant*

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