

Welcome to ABC Books 4 Children & Adults, Inc. 2019 Southwest Florida Writer's Conference "The Hudson comes to the Peace"

Here is your conference schedule:

For your convenience a map of the Charlotte County Cultural Center is included in this program.

| When | Where | What | Who |
|-----------|-------------------|---|----------------------------|
| 7:00 AM | Lobby | Registration/Packet dispersal | ABC volunteers |
| 7:00 AM | Dining Hall | Breakfast is served | Cultural Ctr. Staff |
| 8:30 AM | Dining Hall | Welcome | Brenda Spalding |
| 8:45 AM | Chat Room | open all day (9:00 AM to 5:00 PM) Chat with Ed Franks about writing for newspapers, Sunny Farhadi about collegiate opportunities to improve skills, and others. | |
| Session 1 | 40 minute session | | |
| 8:50 AM | Theater | Agents/Editors answer questions about fiction Moderator – Marie LaBrosse Panel – Katharine Sands, Paula Munier, Lisa Abellera | Agents & Editors |
| | Room Tolstoy | What's hot & what's not in non-fiction | Agent Stephany Evans |
| | Room Austin | What an editor/agent wants to know? The Pitch! | Editor Deb Werksman |
| Until | Room King | Internet Marketing for writers | Staff – Brenda Spalding |
| | Room Rowling | Mainstream/Literary fiction that appeals to Agents | Agent Rebecca Scherer |
| | Room Dickens | Writing is your business – be sure it is! | Staff – Tim Jacobs |
| | Room Roberts | Write right, right now! | Staff – Liz Coursen |
| 9:30 AM | Room Twain | "The Play's the Thing" – Playwriting | Staff – Clarissa Thomasson |
| Session 2 | 40 minute session | | |
| 9:40 AM | Theater | Agents/Editors answer questions about non-fiction Moderator – Marie LaBrosse Panel – Dede Cummings, Sheree Bykofsky, Stephany Evans | Agents & Editors |
| | Room Tolstoy | Introduction to Publishing – for the new author | Agent Lisa Abellera |
| | Room Austin | The Business of Writing & the Law | Staff – Anne Dalton PA |
| Until | Room King | Internet Marketing for writers | Staff – Brenda Spalding |
| | Room Rowling | Writing – Catch a Publisher's attention | Staff – Veronica H. Hart |
| | Room Dickens | Literary Magazines – Who, How, What & When | Staff – Dr. Lynn Hawkins |
| | Room Roberts | The Book Tourist – Marketing in person | Staff – Liz Coursen |
| 10:20 | Room Twain | Avoiding Publishing Pitfalls | Staff – Kim Cool |

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Page two of your conference schedule:

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| Session 3 | 40 minute session | | |
| 10:30 AM | Theater | What publishers want in an author | Publishers |
| | | Moderator – Marie LaBrosse | |
| | | Panel – Dr. Mary Custureri, Dede Cummings, Deb Werkman, Julie Ann James ... | |
| | Room Tolstoy | What’s hot & what’s not in fiction | Agent Lisa Abellera |
| | Room Austin | Five reasons you need an agent | Agent Sheree Bykofsky |
| Until | Room King | Reasons to write – but not for publication | Agent Toni Robino |
| | Room Rowling | Writing – Catch a Publisher’s attention | Staff – Veronica H. Hart |
| | Room Dickens | A briefing on book sales and marketing in Europe | Staff – (Claire Perkins) |
| | Room Roberts | Setting – Suspending the disbelief | Staff – Clarissa Thomasson |
| 11:10 AM | Room Twain | Stalking Dead People –Researching Bios & Memoirs | Staff – JoAnn Glim |
| Session 4 | 40 minute session | | |
| 11:20 AM | Theater | Contracts for Writers – Preserving your rights | Agent Emily Keyes |
| | Room Tolstoy | What’s hot & what’s not in non-fiction | Agent Stephany Evans |
| | Room Austin | Six secrets of successfully published authors | Agent Sheree Bykofsky |
| Until | Room King | Mystery that appeals to agents & publishers | Agent Nicole Rescinti |
| | Room Rowling | Self-Publishing – is it for you? | Staff – Tim Jacobs |
| | Room Dickens | Magazine article writing | Staff – Lane DeGregory |
| | Room Roberts | It all depends on your “point of view!” (POV) | Staff – Joanne Tailele |
| 12:00 PM | Room Twain | Instant feedback – test your writing’s marketability | Agent Doug Grad & Mike Hirsh |
| 12:10 PM | Dining Hall | Lunch is served | Cultural Center Staff |
| 12:40 PM | Dining Hall/Chat rooms/Book Table/Sign up for Book review exchange/ time to chat, exchange cards and information | | |
| Session 5 | 40 minute session | | |
| 1:20 PM | Theater | What do periodicals want – panel discussion | Newspaper & Magazine Eds. |
| | | Moderator – Lucy Tobias | |
| | | Panel – Bob Massey, Cindy McCurry Bush, Jim Gouvellis | |
| | Room Tolstoy | Is fiction the place to start your writing career | Staff – DL Havlin |
| | Room Austin | Platforms & how to build them | Editor Lynn Thompson |
| Until | Room King | Romance that appeals to agents & publishers | Agent Nicole Recinti |
| | Room Rowling | Writing others stories – Biographies | Staff – Dr. Lynn Hawkins |
| | Room Dickens | Magazine article writing | Staff – Lane DeGregory |
| | Room Roberts | Covers that work & those that don’t – to sell books | Staff – Joe Eckstein |
| 2:00 PM | Room Twain | The art of keeping them reading - Pacing | Staff – Joanne Tailele |

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Page three of your conference schedule:

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| | | |
|-----------|-------------------|---|
| Session 6 | 40 minute session | |
| 2:10 PM | Theater | Getting your book on shelves – panel discussion Area Librarians |
| | | Moderator – Nancy Buscher |
| | | Panel –Rollie Welch, Rosemary LaBarge, Tyra Keating & Terry Herman |
| | Room Tolstoy | Character Development – a scientific approach I Staff – DL Havlin |
| | Room Austin | Is Partnership Publishing for you? Editor Dede Cummings |
| Until | Room King | The Well-Sold Story – Secrets that sell your writing Agent Paula Munier |
| | Room Rowling | Effective Dialogue – Who said what Staff Susan Klaus |
| | Room Dickens | Plot, theme, story ... the anatomy of fiction Staff – Ronni Miller |
| | Room Roberts | A Writer’s View on Crafting a Best Seller Staff – Angelina Assanti |
| 2:50 PM | Room Twain | Writing for a neighborhood radio station Staff – RJ Malloy |
| Session 7 | 40 minute session | |
| 3:00 PM | Theater | Publishing trends – panel discussion Agents |
| | | Moderator – Susan Klaus |
| | | Panel – Sheree Bykofsky, Rebecca Scherer, Katharine Sands, Doug Grad |
| | Room Tolstoy | Character Development – a scientific approach II Staff – DL Havlin |
| | Room Austin | Real People, Real Stories: Invasion of Privacy Staff – Anne Dalton PA |
| Until | Room King | The Importance of being social for authors Staff – Angelina Assanti |
| | Room Rowling | Producing, Writing & Selling “Green” work Editor Dede Cummings |
| | Room Dickens | Finding your market Staff – Dr. Lynn Hawkins |
| | Room Roberts | Newspaper articles & stories – getting started Staff – Lucy Beebe Tobias |
| 3:40 PM | Room Twain | Fantasy & Sci-Fi Workshop Staff – Susan Klaus |
| Session 8 | 40 minute session | |
| 3:50 PM | Theater | Getting your book on shelves – panel discussion Bookstore owners/managers |
| | | Moderator – Nancy Buscher |
| | | Panel – Bookstore owners & managers |
| | Room Tolstoy | Historical works that appeal to agents & publishers Agent Rebecca Scherer |
| | Room Austin | Avoiding Publishing Pitfalls Staff – Kim Cool |
| Until | Room King | YA & Children’s that appeal to agents & publishers Agent Emily Keyes |
| | Room Rowling | Writing about emotional/controversial subjects – in prose & poetry Staff – Melody Dean Dimick |
| | Room Dickens | Query Letters Agent Katharine Sands |
| | Room Roberts | Newspaper articles & stories – getting started Staff – Lucy Beebe Tobias |
| 4:30 PM | Room Twain | Copywriting – Hone your skills & make some cash Staff – Ronni Miller |

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Page four of your conference schedule:

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|-----------|-------------------|---|-----------------------------|
| Session 9 | 40 minute session | | |
| 4:40 PM | Theater | What do avid readers want – panel discussion Moderator – Susan Klaus Panel – Local readers recommended by ABC members & bookstore owners. | Book buyers & club members |
| | Room Tolstoy | Pacing – keep the reader reading | Staff – Melody Dean Dimick |
| | Room Austin | Advanced editing topics – Legalities, continuity | Editor Lynn Thompson |
| Until | Room King | The Second Draft Deep Dive: Revising to sell | Agent Paula Munier |
| | Room Rowling | Instant feedback – test your writing’s marketability | Agent Doug Grad |
| | Room Dickens | Historical works that appeal to agents & publishers | Agent Rebecca Scherer |
| | Room Roberts | The idea factory – creative juice squeezer | Agent Toni Robino |
| 5:20 PM | Room Twain | Illustrations & art work basics | Staff – Joe Eckstein |
| 5:30 PM | Lobby | Networking – visit exhibits, vendors, other participants | |
| 6:00 PM | Theater | Special performance Florida’s Cowboy/Lawyer poet | Jesse Sam Owens, Jr. |
| 6:15 PM | Theater | Keynote speaker President, Taylor & Seale Publishing | Dr. Mary Custureri |
| 6:50 PM | Dining Hall | Banquet | |
| 7:50 PM | Dining Hall | Presentation of the “Whammy” | DL Havlin |
| 8:00 PM | Dining Hall | Comments and farewell | Brenda Spalding & DL Havlin |

One-to-One Sessions

How it works.

This is your opportunity to get personal advice and counseling from our New York publishing professionals and other members of our faculty with strong experience in one or more publishing areas. You'll get an honest opinion of your work and, most importantly, the areas you need to improve on from a person qualified to do it! You can make great strides forward in your writing progress from what you learn at this one day conference. You may select (*on a first come first serve basis*) a faculty member to have a twenty minute one-to-one counseling meeting. Yes, the agents will expect you to pitch your work to them, *if* they have connections to your genre, general fiction, or non-fiction interest area.

Here's how it works:

- You **must be a registered participant of the conference** to be eligible for the one-to-one sessions.
- Read about each faculty member's area of expertise and determine which members you would like to consult. There is a limit of two sessions with our New York Agents/Editors per participant. There is no limit on our "local" faculty.
- Each faculty member will have a writing sample requirement that must be submitted to the conference 60 days (in our hands) prior to the conference. This allows the faculty member to review your work in advance and give you better suggestions. Requirements are specified in the "selection sheets" in this program.
- You will have a time(s) and place(s) provided to you in your registration packet the day of the conference.
- Most consultations will be in the Dining Hall, but some may be moved to other locations to accommodate presenters. (See map)
- If the faculty member you've chosen already has been "sold out" you will be given the opportunity to select another member. Availability of all faculty is on a first-come-first-serve basis based on receipt of registrations.
- Rates per session with each individual are marked on the selection sheets. New York Agent/Editor Faculty is \$50 for each session. Faculty is \$30 for each session.
- See refund policy for this topic.