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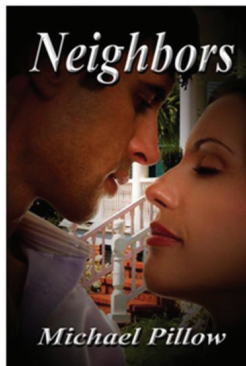
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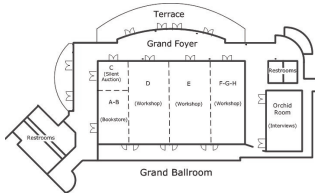
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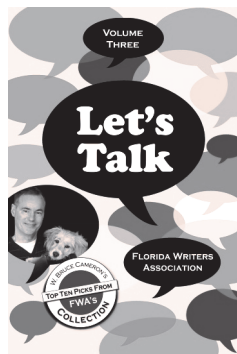
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Critique Faculty

*Again this year FWA invites all attendees to take advantage of the professional consultations with our Critique Faculty, **Dr. Douglas Houck, Professor John Pelot, children’s author Dianne Ochiltree, poet Peggy Miller, and editor Kaye Coppersmith.***

Submit your work to special faculty for a one-on-one critique at the conference. New and experienced writers of virtually all genres may request either critiquing or line-editing. Most of the manuscripts submitted for critique were submitted before the conference, but manuscripts will also be accepted at the conference until 10:00 AM Saturday, October 22. Most manuscripts accepted onsite must be shorter—ten pages for Douglas Houck, John Pelot, and Dianne Ochiltree (YA/middle grade novel). (Length requirements for poetry critiques with Peggy Miller and edits by Kaye Coppersmith remain the same.) These limitations are necessary to allow faculty time to do the critiques justice.

The Fine Print

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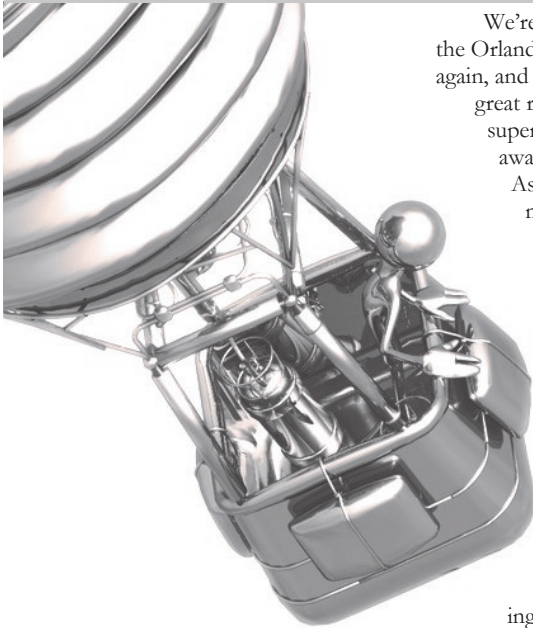
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Welcome...

—SOAR! Ten Years of Reaching New Heights—



Welcome to FWA's 10th Annual Writers Conference. Our organization has taken off in these last ten years, which makes our conference theme—*SOAR! Ten Years of Reaching New Heights*—particularly apropos.

Our organization has taken off in these last ten years, which makes our conference theme—SOAR! Ten Years of Reaching New Heights—particularly apropos.

The last ten years has been a period of phenomenal growth for FWA as well as our members. Look back at your career. If you've been serious about the craft of writing, if you've attended the annual conferences, participated in a local writers group and critique group, and sent out submissions, you've grown, too.

We're proud to have you join us at the Orlando Marriott Lake Mary once again, and pleased to offer you the same great room rate as in past years, with superb meals created by their award-winning chef.

As FWA heads towards 1,225 members and we reach our ten-year anniversary, it's important to thank everyone who has had a hand in making it happen.

You, our members, make it happen. The Writers Group Leaders scattered all over the state of Florida and as far north as Asheville, North Carolina, give of their time and expertise on a regular basis, hosting monthly meetings and bringing you speakers. The regional directors and officers contribute a great deal of their time, ensuring that the administrative work of Florida Writers Association runs smoothly. But, without you, there would be no FWA.

The entire Conference Committee has worked hard to put together an outstanding weekend for you, and Mary Lois Sanders, your Faculty Chairperson, has gathered some of our industry's top names to lead workshops and share information.

FWA is again proud to sponsor a Silent Auction for the benefit of the Florida Writers Foundation, a 501[c]3 charitable foundation created to help fight illiteracy in Florida. The Conference Bookstore will be open all weekend, with your favorite books from the faculty as well as FWA members. Both of these areas are great places to shop for holiday gifts, and I urge you to take advantage of them.

FWA's Collection #3—Let's Talk will also debut at this conference. It's the third in a series of collections of short stories authorized by the Board of Directors to showcase our members' writing. W. Bruce Cameron, our Person of Renown this year, will be recognized during Friday's luncheon program, and will be

our Keynote Speaker Friday after the Welcome Dinner.

Be sure to check the inside back cover of this Conference Schedule of Events for information on *FWA's Collection #4—My Wheels*, which will kick off on Sunday morning. Our Person of Renown will be rolling in to be unveiled in a special welcoming ceremony.



Chrissy Jackson
FWA President & Conference Director

Conference logo pins and yearly bars are available in the Bookstore. Stop in, browse for books, pick up an inexpensive pin and your appropriate years. Take a look at the new FWA T-shirt and pick up the first-ever FWA sweatshirt for those chilly evenings.

Also new this year is an RPLA shirt especially designed for anyone and everyone who has ever won an RPLA award. It's available in two great colors and will be sold in the Conference Bookstore.

Whatever you come to the conference to find, we know you'll find warmth, sharing, caring, and more information than you can possibly carry home! Welcome to your Tenth Annual Florida Writers Conference!

Chrissy Jackson

FWA President
2011 Conference Director

Friday

Hours of Operation

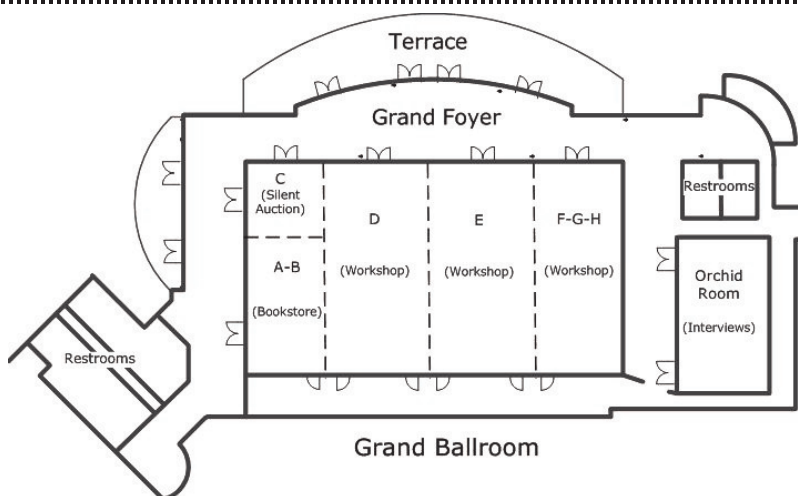


6:00 AM..... Registration Desk opens. Lobby, left side
 Exhibits set up. Great Hall
 7:00-8:00 Bookstore accepting books. Ballroom AB
 8:00 Silent Auction opens. Ballroom C
 9:00 Bookstore opens for shopping. Ballroom AB
 Interviews open. Orchid Ballrooms
 Exhibits open. Great Hall
 6:00 PM Registration Desk closes
 Bookstore closes
 6:30 Silent Auction closes

Dining | Assembly



7:00-7:50 AM Genre Meet & Greet. Ballrooms D, E & FGH
 Genre Breakfast Buffet. Ballrooms D, E & FGH
 Noon..... Lunch. Ballrooms D, E & FGH
 1:00 PM Color Guard. Conference Committee Chairpersons to be recognized. *FWA Collection #3—Let's Talk* and *FWA's history, Writing Our History: One Writer at a Time*, introduced. Ballrooms D, E, FGH
 1:30-1:50 Conference Orientation. Ballrooms D, E, FGH
 6:00 Welcome Reception. Grand Hall
 6:30 Welcome Dinner. Ballrooms D, E, FGH
 7:30-8:00 Keynote Speaker. W. Bruce Cameron



Friday

Workshops



8:00-9:45 AM

CONCURRENT SIGNATURE WORKSHOPS

- Ebooks: Making History in the Publishing World. Robert Brown & Sharene Martin-Brown. Ballroom D
- Heroes, Mentors & Shapeshifters: Character Archetypes & the Writer's Journey. Vic DiGenti. Ballroom E
- Telling Someone Else's Story. Jennie Helderman. Ballroom FGH

10:15-Noon

CONCURRENT SIGNATURE WORKSHOPS

- Marketing: Just the Facts! Linda terBurg. Ballroom D
- Back Story Bedlam: What to Use, What to Lose? Lynn Price. Ballroom E
- Heart & Soul of the Interview. Jennie Helderman. Ballroom FGH

2:00-3:15 PM

CONCURRENT WORKSHOPS

- Every Story Tells a Picture (juvenile). Dianne Ochiltree. Ballroom D
- Spice Up the Plot. Vic DiGenti. Ballroom E
- Put Your Best Foot Forward (pitch & query). Veronica Hart. Ballroom FGH

3:45-5:00

CONCURRENT WORKSHOPS

- Agents and Publishers Panel Discussion. Agyeman, R. Gussin, Hernandez, Howell, Neuhaus, Patrick, Sands. Ballrooms D, E
- Tell Me a Poem. Peggy Miller. Ballroom FGH



Events | Networking

9:45-10:15 AMMorning break, Great Hall, network with exhibitors. Beverages/ snacks, Ballrooms D, E, FGH.

3:15-3:30 PMAfternoon break, Great Hall, network with exhibitors. Beverages/ snacks, Ballrooms D, E, FGH.

3:30-3:45.....Door prize drawings. Ballrooms D, E, FGH

8:00-11:00.....Open Mic. Ballrooms D, E, FGH

Reminder! Fill out the super-short evaluation form for each workshop and collect your tickets for the door prizes!

Saturday

Hours of Operation

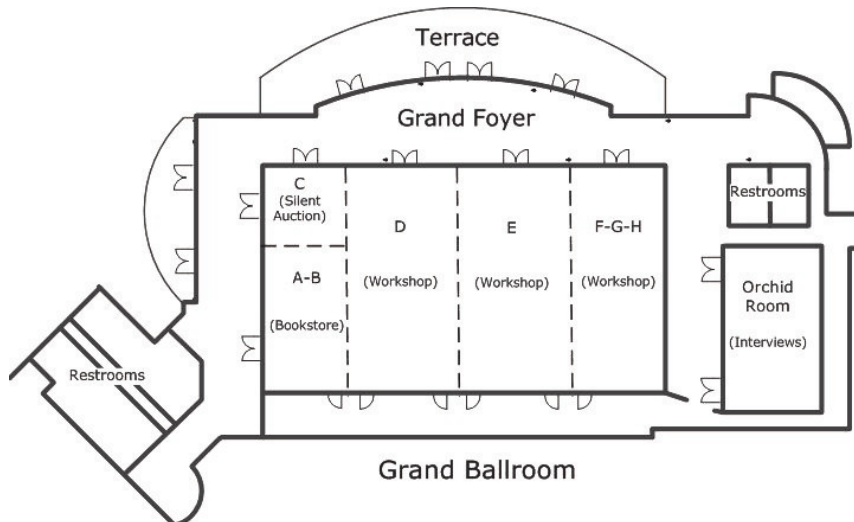


- 7:00 AM..... Registration Desk opens. Lobby, left side
- 8:00 Bookstore opens. Ballroom AB
Silent Auction opens. Ballroom C
Exhibits open. Great Hall
- 9:00 Interviews open. Orchid Ballrooms
- 6:00 PM Registration Desk closes
Bookstore closes
- 7:30 Silent Auction closes

Dining / Assembly



- 7:00-8:00 AM Genre Meet & Greet. Coffee and juice served. Ballrooms D, E
- 8:00 Genre Breakfast. Ballrooms D, E, FGH
- Noon..... Lunch. Ballrooms D, E, FGH
- 1:00-1:50 PM..... President and VP Awards, Board of Directors recognition,
Writers Group Leader recognition, special member gift, membership
meeting (all FWA members). Ballrooms D, E, FGH
- 6:30 RPLA Reception, exhibitors. Great Hall.
- 7:30 RPLA Awards Banquet. Ballrooms D, E, FGH
- 8:30 Awards Banquet break. Ballrooms D, E, FGH
- 8:50-10:15 Awards Ceremony. Ballrooms D, E, FGH



Saturday

Workshops



- 7:00-8:00 AM **EARLY BIRD WORKSHOPS**
- Let's Write Prose! Jamie Morris. Ballroom FG
 - Let's Write Poetry! Peggy Miller. Ballroom H
- 9:00-10:15 **CONCURRENT WORKSHOPS**
- Unraveling the Mystery of Mysteries! Chantelle Osman. Ballroom D
 - What are Multi-Cultural Books & Why Do They Matter? Janell Agyeman. Ballroom E
 - Writing Faith Oriented Novels. Shelley Shepherd Gray. Ballroom FGH
- 10:45-noon **CONCURRENT WORKSHOPS**
- 10 Things a New Writer Should Know. Debbie Coty. Ballroom D
 - The Reinvented Writer. Katherine Sands. Ballroom E
 - Sci-Fi/Fantasy/Paranormal: Everything You Wanted to Know! Marisa Corvisiero. Ballroom FGH
- 2:00-3:15 PM **WORKSHOPS**
- The Military Memoir. Harley Patrick. Ballroom FGH
 - Open Mic II, Eugene Orlando, MC. Ballrooms D & E
- 3:45-5:00 **CONCURRENT WORKSHOPS**
- How to Write That Script! Chantelle Osman. Ballroom D
 - Climbing the Stairs to Publication. Shelly Shepherd Gray & Mary Sue Seymour. Ballroom E
 - Point of View: Third Person Attached vs. Omniscient. Rebecca Melvin. Ballroom FGH

Events | Networking



- 8:20 AMFWA's Collection #3—Let's Talk photo. Meet at Conference Bookstore
- 8:30FWA's Collection #3 Let's Talk book signing. ABC Foyer
- 10:15-10:30Morning break, Great Hall, network with exhibitors. Beverages/ snacks, Ballrooms D, E, FGH.
- 10:30-10:45Door prize drawings. Ballrooms D, E, FGH
- NoonFWA T-shirt picture. (To participate, wear your FWA T-shirt; available for purchase at the Conference Bookstore.) Podium at Ballrooms D
- 2:00-3:15 PMOpen Mic II, Eugene Orlando, MC. Ballrooms D & E
- 3:15-3:30Afternoon break, Great Hall, network with exhibitors. Beverages/ snacks, Ballrooms D, E, FGH.
- 3:30-3:45Door prize drawings, Ballrooms D, E, FGH

Sunday

Hours of Operation



7:00 AM Silent Auction cash out. Ballroom C
8:00 Bookstore opens. Ballroom AB
9:00-10:15 Interviews. Orchid Ballrooms
Exhibits open. Great Hall
10:30 Bookstore closes
Exhibits close

Dining | Assembly



7:00-8:00 AM Coffee and juices. Ballrooms D, E
8:00-9:00 AM Continental breakfast, Ballrooms D, E, FGH
10:30 Closing keynote. Lynn Price. Ballrooms D, E, FGH
11:00 FWA's *Collection #4—My Wheels* kicks off with surprise Person of Renown. Ballrooms D, E, FGH

Workshops

Double raffle tickets!



7:00-8:00 AM **EARLY BIRD WORKSHOPS**

- Let's Write Prose! Jamie Morris Ballroom FG
- Let's Write Poetry! Peggy Miller Ballroom H

9:00-10:15 **CONCURRENT WORKSHOPS**

- Sure-Fire Self-Editing Method. Eugene Orlando. Ballroom D
- Fast Talk: Changing Narrative to Dialogue. Mary Sue Seymour. Ballroom E
- How to Write a Great Nonfiction Book Proposal. Kirsten Neuhaus. Ballroom FGH

Double raffle tickets!

Events | Networking



8:00 AM RPLA published authors book signing. ABC Foyer
10:15-10:30 Morning break, Great Hall, network with exhibitors. Beverages/ snacks, Ballrooms D, E, FGH
11:00-11:30 Grand Door Prize drawings, including Bed, Breakfast, & a Balloon Ride; 2012 Conference registration. Ballrooms D, E, FGH



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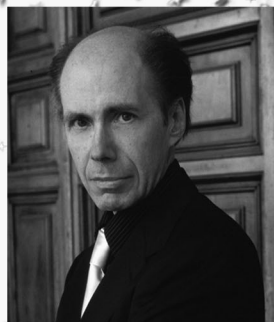
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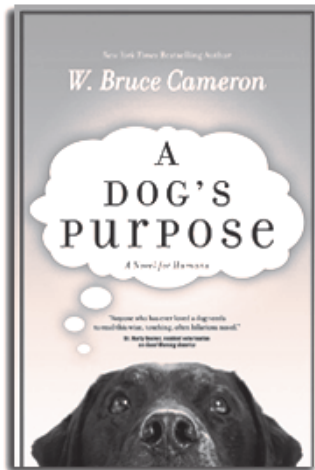
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Friday's Keynote Speaker



W. Bruce Cameron



Suzette Standing and Bruce Cameron at the 2010 FWA Annual Conference

W. BRUCE CAMERON

If you attended last year's FWA conference, you saw Bruce Cameron in person when he kicked off FWA's 2011 dialogue-only anthology, *Collection #3*. The award-winning syndicated columnist and bestselling author is FWA's Person of Renown for the *Collection*, as well as the keynote for this year's FWA conference.

And the National Society of Newspaper Columnists (NSNC) has named him 2011 Columnist of the Year.

Yes, everyone loves Bruce, and for eight good reasons.

One: His bestselling book, *8 Simple Rules for Dating my Teenage Daughter*, was snapped up by Disney and co-developed as both a feature film and the 2002-2005 hit ABC-TV series. *A Dog's Purpose*, his first novel, also landed on several bestseller lists, with movie rights bought by DreamWorks. Other books are *How To Remodel a Man* and *8 Simple Rules for Marrying My Daughter*. *Emory's Gift* is due out in August.

Two: In 2006, Bruce won the Robert Benchley Award for Humor (judged by Dave Barry). That same year, he was selected as The National Society of Newspaper Columnists No. 1 humor columnist in newspapers with circulation of more than 100,000.

Three: Bruce's public appearances include a "CNN profile filmed entirely in the dangerous territory of my daughters' bedrooms, a People profile, USA Today Weekend, and the CBS Early Show."

Four: He's a romantic! At FWA's 2010 conference, he slyly plugged *A Dog's Purpose*, mentioning that he'd be getting married in a few weeks and (tongue-in-cheek, here) he'd probably plug the book during his vows.

Which brings us to **five:** After he married fellow writer Cathryn Michon in November, the couple spent their honeymoon collaborating on the *Dog's Purpose* screenplay. (Hey, it's okay, they're writers, for Pete's sake.)

Six: He has paid his dues, having supported himself in strange ways (driving an ambulance, repossessing cars, selling life insurance, programming computers, and analyzing financial statements). Even his writing began humbly enough. In 1995, he started an online column with six subscribers. (The column, incidentally, grew to reach some 40,000 subscribers in 52 countries and was later syndicated.)

Seven: Bruce himself says it best: "I've been a writer my whole life, but any material success has come to me rather late in life. There are a lot of unpublished books taking up storage space in my closet, a lot of rejected manuscripts and screenplays gathering dust. I'd like to think that, with each failure, I learned more about my chosen craft and brought myself closer to being the sort of author who could write a book that is (I'll say it because I believe it) as important as *A Dog's Purpose*."

Eight: His NSNC award was presented at the organization's 35th annual conference last June by Suzette Martinez Standing, longtime FWA member and winner of many Royal Palm Literary Awards (oh, yes, and former NSNC President).

Bruce will deliver the keynote address Friday, 7:30 PM, in Ballrooms D, E, FGH.

Sunday's Keynote Speaker



Lynn Price, Editorial Director, Behler Publications, an independent traditional publisher

LYNN PRICE

Lynn Price is the award-winning author of *Donovan's Paradigm* and *The Writer's Essential Tackle Box*, which debuted in November 2009. Lynn assumes a lighthearted and somewhat irreverent tone with the myriad issues facing today's writers on the Behler Publications blog: <http://behlerblog.blogspot.com/>. To read more about this publishing house, please visit www.behlerpublications.com.

Behler Publications is an independent traditional publisher of fiction and nonfiction personal journeys with social relevance. Behler's works reflect emotional issues that create timeless, significant stories that will continue to touch our lives twenty years from now.

"Backstory Bedlam: What to Use, What to Lose?" A 115-minute workshop [Friday, October 21, 10:15 AM]. It's a fact that backstory can enhance or ruin a story, depending on how it's used. In this workshop, Lynn will answer the questions: What is backstory? - Is it evil? - Why use backstory? - What to use/What to lose. Learn:

1. The difference between backstory and fluff
2. How to write effective backstory that enhances rather than makes readers snooze
3. About the Prologue copout.

Lynn will deliver her keynote address, "We're All in This Together," Sunday, October 23, 2011, Ballrooms D, E, FGH.

To see Lynn by special appointment: Check the website prior to the conference or the FWA registration desk at the conference.

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Agents...



Janell Walden Agyeman, Literary Agent, Marie Brown Associates Literary Services

JANELL WALDEN AGYEMAN

Janell Walden Agyeman has been a literary agent with Marie Brown Associates since 1993. An industry veteran, she has held editorial positions at Doubleday & Company and Howard University Press, where she also directed a summer publishing institute that prepared students for publishing industry careers. Additionally, over the course of her career, she has provided editorial services and production management for writers who choose to publish independently. A former board member of the Miami Book Fair International, she loves encouraging people everywhere to read, write, and get published effectively.

Janell is looking for adult nonfiction in the areas of health & wellness, spirituality, environment/sustainable living, current events, family & child development, memoirs and biography; African-American, Latino/Latin American, or African Diaspora history and culture topics; and YA and middle grade: historical, contemporary fiction (fantasy okay but no vampires), series and individual titles, and creative nonfiction in all subjects.

“What are Multicultural Books and Why Do They Matter?” A 75-minute workshop [Saturday, October 22, 9:00 AM]. With the recognition in recent years that cultural and ethnic minorities constitute a significant, underserved portion of the literary marketplace, savvy authors and publishers began deliberately producing books that were more inclusive of the rainbow complexions and myriad individual experiences that reflect life in America. Join agent Janell Walden Agyeman to better understand the opportunities for multicultural books today as we examine outstanding examples in the field and address the following questions: What themes do publishers want to see? Are the publishing opportunities and presentation rules for authors of adult literature the same as for authors of works for children? Must authors be from the culture about which they write if they want to get published?

To see Janell by special appointment: Check the website prior to the conference or the FWA registration desk at the conference.

Conference Attendees, Be Prepared!

A few gentle suggestions from FWA....

Make an appointment. You'll have your best chance of success if you purchase an appointment and come ready to make your pitch at an appropriate time—not cornering agents or publishers at meals or in the restroom!

Take your stuff with you. Bring your materials. It pays to be ready and professional. Even if the person you pitch doesn't accept your materials, he or she will notice that you're prepared and may ask for your materials to be shipped or emailed—or offer to pass your information along to someone who might have interest. At past FWA conferences, editors and agents requested many manuscripts from attendees.

Say thank you. If you meet someone and talk with them even a little bit, drop them an email after the conference and say thank you. It's good business, and you might wind up with an ongoing conversation. Don't forget to collect business cards so you'll have the email addresses you need.

See the FAQs (page 47) for more interviewing tips!



Agents (cont., 2)...



Marisa Corvisiero, Esq., Agent,
L. Perkins Agency

MARISA CORVISIERO, ESQ.

Marisa Corvisieri is an author and an attorney as well as an agent. She is the founder of The Corvisiero Law Practice, P.C., a boutique law firm in midtown New York City, where she practices Entertainment Law and Corporate Law, among other areas. Marisa is currently being featured by the National Association of Professional Women and has recently been featured by *Writers Digest Guide to Literary Agents* and in Lori Perkins' blog as a new agent. In the last few years Marisa has merged her passions in writing and in the law into her entertainment law practice, and she is now representing several authors. In her recent ventures within the publishing industry, Marisa joined forces with the L Perkins Literary Agency and is now building her client list. Marisa has a Facebook page and a LinkedIn network. Her blog is at <http://thoughtsfromaliteraryagent.blogspot.com>. The website for her law firm is www.corvisierolaw.com. Send your query and first two chapters (or full book for children's books—illustrations are not necessary) to marisa@lperkinsagency.com.

Marisa is seeking: Nonfiction—guides and tales about the legal practice, parenting, self-help, and mainstream science (no textbooks, please). Fiction—cross-genre romance, science fiction, fantasy and urban fantasy, horror, thriller/adventure, suspense, literary, quality chick lit, YA, and children's books.

“Science Fiction, Fantasy and Paranormal—Everything You Ever Wanted to Know!” A 75-minute workshop [Sunday, October 23, 9:00 AM]. Learn the rules of inception in this most creative genre. Will discuss everything from creating ideas and new worlds, weaving them into good plots, writing well, finding the right agent, choosing the best publisher, the market and what new trends mean, the life of a writer, and marketing science fiction, fantasy and paranormal work, to organizations and awards.

To see Marisa by special appointment: Check the website prior to the conference or the FWA registration desk at the conference.



Saritza Hernandez, E-Publishing
Agent, L. Perkins Agency

SARITZA HERNANDEZ

Saritza Hernandez of the L. Perkins Agency is the new ePub agent specializing in representing authors in the digital marketplace. With more than 10 years experience in the publishing industry, Saritza works with new and established authors looking to capitalize and grow in the digital era.

Saritza is seeking strong paranormal or urban fantasy romance, steampunk, cyberpunk, and gothic horror, as well as GLBT-themed romance.

Find her submission guidelines on her blog: saritzahernandez.blogspot.com and please send queries to: sh@lperkinsagency.com. Follow her on twitter [@epubagent](https://twitter.com/epubagent).

To see Saritza by special appointment: Check the website prior to the conference or the FWA registration desk at the conference.

Agents (cont., 3)●●●



Kirsten Neuhaus,
Kirsten Neuhaus Literary

KIRSTEN NEUHAUS

Kirsten Neuhaus started her own literary agency in the spring of 2009 after a decade in the business. Over the course of her career, she has worked at Elaine Markson Agency, Sanford J. Greenburger Associates, and Vigliano Associates, handling domestic and foreign rights. Before moving to New York, Kirsten lived in Miami and Buenos Aires, and is a graduate of Columbia University, where she majored in English. Her list includes a wide range of fiction and nonfiction by award-winning and both domestic and international bestselling writers.

Kirsten is primarily looking for narrative nonfiction, particularly concerning current events, international affairs, cultural studies, and stories with strong female voices, as well as smart, well-written fiction. To learn more about this agency, go to www.kirstenneuhausliterary.com.

“How to Write a Great Nonfiction Book Proposal” A 75-minute workshop for all writers [Sunday, October 23, 9:00 AM]. Nonfiction almost always sells on proposal. Even when there is a full manuscript available, agents and editors generally prefer to at least start their review with a proposal. This workshop will cover the components you need in your proposal. It will also cover how to tailor your proposals based on the type of nonfiction you are writing. As an agent, Kirsten has worked on, and sold, a wide range of proposals: everything from memoir to biography; history to prescriptive/self-help; and investigative journalism. No matter how far along the project is—if it’s still in the early stages or if complete—this workshop will help the nonfiction author hone one of the most important elements (if not the most important element) of a submission.

To see Kirsten by special appointment: Check the website prior to the conference or the FWA registration desk at the conference.

Please remember to patronize the companies who donated to the Silent Auction:



- **PublishingSuccessOnline.com**
- **Disney**
- **SeaWorld**
- **Orlando Science Center**
- **Gatorland**
- **Busch Gardens**
- **Dozens more!**

Check the Silent Auction blog for a complete list: <http://www.fwa2011conference.blogspot.com>.

Agents (cont., 4)...



Chantelle Aimée Osman,
A Twist of Karma Entertainment

CHANTELLE AIMEE OSMAN

Chantelle Aimée Osman is an attorney and former development head for production companies in Hollywood. Her company, A Twist of Karma Entertainment, focuses on screenplay editing and consulting. She is also a blogger for the Sirens of Suspense, a group of award-winning mystery authors, and a reviewer for the syndicated Poisoned Fiction Review. Her numerous short and flash fiction stories have been published online, in print, and in anthologies. In addition to speaking on screenplay and short story writing nationwide, she has served as editor for several anthologies and judged short story contests. See her website: www.twistofkarma.com and her blog with some other mystery authors www.SirensOfSuspense.com.

“Unraveling the Mystery of Mysteries” A 75-minute workshop [Saturday, October 22, 9:00 AM]. The mystery genre is one of the most popular in the world, with a readership second only to that of romance. Recently the genre has expanded and crossed over with historical, crime, fantasy, and even romance. Learn the elements that make a mystery, and how to break into the world of mystery writing.

“How to Write that Script” A 75-minute workshop [Saturday, October 22, 2:00 PM]. We’ve all said, “That would make a great movie,” but few of us have had the nerve to write it. This workshop will provide the fundamentals of formatting a screenplay, as well as some basic tips on the common mistake new screenwriters make and how to avoid them.

To see Chantelle by special appointment: Check the website prior to the conference or the FWA registration desk at the conference.

- * SCREENPLAY EDITING
*IMPROVE DIALOGUE, PLOT STRUCTURE
& CHARACTER DEVELOPMENT*
- * QUERY LETTER & SYNOPSIS
EDITING AND PREPARATION
- * BOOK COVER DESIGN

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True S...** by Scott C. Davis



**The Road from
Damascus** by Scott C.

BookieJar
A taste of eBooks...

Agents (cont., 5)...



Nicole Resciniti, Associate Agent,
The Seymour Agency

NICOLE RESCINITI

Nicole Resciniti is an associate agent at The Seymour Agency. In addition to working with Mary Sue Seymour to negotiate clients' rights, Nicole divides her time between New Jersey and Naples, where she has established The Seymour Agency's Southwest Florida Office. Nicole is a graduate of Fairleigh Dickinson University and holds degrees in biology, psychology, and behavioral neuroscience. She is a member of AAR, RWA, ACFW, and Mensa. Visit her at www.theseymouragency.com.

Nicole is currently accepting submissions and actively building her client list.

Fiction: romance (all genres), YA, action/suspense, mysteries, commercial thrillers, Christian/Inspirational, and sci-fi/fantasy/UF. She is especially interested in historical romances. **Nonfiction:** prefers medical, scientific, and political material, as well as how-to proposals from qualified professionals.

To see Nicole by special appointment: Check the website prior to the conference or the FWA registration desk at the conference.



Katherine Sands, Agent,
Sarah Jane Freyemann Literary

KATHERINE SANDS

Katharine Sands is a literary agent with the Sarah Jane Freyemann Literary Agency who has worked with a varied list of authors who publish a diverse array of books. Highlights include *XTC: SongStories*; *Chasing Zebras: THE Unofficial Guide to House, MD*; *Make Up, Don't Break Up with Oprah* guest *Dr. Bonnie Eaker Weil*; Playwright Robert Patrick's novel, *Temple Slave*; *Taxperts: Dirty Little Secrets the IRS Doesn't Want You to Know*; *The SAT Word Slam*; *Divorce After 50*; *The Complete Book of Bone Health*; *The Safe and Sane Guide to Teenage Plastic Surgery*. She is the agent provocateur of *Making the Perfect Pitch: How to Catch a Literary Agent's Eye*, a collection of pitching wisdom from leading literary agents.

Actively building her client list, **Katherine likes books** that have a clear benefit for readers' lives in categories of food, travel, lifestyle, home arts, beauty, wisdom, relationships, parenting, and fresh looks, which might be at issues, life challenges, or popular culture. When reading fiction she wants to be compelled and propelled by urgent storytelling, and hooked by characters. For memoir and femoir, she likes to be transported to a world rarely or newly observed.

"The Reinvented Writer" A 75-minute workshop [Saturday, October 22, 10:45 AM]. Today's writers need to understand how to succeed and maximize their works in the new media and literary marketplace. Do you know how work is sold and how the writer is compensated? Do you know why the writing you do about your writing is as important as the writing itself? This comprehensive session answers these questions and provides key information on many other "must know" issues. New York City-based literary agent Katharine Sands takes participants step-by-step through the success checklist for the getting-published process. From content-creation to contract; first writes to last rights, focusing on both craft and career, you will learn essential secrets to practicing PitchCraft, including: what to do—and what not to do—when you set out to woo and win a literary agent, the easy-to-fix mistakes many writers make when querying agents, and seven surefire techniques that get you out of the slushpile; how to: identify your selling points and sales engines, whet an agent's appetite, get editors to say "yes," make the perfect pitch, build a media platform, and create a writing career.

To see Katherine by special appointment: Check the website prior to the conference or the FWA registration desk at the conference.

Agents (cont., 6)...



Mary Sue Seymour,
The Seymour Agency

MARY SUE SEYMOUR

Mary Sue Seymour, a former teacher who still holds her New York State teaching certificate, began her company, The Seymour Agency, in 1992. She is a graduate of The State University of New York at Potsdam. She is a member of the AAR, WGA, The Author's Guild, and RWA. She has led workshops at a number of conferences, including Space Coast Writer's Guild Conference in Cocoa Beach, Florida, Put Your Heart in a Book in New Jersey, the Silicon Valley Conference in California, and RT Convention in Daytona Beach.

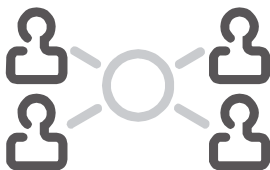
Current sales are multi-book deals to Thomas Nelson, Zondervan, Harvest House, Harper Collins inspirational, also Don Reid of the Statler Brothers Christmas novel to Cook Communications Ministries as part of a multi-book deal, a two-book deal to Harlequin American and several books to Adams Media Corp in Boston, including *The Everything Triathlon Book*, *The Everything Self Hypnosis Book* and *The Everything Children's Spelling Book*. For more about The Seymour Agency, please visit www.theseymouragency.com.

Mary Sue is looking for romance, women's fiction, nonfiction and inspirational books. Her site is www.theseymouragency.com

“Climbing to Publication” A 75-minute seminar with bestselling inspirational romance author Shelley Gray [Saturday, October 22, 2:00 PM]. Mary Sue and her client Shelley Gray will talk about the agent/client relationship that grew as they worked together for Shelley's success. Hear how they met at Romance Writers of America Nationals in Denver about ten years ago. Shelley will share how she began writing for Avalon for \$1,000 a book, then switched to Harlequin American and finally to Harper Collins. As Shelley tells her story, Mary Sue will explain her role in that success. The workshop will include Q&A at the end.

“Fast Talk: Changing Narration to Dialogue” A 75-minute workshop [Sunday, October 23, 9:00 AM] for both beginning and experienced writers. This is an interactive workshop in which participants will use different synopses to practice turning narrative into dialogue in order to speed the pace of the action. This will be done in group and individual settings, and participants will be encouraged to read their writing aloud. The goal of the workshop is for participants to understand the importance of dialogue and creating exciting stories.

To see Mary Sue by special appointment: Check the website prior to the conference or the FWA registration desk at the conference.



Got a laptop? Check out our Quick Links:

- ◆FWA website: www.floridawriters.net
- ◆Conference blog: <http://floridawriters.wordpress.com/>
- ◆FWA Network: <http://fwanetwork.ning.com/>
- ◆FWF website: <http://www.floridawritersfoundation.org/>
- ◆Silent Auction blog: <http://www.fwa2010conference.blogspot.com/>
- ◆Twitter @flawritersconf

FWA's Editing Service



Need an editor, but the up-to-seventy-five dollars/hour they charge scares you? Wouldn't know who to go to if you weren't scared anyway?

The Florida Writers Association has an Editing Service (available only to its members) for a fraction of the normal cost. *And* its editors are thoroughly vetted, their test comprehensive, not easy.

But you're in a critique group, so why an editor? Sure, there're some good critiquers out there, but a good critiquer does not a good editor make. Might not even make a decent one. Too many mechanics the good critiquer may not know, stuff that can make or break your entrée into publishing. It's the edited manuscript, every agent/publisher/acquisition editor will tell you, that has the greater chance of being picked up.

And remember, too, that as good a writer as you might be, it's virtually impossible to really edit your own work.

On the FWA front, the difference between an unedited vs. edited piece is the difference between a low and high score on the RPLA rubrics (even making the cut to *finalist* gives you a credential, you know). Unedited vs. edited is often the difference, too, between rejection and selection for inclusion in the *FWA Collection* (a great credential) and/or *The Florida Writer* (another great credential). Won't one or all of these credentials look good in your query letter?

For those who want to write something for *The Florida Writer* and/or for next year's *FWA Collection*, FWA's Editing Service charges only \$29.00 to edit up to 1,500 words for either publication. Note, though, this is limited to stories/articles for the *Writer* and the *Collection*.

If you're interested in FWA's Editing Service, contact our Editing Service's coordinator, Kaye Coppersmith at sunnyskyes@earthlink.net or (813) 920-7144. She'll be glad to answer any questions.



Questions? Contact Kaye Coppersmith, sunnyskyes@earthlink.net or (813) 920-7144.

The FWA Editing Service: another way FWA is "Writers Helping Writers."

Publishers...



Robert Brown, Publisher,
Ampichellis Ebooks,
independent traditional
epublisher

ROBERT BROWN

Robert Brown is the publisher at Ampichellis Ebooks, a traditional ebook publisher of both fiction and nonfiction. Ampichellis publishes mystery, horror, YA and middle-grade, romance, women's fiction, science fiction, urban fantasy, and many other commercially viable genres. Formerly a partner at Wylie-Merrick Literary Agency for twelve years, he's a conference veteran who has facilitated workshops, sat on panels, and consulted on manuscripts at conferences throughout North America. He is co-creator and presenter of *Writing for Publication in the 21st Century*, *The World of E*, *Market U*, and *The Q/C Ratio* workshops. www.ampichellisebooks.com.

Robert currently seeks well written novels in all commercially viable genres for Ampichellis Ebooks, a division of Martin Brown Publishers, LLC. He is specifically interested in young adult, mystery, suspense/thriller, romance, and urban fantasy. Ampichellis' current list of authors includes, Jon Ripslinger (*The Hustle*), Joyce Yarrow (*Ask the Dead*), Nina Wright (*Whiskey and Water*, *Whiskey on the Rocks*, and *Whiskey and Tonic*), Barry Kirwan (*Eden Paradox*), Bobby Ray Brown (*Escape From Devil's Horse*), and Jennifer Cloud (*Sweet Jane*).

“Ebooks—Making History in the Publishing World” A 115-minute workshop [Friday, October 21, 8:00 AM]. This workshop will include an overview of electronic publication—its similarities and differences (including submissions and how manuscripts are formatted)—to print publishing, its implications for traditional publishing and the direction the industry is taking. It will also cover advantages and disadvantages of ebooks as well as information on the different types of ebooks in the marketplace today.

To see Robert by special appointment: Check the website prior to the conference or the FWA registration desk at the conference.



Sharene Martin-Brown,
Art & Editorial Director,
Ampichellis Ebooks,
independent traditional
epublisher

SHARENE MARTIN-BROWN

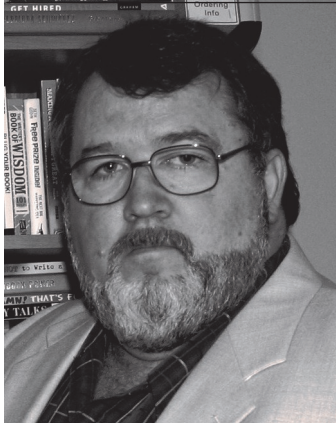
Sharene Brown is a multi-published author and freelance writer who has taught high school and college writing and literature. She holds a Master's degree in Language Education and is a multi-published author and freelance writer who has facilitated workshops and consulted on manuscripts at conferences throughout North America. She is co-creator/presenter of *Writing for Publication in the 21st Century*, *The World of E*, *Market U*, and *The Q/C Ratio* workshops. www.ampichellisebooks.com.

Sharene acquires in all genres, but she is most interested in young adult mysteries, novels that fit into educational settings for YA and middle-grade readers, stories centered on a human/animal friendship (think *My Friend Flicka* or *The Cat Who* mysteries), dance-themed stories, romance, and horror. During her years as a literary agent with Wylie-Merrick Literary Agency, she had the pleasure of working with such authors as Lydia Parks (Kensington, Harlequin), MJ Pearson (Seventh Window), and Lisa Cooke (Dorchester).

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To see Sharene by special appointment: Check the website prior to the conference or the FWA registration desk at the conference.

Publishers (cont., 2)...



Rik Feeney, CEO,
Richardson Publishing &
PublishingSuccessOnline.com,
fee-based publisher, epubliher,
& FWA Platinum Sponsor

RIK FEENEY

Rik Feeney is a former gymnastics coach and a published author (traditionally) since 1992 and has since developed several more books, audio CDs, special reports, and articles. He is also a columnist on AllExperts.com under the categories of Publishing/Self-Publishing and Gymnastics. His main goal is to become a paperless publisher.

“I will have no stock of books in house, but through POD technologies, MP3, and PDF downloads. I will be able to provide all my books and other educational materials to anyone in the world from anywhere in the world—hopefully lounging on a beach in Fiji!”

Rik’s specialty is the ability to take difficult and convoluted concepts and make them easy to understand. In addition, the creative spark “burns like a wildfire in my brain.” He applies this creative power to writing, marketing, and book design.

Richardson Publishing is a “concierge-style” publishing company that works directly with the author to make sure the final product is commercially viable and represents the author’s intent as closely as possible. It accepts books in any genre and publishes both traditionally (hard copy) and digitally through Ingram Content Group to Amazon.com, Barnes & Noble, and several other online book retailers. Richardson offers different levels of publishing participation, allowing the author to choose royalty levels and percentages of subsidiary rights retained, based on the author’s financial commitment. Richardson Publishing’s guiding concept is exclusively quality of product.

PublishingSuccessOnline.com offers services in digital publishing, traditional hardcover/paperback publishing, cooperative publishing, book coaching/consulting, content development, editing/proofreading, book cover design, marketing, back copy blurbs, marketing/promotional plans, author web pages/websites, and independent publisher training. For more information, please visit www.PublishingSuccessOnline.com.

To see Rik by special appointment: Check the website prior to the conference or the FWA registration desk at the conference.



Dr. Patricia Gussin,
President & Editor-in-Chief,
Oceanview Publishing, independent
traditional publisher

DR. PATRICIA GUSSIN

Patricia Gussin, MD, has practiced medicine and has directed medical research in her role as worldwide vice president for a leading healthcare company. A Fellow of the American Academy of Family Physicians, Pat is a member of the American Academy of Family Medicine and a former member of the American Pain Society, Past President of the Drug Information Association, and a former officer of the American Society for Clinical Pharmacology and Therapeutics.

Pat is a member of Mystery Writers of America, and the International Thriller Writers. *Shadow of Death* is her first novel and takes place at the epicenter of her medical training, Detroit in 1967, the year the city erupted into the worst case of civil violence since the Civil War. For updates and more information, please visit Pat’s website at: www.patriciagussin.com

Oceanview Publishing is recognized as one of the country’s leading independent book publishers of works within the mystery, thriller and suspense genres, with 40 titles published by the end of 2010. The company was founded in 2005 by former Johnson & Johnson executives Susan Greger, Dr. Robert Gussin, and Dr. Patricia Gussin. Oceanview Publishing has been headquartered in Ipswich, MA since 2005, and at the end of 2010, moved its headquarters to Florida.

See Pat by special appointment on Friday or on Saturday morning only: Check the website prior to the conference or the FWA registration desk at the conference.

Publishers (cont., 3)●●●



Dr. Robert Z. Gussin, CEO,
Oceanview Publishing, independent
traditional publisher

DR. ROBERT Z. GUSSIN

Bob Gussin, author of *Trash Talk*, retired from Johnson & Johnson as Corporate Vice President of Science & Technology and Chief Scientific Officer in 2000. He has undergraduate and graduate degrees in pharmacy and science and is author of a number of scientific publications. Two of Gussin's passions—science and sports—collide in his first novel, *Trash Talk*. For more information about Robert Gussin and *Trash Talk*, please visit www.bobgussin.com.

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To see Bob by special appointment on Friday or on Saturday morning only: Check the website prior to the conference or the FWA registration desk at the conference.



Julie Ann Howell, Publisher,
Peppertree Press, fee-based
publisher & FWA Platinum Sponsor

JULIE ANN HOWELL

Julie Ann Howell's passion for words came at an early age and with that passion she has been planting literary seeds all over the globe. She is the founder/publisher of The Peppertree Press, and magazine. She is also an avid speaker, published children's author, and now a novelist. Go to www.peppertreepublishing.com to learn more.

Peppertree Press is a Sarasota, Florida, based professional publishing company—"Where Seeds are Planted and Flourish Worldwide!"—which offers professional publishing with a personal touch.

Peppertree was launched to help aspiring authors who have dreams and aspirations of turning their manuscripts into masterpieces. All projects that come to The Peppertree Press are thoroughly screened and evaluated before acceptance and are professionally edited and enhanced by Peppertree's graphic design team.

"We are proud of our authors, who have incorporated meticulous research and a passion for writing that shows how they care for their readership."

In addition, each author has a relationship with The Peppertree Press for promoting his or her book through public speaking, book signings, reading festivals, and contacts with both print and electronic media.

To see Julie Ann by special appointment: Check the website prior to the conference or the FWA registration desk at the conference.

**Reminder! Fill out the super-short evaluation form for each workshop
and collect your tickets for the door prizes!**

Publishers (cont., 4)●●●



Rebecca Melvin, Owner, CEO,
Double Edge Press, independent
traditional publisher

REBECCA MELVIN

Rebecca Melvin, a writer and editor for more than 25 years, created Double Edge Press at the suggestion of one of her writer clients. She's found the ability to help writers serving Christ in their writing and the creative outlet that publishing provides to be the ultimate satisfaction in business ownership.

Double Edge Press was created in 2005 to highlight Christian-themed books. The company publishes all genres within the Christian spectrum, fiction and nonfiction, and currently has 16 books on the market, with three new titles pending. For the past several years, Double Edge has discovered authors at the Florida Writers Association Conference.

“Point of View—Third Person Attached vs. Omniscient” A 75-minute workshop [Saturday, October 22, 2:00 PM] appropriate for both beginners and advanced writers. Point of View continues to be an aspect of fiction writing that I see authors struggling with. This workshop is designed to give writers a clear understanding of the difference between Third Person Attached POV and Omniscient POV. It will go over the basic concepts of the differences between the two, the limitations and pitfalls to avoid with each, and the understanding that a writer needs to make a conscious decision in his or her writing as to which POV will be most effective in presenting their story.

To see Rebecca by special appointment: Check the website prior to the conference or the FWA registration desk at the conference.



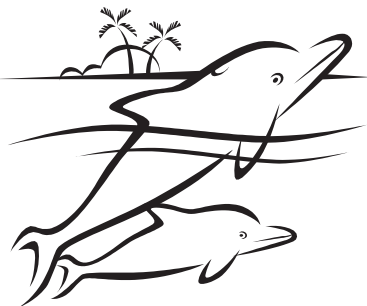
Neal P. Melvin,
Head of Acquisitions & Steering, CIO,
Double Edge Press, independent
traditional publisher

NEAL P. MELVIN

Neal Melvin ultimately vetoes or green-lights every project prior to publication. His strengths lie in the male-oriented markets and nonfiction. He is an incessant fact-checker and holds authors to a high standard of accuracy when portraying action and/or historical scenarios. He has been with Double Edge Press since its inception.

Double Edge Press was created in 2005 to highlight Christian-themed books. They publish all genres within the Christian spectrum, fiction and nonfiction, and currently have 16 books on the market, with three new titles pending. For the past several years, Double Edge has discovered authors at the Florida Writers Association Conference.

To see Neal by special appointment: Check the website prior to the conference or the FWA registration desk at the conference



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Check out the goodies—and bid high—it's for a great cause! We are the Florida Writers Foundation, Inc., a 501[c]3 nonprofit corporation specifically formed to promote literacy, as well as enhance the writing skills of children, youth, and adults.

Check out the items, Ballroom C.

Please show your appreciation for our donors by patronizing them!

Publishers (cont., 5)●●●



Eugene Orlando, CEO, Scriptor Publishing, Inc., a fee-based publisher operating on commission, & FWA Platinum Sponsor

EUGENE ORLANDO

Over the past five years, **Eugene Orlando**, CEO of Scriptor Publishing Company, Inc., has been a member of FWA and an experienced workshop leader for the annual conference and numerous FWA groups. In 2010, Eugene offered a Great American Teach-in presentation to students in a Tampa elementary school on the writing profession. He has five novels published, four under his adult/young adult pseudonym Dakota Balmore, one under his middle-grade pseudonym Dana Palladino, and twelve short stories and an anthology under Eugene Orlando. Eugene has won eleven awards in the FWA's Royal Palm Literary Awards since 2004 (four for first place) and six honorable mentions in the Annual Writer's Digest Writing Competition. Eugene has written, but not published, a total of thirty-six novels and over ninety short stories. In 2009, Eugene received the FWA President's Award.

Scriptor Publishing, Inc., e-publishes mostly fiction for adults and children, but is interested in good nonfiction, including memoirs. In fiction, he accepts any genre. The only requirements are that the manuscript be of high quality and salable to the public. Scriptor Publishing operates on a commission basis only—no initial cost to authors. www.ScriptorPublishing.com.

“A Sure-Fire Self-Editing Method” A 75-minute workshop for all writers [Saturday, October 22, 10:45 AM]. This rigorous self-editing prescription will help you edit your work as well as any published book and could save you as much as \$1,500. Plenty of examples and hands-on practice will be offered during the session.

To see Eugene by special appointment: Check the website prior to the conference or the FWA registration desk at the conference.



Harley Patrick, Publisher, L&R Publishing, LLC, independent traditional publisher

HARLEY PATRICK

After a 20-year career in public relations/marketing, **Harley B. Patrick** came to book publishing in 2000, joining Hellgate Press (publishers of military history, veteran memoir and adventure travel titles) as a senior editor. In 2007, he and his wife created L&R Publishing, LLC, located in Ashland, Oregon, and purchased Hellgate Press: www.hellgatepress.com.

L&R Publishing, LLC, publishes military history, veteran memoir, adventure travel, and historical/adventure titles under the imprints of Hellgate Press and Hellgate Press Fiction. Since 1995 Hellgate Press has offered more than 70 titles, and today averages 10-15 titles per year. Located in Ashland, Oregon, its books are distributed nationally through Midpoint Trade Books of New York. “I am always on the lookout for new authors and new works to publish.”

“The Military Memoir” A 75-minute workshop [Saturday, October 22, 3:45 PM]. Many military memoir authors write, “I was born,” “I went to boot camp,” “I was in combat,” “I retired”... “The End.” They start at Point A and dutifully march to Points B, C, D—finally ending up at Point Z. Everything in chronological order, a nice, straight line. For the average reader (and acquisitions editor!), this often spells *boring*. In this workshop, we will focus on thinking about our lives, military career—and our memoir—in a nonlinear fashion. We will also explore ways to begin at somewhere other than the beginning while weaving a narrative arc that is both compelling and appealing to reader and publisher alike. Attendees will learn: the importance of a narrative arc in memoir writing; how to use elements of fiction writing in a nonfiction memoir; how to create a nonlinear outline.

To see Harley by special appointment: Check the website prior to the conference or the FWA registration desk at the conference.

Publishers (cont., 6)...

LYNN PRICE

Lynn Price, Behler Publications, will teach a 115-Minute Workshop Friday, October 21, 10:15 AM on backstory. She is available for special appointment and is our Keynote Speaker for Sunday. See Lynn's write-up under Keynote Speakers on page 16.



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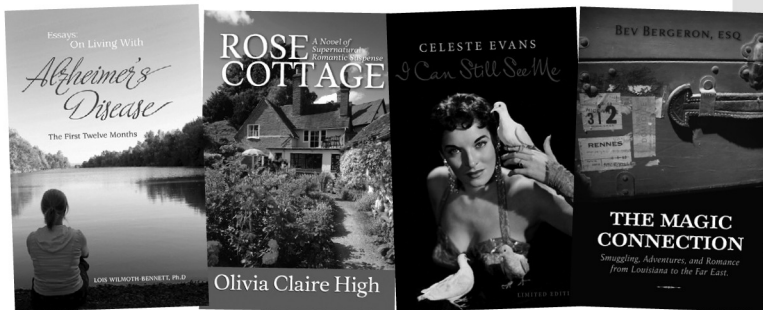
Turning your writing into published books

"...a pleasure to work with. Careful attention to detail, top quality production, and the personal touch make this company outstanding....It is nice to do business with people who really care about doing an exceptional job."

*—JoAnn and Cecil Corsiatto
Publisher of The Science of Living*

"I was absolutely amazed and elated at the fantastic job SPS Publications did of designing and producing my book and meeting my deadline. SPS Publications was wonderful to work with, and I highly recommend them."

*—Celeste Evans,
Author of Has This Ever Happened to You?*



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Book Printing, Binding and Design Services
www.spsbooks.com

Specialty Faculty...



Kaye Coppersmith, Wordsworth Editing & FWA's Editing Services, Critique Faculty

KAYE COPPERSMITH

New this year is a consultation and editing session with **Kaye Coppersmith** of **Wordsworth Editing**. Kaye will edit the first three pages of your manuscript and then sit down with you at the conference to discuss her suggestions. See page 5 and the FAQs of this Conference Schedule of Events for details on how to sign up at the conference.

During the 15-minute consultation, Kaye will go over suggestions with you, one-on-one, explaining mechanics and how to: tighten, brighten, and punch up writing; improve characterization, plot development, structure, and pace; elicit emotional responses from readers.

Kaye facilitates the **Florida Writers Association's Editing Service** and is its senior editor. She also does editing presentations at writing groups wherein group members submit their first few manuscript pages, which Kaye edits and goes over with the entire group. She explains her suggestions and in doing so, teaches attendees the mechanics that separate the amateur writer from the skilled.

Two of her authors' books are published, two others are with a publisher, three short stories and two books have won Royal Palm Literary Awards, and five shorts were selected to appear in the *FWA Collection: Slices of Life*. Kaye's column *Write Better!* sometimes appears in *The Florida Writer*.



Debora Coty,
Author, Workshop Leader

DEBORA COTY

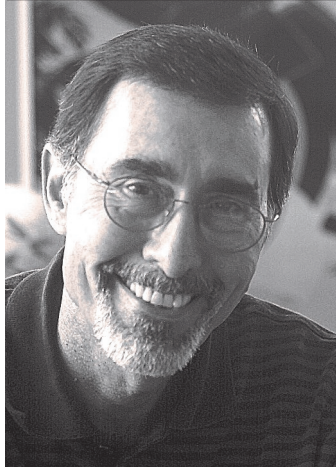
Debora M. Coty is an experienced and popular workshop leader, having led over 75 writing workshops at schools, libraries, writers groups, writing conferences and book stores for all ages. Her inspirational women's self-help book, *Too Blessed to Stay Stressed: Inspiration for Climbing Out of Life's Stress-Pool*, was scheduled for release in August 2011 by Barbour Books, followed by the second book in the series, *More Beauty, Less Beast: Transforming Your Inner Ogre* in the spring of 2012. These will be the twelfth and thirteenth books she has authored or co-authored, in addition to over 100 articles published in international magazines, newspapers and trade journals. Visit her website: www.deboracoty.com.

"10 Things a New Writer Should Know" A 75-minute workshop for novice writers [Saturday, October 22, 10:45 AM]. Come learn what to expect with a first book deal; tips for checking contract clauses; types of editing from agents to publishers; choosing an agent; dealing with rejection; networking, platform, copyright, and more. Debora's knowledge and experience in the industry are an asset to all, and her humorous presentation style will keep all writers enthralled.

To see Debora by special appointment: Check the website prior to the conference or the FWA registration desk at the conference

Reminder! Fill out the super-short evaluation form for each workshop and collect your tickets for the door prizes!

Specialty Faculty (cont., 2)...



Vic DiGenti, Author, Moderator for the Agents/Publishers/Acquisition Editors Panel

VICTOR DIGENTI

Vic DiGenti is the award-winning author of the Windrusher trilogy of adventure/fantasy novels. As an unpublished manuscript, *Matanzas Bay*, a mystery/suspense novel set in St. Augustine, was named the Book of the Year at the 2009 Royal Palm Literary Awards competition. It has since been published under the pen name Parker Francis. Vic is a Regional Director of the Florida Writers Association and President of the Friends of the Library—Ponte Vedra Beach. Visit his web site: www.windrusher.com.

“Heroes, Mentors & Shapeshifters: Character Archetypes & the Writer’s Journey” A 115-minute workshop [Friday, October 21, 8:00 AM]. Your characters may seem unique, but chances are they share the same elements found in the myths and stories of cultures throughout the world and throughout history. Using examples from today’s films and books, Victor DiGenti, the award-winning author of the Windrusher series, will track the hero’s journey and demonstrate how to grow characters using Christopher Vogler’s *The Writer’s Journey* as a platform to help you write more powerful stories.

“Spicing Up the Plot” A 75-minute workshop [Friday, October 21, 2:00 PM]. Vic cooks up a tasty gumbo using the choicest ingredients necessary for a successful novel. Gather round the table for this four-course repast that includes character development, mouth-watering dialogue, timely and unusual settings, and Point of View. All of this, plus you’ll have the opportunity to create your own distinctive characters and put words in their mouths.

Vic will also be moderating the Agents/Publishers/Acquisitions Editors Panel on Friday afternoon.

To see Vic by special appointment: Check the website prior to the conference or the FWA registration desk at the conference.

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Specialty Faculty (cont., 3)...



Shelley Shepard Gray,
Bestselling Romance Author &
FWA's Author-in-Residence

SHELLEY SHEPARD GRAY

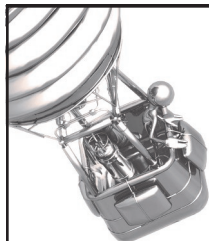
Shelley Shepard Gray writes Amish romances for Harper Collins' inspirational line, Avon Inspire. From her first novel, *Hidden*, her inspirational novels have grown in popularity. *Forgiven*, the third novel in her Sisters of the Heart trilogy, won the HOLT Medallion award for Best Short Inspirational Novel of 2009. Other works include the bestselling Seasons of Sugarcreek series, which debuted in 2010, and *Grace*, a Christmas Sisters of the Heart novel published in October 2010. The INSPYs named *Winter's Awakening* a finalist in their Amish Fiction category. Shelley will have another four novels released in 2011. Her new series, Families of Honor, will launch in March 2011 with *The Caregiver*. 2011 also brings the publication of *A Texan's Promise*, her first in a western historical trilogy for Abingdon Press, to be released in September. To date, Shelley has also written eleven novels for Harlequin American Romance as Shelley Galloway. Her second novel for Harlequin, *Simple Gifts*, won the 2006 Reviewers Choice Award.

Shelley earned her bachelor's degree in English literature and elementary education and her master's in educational administration. A former teacher, she now lives in southern Ohio and writes full time. She enjoys writing novels that showcase her Christian ideals. She is active on *Facebook* and also has a website, www.shelleyshepardgray.com.

"Climbing to Publication" A 75-minute seminar with her Agent Mary Sue Seymour [Saturday, October 22, 2:00 PM]. Shelley and Mary Sue will talk about the agent/client relationship that grew as they worked together for Shelley's success. Hear how they met at Romance Writers of America Nationals in Denver about ten years ago. Shelley will share how she began writing for Avalon for \$1,000 a book, then switched to Harlequin American and finally to Harper Collins. As Shelley tells her story, Mary Sue will discuss her role in that success. The workshop will include Q&A at the end.

"Writing the Inspirational Romance" A 75-minute workshop [Saturday, October 22, 9:00 AM]. You will learn the keys to writing inspirational romance, including: how to create fully developed heroes and heroines that are likeable but flawed, and the characters' use of Scripture to guide in their lives as they work/grow/struggle. Also included are plotting the relationships, building tensions, creating the "dark moment" that all romances must have, and other elements of the genre.

To see Shelley by special appointment: Check the website prior to the conference or the FWA registration desk at the conference.



Don't miss Sunday's Grand Prizes, including
~Bed, Breakfast, & Balloon Ride~
~Free 2012 Conference Registration~

Place your completed workshop evaluation forms in the box in the Silent Auction room and receive a raffle ticket good for the remainder of the conference (or until it wins a prize). For drawings Friday and Saturday, no need to be present to win, but someone must claim your prize when your number is drawn.

For Sunday's Grand Prize drawings, you must be present to win.

Specialty Faculty (cont., 4)...



Veronica Helen Hart,
Author, Actor, Pitching Coach

VERONICA HELEN HART

Veronica Helen Hart is a member of The Daytona Playhouse and The Little Theater of New Smyrna Beach, where she has been acting and directing since moving to Florida in 2005. She is also a member of the FWA (Regional Director and Writing Group Leader) and Sisters in Crime. Her novel, *The Prince of Keegan Bay*, is available through Champagne Books and Amazon.

“Put Your Best Foot Forward” A 75-minute workshop [Friday, October 21, 2:00 PM] for everyone wishing to prepare a pitch for the agents or publishers. This workshop will cover: 1) Writing your query letter: What must be in your letter; what must *not* be in your letter. Attendees are encouraged to bring their own samples of query letters for discussion. We will work on creating your query letter, which will serve as the foundation of your pitch. 2) Practicing your pitch: As time permits, we will practice a few pitches. You will learn how to zero in on what’s unique and important about your work. What does the agent want to hear? What does the agent not want to hear? You’ll be prepared to attend your pitch session with confidence.

Pitch practice by special appointment: Attendees wishing to practice pitching to agents, publishers, and acquisition editors before actually meeting with them will want to sign up for a one-on-one consultation/pitch practice session. Attendees may sign up with registration, or upon arrival at the conference: \$40 per 15-minute session.



Jennie Miller Helderman,
Author, Workshop Leader

JENNIE MILLER HELDERMAN

Jennie Miller Helderman writes fiction and nonfiction books, short stories, magazine articles, and essays. She is experienced in public speaking, workshop design, teaching adults and college students; in panels and/or one-hour to 10-day workshops to audiences of 10 to 1,000; and has worked on 35 college campuses.

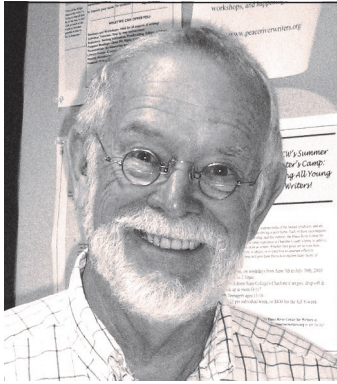
A member of the American Society of Journalists and Authors, The Authors Guild, Atlanta Press Club, Atlanta Writers Club, and the Alabama Forum, Ms. Helderman has authored *As the Sycamore Grows*, (Summers Bridgewater Press, Oct., 2010); *Hanukkah Trivia*, (with Mary Caulkins. Paperback, Crane Hill Publishers, 1999); *Christmas Trivia* (with Mary Caulkins. Paperback, Crane Hill Publishers, 1998); *The Key*, a 150,000-circulation quarterly magazine of Kappa Kappa Gamma, published continually since 1872, among other works.

“When the Story Isn’t Your Own” A 115-minute workshop [Friday, October 21, 8:00 AM]. The discussion will feature issues involved in telling someone else’s story, such as when do you need the person’s permission; getting the whole truth; discussion of releases, rights, libel and privacy; creative nonfiction vs. straight facts; when does the author step between the pages. Audience will: 1) learn resources and tips to verify and supplement information from interviews; 2) become aware of legal issues and learn where to find documents and professional help; 3) learn difference between journalistic reporting and creative nonfiction.

“Heart and Soul of Interviews” A 115-minute workshop [Friday, October 21, 10:15 AM]. The presentation features interview techniques to get under the skin; how to be sensitive yet ask the sensitive question; etiquette and authority figures; ways to organize interview information; markets for interview stories. You will learn: 1) listening skills through practice and role-play; 2) etiquette in quoting authorities in their field of expertise; 3) methods of preserving and organizing transcripts and supplementary information.

To see Jennie by special appointment: Check the website prior to the conference or the FWA registration desk at the conference.

Specialty Faculty (cont. 5)...



Dr. Douglas Houck, Professor & Author, Edison State College, Punta Gorda, Florida, Critique Faculty

DR. DOUGLAS HOUCK

Dr. Douglas Houck is a Professor of English and Writing at Edison State College in Punta Gorda, Florida. He holds a Bachelor's Degree in Speech/Communication from SUNY Fredonia, a Master's in English, a Master's in Social Sciences (Public Policy Analysis), and a Doctorate in English from SUNY Buffalo. He has worked as a policy writer at the state level and has published a collection of folklore and two historical novels and is completing an Illustrated History of Charlotte County, Florida, scheduled for release later this year. He is president of the Peace River Center for Writers at Edison State College.

Critiques: Historical fiction and adult nonfiction manuscripts (20 pages). See page 5 and the FAQs of this Conference Schedule of Events for details on how to sign up at the conference.



Peggy Miller, Poet, Critique Faculty

PEGGY MILLER

Peggy Miller, an editor with *The Comstock Review*, has an MFA from American University. She has conducted poetry workshops for over 15 years. Her collection, *What the Blood Knows*, was published in 2007 and *Stone Being* in 2009, both from Custom Words. Peggy has published a chapbook, *Martha Contemplates the Universe*, Frith Press, and a *Greatest Hits* chapbook from Pudding House. Visit her on Facebook.

“Tell Me a Poem” A 75-minute workshop [Friday, October 21, 3:45 PM]. There is something very human, very primal, about telling a story. Authors of fiction deal with plot and character development, with a beginning and middle and end. But to poets, “Tell me a story” may mean “Wallow with me in emotion,” or “Tell me a secret,” “Put me under a spell,” or “Make magic.” This is the aspect of poetry we will talk about, with fabulous examples and an invitation for participants to play with such ideas.

“Let s Write Poetry!” Two, one-hour poetry writing sessions on Saturday & Sunday mornings (7:00—8:00 AM): In this participation-heavy format, writers write to a prompt and share their work aloud with the group.

Critiques: Poetry (1-5 poems). Peggy will be doing critiques for writers who sign up with their registration. For information on signing up at the conference, see page 5 and the FAQs of this Conference Schedule of Events.

To see Peggy by special appointment other than a critique: Check the website prior to the conference or the FWA registration desk at the conference.

Reminder! Fill out the super-short evaluation form for each workshop and collect your tickets for the door prizes!

Specialty Faculty (cont., 6)...



Jamie Morris, Author, Teacher

JAMIE MORRIS

Jamie Morris is a book-coach/writing workshop leader who brings community-oriented leadership, cooperative learning techniques—and what some call a literary “sixth sense”—to her work with writers. Central Florida’s first AWA (Amherst Writers & Artists) workshop leader, Jamie, a CRLA (College Reading and Learning Association) Master Writing Consultant, FWA and Society of Children’s Book Writers and Illustrators (SCBWI) member, graduated from the Rollins College Writing Program. Visit her website: www.woodstreamwriters.com.

“Let’s Write Prose” Two, one-hour writing sessions on Saturday & Sunday mornings (7:00 – 8:00 AM): In this participation-heavy format, writers write to a prompt and share their work aloud with the group.

To see Jamie by special appointment: Check the website prior to the conference or the FWA registration desk at the conference.



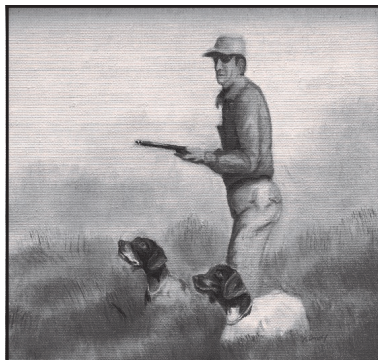
Dianne Ochiltree, Children’s Author,
Critique Faculty

DIANNE OCHILTREE

Dianne Ochiltree is a nationally recognized author of books for the very young. Her work has appeared on several recommended reading and “best book” lists and foreign language editions. Dianne’s *Lull-a-Bye, Little One* was a selection in the Dollywood Foundation’s “Imagination Library” childhood literacy program, 2007-2009. For more information, please visit www.ochiltreebooks.com.

“Every Story Tells a Picture” A 75-minute workshop for children’s writers [Friday, October 21, 2:00 PM]. Dianne gives the basics of writing and/or illustrating a picture book manuscript. Attendees will learn how to use a simple text-and-stick-figure book dummy to check their stories for pacing/page turn; the importance of writing from a young child’s perspective; and how to write picture book stories that *show* instead of tell—in other words, to create both a visual and text framework for telling the story.

Critiques: Picture book (complete manuscript); chapter book (5-6 pages); middle grade (1st 10 pages); YA (1st 10 pages). Children’s author and writing coach Dianne Ochiltree has read, critiqued, and brainstormed clients stories at numerous writer’s conferences since 1999. Her one-on-one critiques focus on improvement of craft and an evaluation of what markets might be open to a story or project when it is time for submission. Dianne will be doing critiques for writers who have signed up. See page 5 and the FAQs of this Conference Schedule of Events for details on how to sign up at the conference.



Got a few minutes? Put them to work!

Check out the Silent Auction to benefit the Florida Writers Foundation and literacy and get ahead on your holiday shopping.

Dozens of prizes, including dozens of original paintings

Check out the goodies—and bid high—it’s for a great cause! We are the Florida Writers Foundation, Inc., a 501(c)(3) nonprofit corporation specifically formed to promote literacy, as well as enhance the writing skills of children, youth, and adults.

Check out the items, Ballroom C.

Specialty Faculty (cont. 7)...



John Pelot, Professor and Author,
Edison State College,
Charlotte, Florida, Campus,
FWA Critique Faculty

JOHN PELOT

John Pelot, a native Floridian, studied marine sciences at the University of South Florida before transferring to Eckerd College in St. Petersburg and earning a BA in English with emphasis in creative writing. After graduating from the University of North Carolina with an MFA in creative writing, he was a 1995 recipient of the Excellence in Teaching Award by NISOD, University of Austin, Texas, while teaching English at Guilford Community College.

As an adjunct for High Point University, John served as a poetry judge and workshop leader at the popular Phoenix Festival for many years. He has published poetry in local and national periodicals, including the *Greensburg Review*, *Sierra Nevada Review*, and the *Sandhills Review*. His awards include a first place in the *O'Henry Awards*, second place for the *Ronald H. Bayes Prize* from NC Charlotte, and the *Robert Ruark Award*. John also garnered first and third place in Eckerd College's prestigious *Howard Carter III Alumni Contest*. Recently he published the first in a series of ebooks called *Arcane*.

John was the 2009 *NISOD Excellence in Teaching* winner for Edison State College, where he is a professor of English on the Charlotte Campus. He remains involved with the community as president of Charlotte County's nonprofit *Peace River Center for Writers* and lives in Punta Gorda. Visit John's website to read more of his work: <http://JohnPelot.com>

Critiques: General fiction, sci-fi, and poetry. Professor Pelot will be doing critiques for writers who signed up before the conference. See page 5 and the FAQs of this Conference Schedule of Events for details on how to sign up at the conference.



Linda terBurg,
Marketing & Publishing Expert &
Presenter

LINDA TERBURG

Linda terBurg has honed her marketing skills for many years. Recently, she was the marketing director for a book publishing company. Besides working with the 22 authors and their books, she helped develop the marketing strategy for the company. Linda received an MBA from Wayne State University with a concentration in Marketing. She has worked with the Small Business Administration, helping businesses in the Detroit area develop marketing strategies and in the public school systems, marketing for school millage. In The Villages, Florida, Linda assisted with marketing authors and book fairs. She also received a MEd in education and a BA in English and speech.

“Marketing: Just the Facts—ALL the Facts!” A 115-minute workshop [Friday, October 21, 10:15 AM]. Participants will learn a variety of marketing techniques. They will also put together a press kit and a plan for both electronic and hard mail distribution.

To see Linda by special appointment: Check the website prior to the conference or the FWA registration desk at the conference.

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- Hooray for Lewis & Fleming's *Poop, Butt, Booger & Snot*. Find it on iTunes and Rhapsody.

Book Boosters

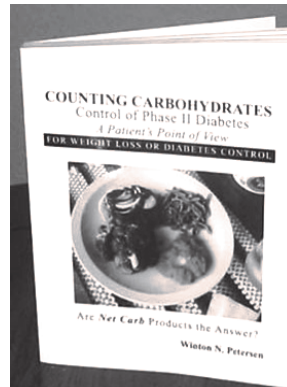
- Love, Lust, Disillusionment, Deceit! *Riding Solo: My Journey Through Love and Madness*, by Lee B. Ravine, M.S., is "a must read!" www.leeravine.com.
- *Secrets of the Charles* by Susan Boyd — A first-place winner of the 2010 RPLA.
- *Rabbit Trail: How a Former Playboy Bunny Found Her Way* is available in the FWA bookstore! Signing on Saturday @ 1:00 PM.
- *My Mosaic—Glimpses and Reflections*. A memoir covering dogs, volunteering, golf, and other topics. Includes the 2008 FWA first-place essay winning entry regarding Civil War descendants who settled in Brazil.



**Wordsworth
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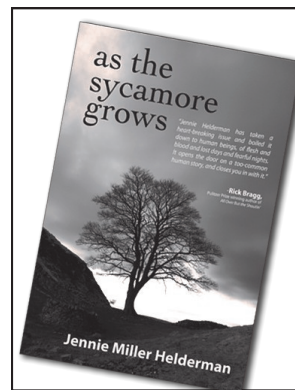
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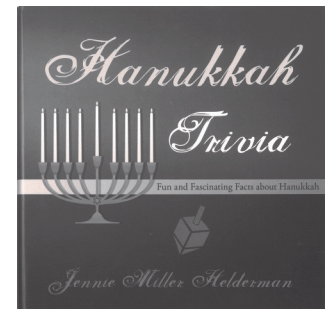
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Hanukkah Trivia

by Jennie Miller Helderman

What do a hammer, a comet and Hannibal Lecter have to do with Hanukkah? Why eat cheese? 100 pages chockful of fun facts to stump the rabbi or even Aunt Ethel, who knows it all.

Hardcover, 6" x 6", 2011 edition,
\$9.95



Christmas Trivia by Jennie Miller Helderman

What links the Republican elephant, the Democrat's donkey, and Abraham Lincoln to Santa Claus?

Hardcover, 6" x 6", 2011 edition,
\$9.95

Saturday's Banquet...

Welcome to the Awards Banquet, the climax of our conference, "SOAR! 10 Years of Reaching New Heights!" A lot happens at the Banquet. You'll network with writers, agents, publishers, and other faculty while enjoying a fabulous dinner. There will be no keynote speaker this year, as W. Bruce Cameron will give his keynote address on Friday evening at the Welcome Dinner. The highlight of the Royal Palm Literary Award Banquet is, of course, when we announce the winners of the 2011 Royal Palm Literary Awards Competition (RPLA).

RPLA is unique among writing competitions in that it is not only about recognizing winning entries but also about serving FWA members by providing blind, objective, and constructive written assessments to all entrants. Few writing competitions can guarantee that multiple judges will read and thoroughly comment on each entry.

Likewise, not many competitions offer as many categories for entry. This year, RPLA covered 30 categories of

writing, including genres of book-length nonfiction, short nonfiction, poetry, book-length fiction, and short fiction. New this year was a General Catch-All Category, which allows an author to enter anything that didn't specifically fit into one of the other genres.

RPLA will recognize two Books of the Year—one for published books and one for unpublished. These awards cross all genres, and the winners are the books with the highest total number of points. For the unpublished winner, this award could garner some extra attention from prospective agents and publishers; published winners could find that this award gives their book that little extra edge in the marketplace.

All of this is possible because of the dedication of our anonymous judges. This year, we had 82 active judges, who are current or retired teachers, librarians, professional editors, college professors, published authors, former RPLA winners, journalists, and leaders of writing and reading groups. A good percentage have advanced degrees. Most are Floridi-

ans, but others hail from across the United States.

The entries were all outstanding, and everyone who submitted a manuscript should be proud.

By taking RPLA totally electronic this year for entries and judging, we were able to accommodate a larger number of judges more efficiently.

The entries were all outstanding, and everyone who submitted a manuscript should be proud. In all, RPLA received 318 submissions, the majority of which were book-length. Many judges commented on the skyrocketing quality of the entries, as indicated by the number of finalists and near-finalists reflected in scoring. This is not to say the judging was laid back. On the contrary, the judges were tougher than ever in their scoring and comments, reflecting the elevated level of the competition.

RPLA thanks everyone who has made this program exceptional, most especially the entrants. So get ready for the excitement of the Awards Banquet. Saturday evening, after the exclusive RPLA Reception for invited guests and members only.



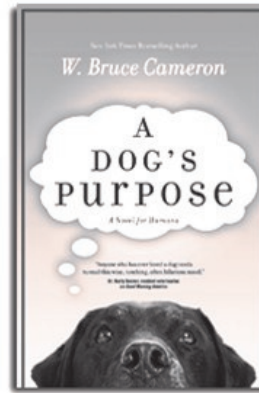
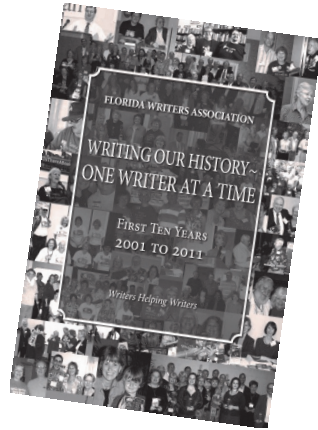
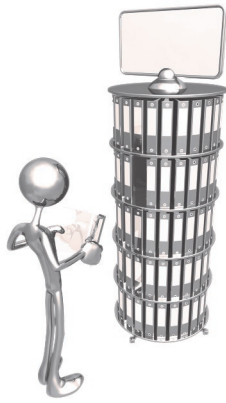
The RPLA Mission Statement

The Royal Palm Literary Awards competition is a service of the Florida Writers Association established to recognize excellence in members published and unpublished works while providing blind, objective, and constructive written assessments for all entrants.



2010 RPLA winners

Conference Bookstore



By definition, the FWA Bookstore is a store that serves the FWA members. We set it up at each conference and stock it with books written and published by the members. No matter if people have subsidized the publishing process or simply self-published their works; the Conference Bookstore will put the books up for sale.

We arrange the books according to genre—we always get plenty of books in a whole host of genres!

The store is set up in several of the conference rooms of the hotel, and we arrange the books according to genre—

we always get plenty of books in a whole host of genres! Our members are great at writing in different genres. Members can also put up small displays to promote their works: posters, statues, etc.

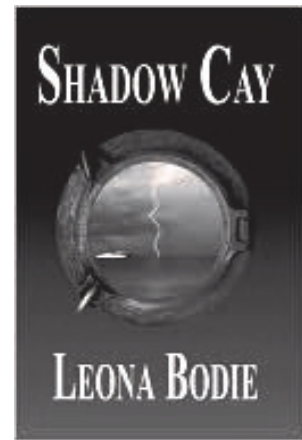
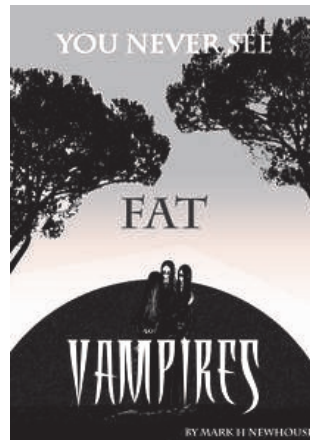
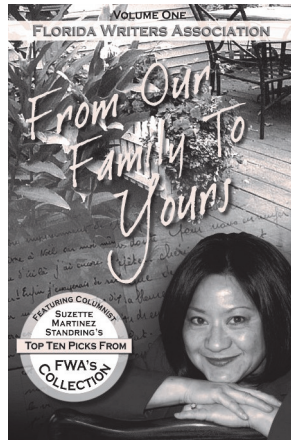
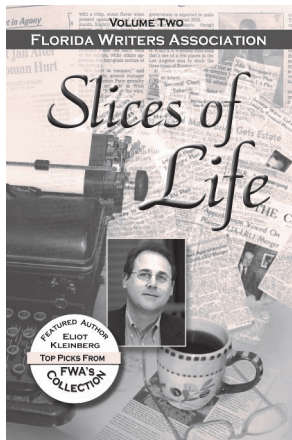
The bookstore is open throughout the conference—even when workshops are in session—so come in and browse anytime. Every year, without fail, we have had more books and more sales than the year before.

Outside the bookstore, we set up tables so authors can do book signings. We have a dedicated volunteer who coordinates the days and times for signings in one-hour increments. Authors may line up whatever time is best for them, but they do need to request time(s) as soon as possible, as the slots are given out on a first-come, first-served basis. Many authors like to check the workshop listing first to see which workshop(s) they want to attend, and

then select a signing time to fit in. Also, Sunday morning is reserved for winners of the RPLA (Royal Palm Literary Awards) to sign their works.

Outside the bookstore, we set up tables so authors can do book signings.

Members may put books in the store without attending the conference, but they need to arrange for delivery and pickup—any books not picked up are donated to charity. The FWA then issues checks to the authors based on their sales and sends them out as soon as possible. We deduct the sales tax and 15 percent for running the store.



Door Prizes

A big thank you to the individuals & companies who donated our door prizes; please patronize them!

Are door prizes a big deal? Only if you win one. There's a trick to it, though: you need to "earn" your door-prize tickets by filling out super-short critique forms on the workshops you attend. One critique, one ticket; two critiques, two tickets, and so on.

Most folks will earn nine tickets, which are good throughout the conference (a ticket is removed from the bowl only if it wins a prize). This means that a ticket you get on Friday may well be a Grand Prize winner on Sunday.

And what grand prizes we have: how about Bed, Breakfast, and a Balloon Ride? How about a free conference registration for the 2012 conference?

*A ticket you get on Friday
may well be a Grand Prize
winner on Sunday.*

See the FAQs (page 52) for more details on how the door prizes are run. We will say here, though, that on Sunday, we're giving out double tickets for the workshops you critique. And on Sunday, you must be present to win.

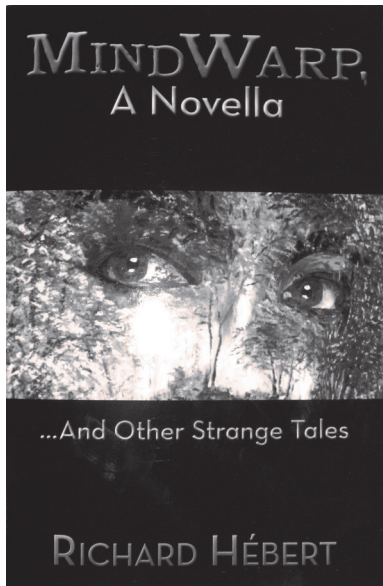
So fill out those critique forms and be sure you're around for the drawings. It'll be worth your while. Here are just a few of the some 150 door prizes that could be yours.

- **GRAND PRIZE: Bed, Breakfast, & Balloon Ride donated by FWF, Guru Balloon, and Mark Newhouse**
- **GRAND PRIZE: Free 2012 Conference Registration**
- Free entry in the 2012 RPLA competition
- Book: *Don't Sabotage Your Submission* by Chris Roerden
- Interview on the BookieJar website
- 1/2 hour consultation on using "Autograph Now" technology for signing eBooks
- Your book featured as Book of the Month on the BookieJar website
- Gift baskets
- 1 hour phone consultation with Pam Lontos on how to position your book in the media
- \$50 gift certificates for any event or service offered on the Woodstream website
- Many more!

**Two of the Grand Prizes:
Bed, Breakfast, & a Balloon Ride
Free 2012 Conference Registration**



2011 RPLA Novella Finalist



"Scintillating... a comic gem... beguiling blend of high-concept narrative and old-school literary chops."—Kirkus Reviews

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Please see schedule for signings

To order: rlhebert@comcast.net, or 904-797-1187



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The Florida Writers Foundation..



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President



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Vice President &
Co-Founder



Shara Pendragon Smock
Secretary &
Founding Member



Anne Linne (right)
Treasurer &
Founding Member



Dan Griffith
Founding Member

The Silent Auction is back! FWA has graciously provided space to the Florida Writers Foundation for our Fourth Annual Silent Auction. Check out the goodies—and bid high—it's for a great cause.

We are the Florida Writers Foundation, Inc., a 501[c]3 nonprofit corporation specifically formed to promote literacy, as well as enhance the writing skills of children, youth, and adults. Our volunteers have already started to make a difference by visiting elementary schools for reading days, sponsoring poetry contests, donating books to underprivileged schools, and

contributing funds to elementary and middle school writing contests.

We partner with Lawyers for Literacy, the Florida Writers Association, Friends of the Library, Kiwanis, and the Florida Literacy Coalition. We also work with Rolling Readers Space Coast to provide trained Read Aloud and tutor volunteers to a school and provide the children with a new hardcover book.

One exciting ongoing project is FWF's "Meet the Authors" video series done in conjunction with the Florida Department of Education. FWF sends authors to schools to read their work and

to help encourage reading and writing among our Florida students. If you're interested, please contact FWF's vice president, Chrissy Jackson, at chris-syj@earthlink.net for more information, or visit www.floridawritersfoundation.org.

Last June FWF lost a great friend and supporter, Ray Andrews, who over the years shared his ideas, energy, humor, and experience with FWF. We thank Ray for his contributions, and we thank his children, especially Miriam Woito, who donated to FWF in her father's name and encouraged others to do the same. Ray, you are deeply missed.

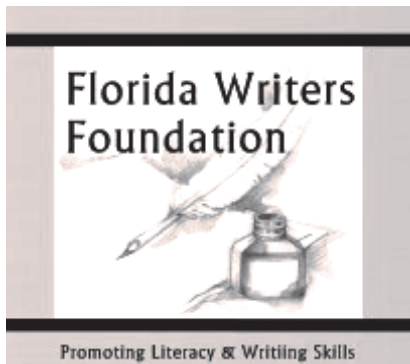


Winners (front row) of FWF's 2011 writing contest. All third graders in Belleview-Santos Elementary in Marion County participated.

The Silent Auction:

*FWF Gets Funds to Promote Literacy,
You Get a Bargain & an Opportunity to do your Holiday
Shopping!*

Silent Auction Rules...



What is a Silent Auction? It's a collection of donated items ready to be won by the highest bidder. Donations (or descriptions or certificates) will be displayed Friday and Saturday, giving you the chance to bid on fun and exciting things—signed books by best-selling authors, publicity packages, and lots more! You may bid on as many items as you like. The highest bidder for each item at the close of the Auction wins. Payment may be made at the Silent Auction room, Salon C, Sunday morning.

You have the chance to bid on fun and exciting things—signed books by bestselling authors, publicity packages, and lots more!

1. OPENING BIDS – The Silent Auction begins Friday morning at 8:00 AM and ends Saturday evening at 7:30 PM.

2. PROCEDURE – All items will have a bid number attached and a corresponding bid sheet with the same identification number.

Bidders must legibly print or write their names and bid amounts in dollars under the last bid amount on the bid sheet. Each new bid must equal or exceed the minimum increase amount stated on the bid sheet to qualify as a valid bid. No bid sheet may be removed from the Silent Auction table. Until the close of the auction at 7:30 PM on Saturday, you are welcome to bid as many times as you like on any item.

3. VALUE – Values set on goods and services are donor estimates and are not warranted by Florida Writers Foundation for tax purposes or general value.

4. EXPIRATION – All goods and services must be used within the time period stated by donor on the certificate. Any restrictions will be listed on the item description next to or on the item.

5. WINNING BIDS – The closing bid circled by an auction official after the table closes constitutes the

winning bid. In the event of a dispute, the auction official shall act as the final authority and shall determine the winning bidder. This decision is final. Auction officials solely retain the right to disqualify and/or nullify a bid.

6. PAYMENT – Payment by winning bidder will be accepted on Sunday morning at the Silent Auction room, Salon C, beginning at 7:00 AM. Cash or checks made out to “Florida Writers Foundation” will be accepted for all purchases. U.S. Credit cards (MasterCard, VISA, or Discover) will be accepted for purchases exceeding \$20.00. All items must be paid IN FULL by 10:45 AM on Sunday, or the item will be offered to the next highest bidder.

* * *

Be sure you check the FWF website: <http://www.floridawritersfoundation.org/>

& Silent Auction blog, <http://www.fwa2011conference.blogspot.com>. **The donations keep on coming!**



(Please see next page for list of items being auctioned.)

Florida Writers Association and Florida Writers Foundation thank the following businesses and authors for their generous contributions of Silent Auction items. We greatly appreciate your support.

Here is a sampling of some of the items for auction.

***PLEASE SHOW YOUR APPRECIATION BY PATRONIZING
THESE DONORS AND THEIR COMPANIES!***

Fun—Fun—Fun



One-day Park Hopper tickets to Disney
Four tickets to SeaWorld
Four tickets for admission—Orlando Science Center
Two tickets for admission—Gatorland
Two tickets for admission—Busch Gardens
Two tickets for admission—Arabian Nights
Beach Basket including 3 nights @ The Bahama House—
Daytona Beach Writers Group
Baskets with travel mug, umbrella, tee-shirt, & portable fan—
Star Banner
Cooler packed with items for the beach—Lake Lake & Oxford
FWA Chapters
1-year household membership—Harry P. Leu Gardens
Two tickets to Medieval Times dinner theater
Two tickets to the King Center of the Performing Arts
Writer’s Survival Basket—Palm City Word Weavers
Cooler & Basket for the Beach—Daytona Beach Writers
Basket of Entertainment—Melbourne Writers

Fine Art

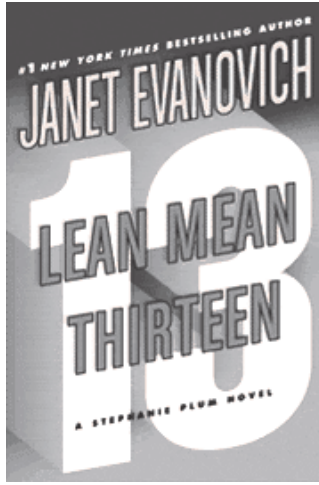


[Many of the works of art were donated by members of The Villages Art Association]
Original framed Watercolor—Vivian Chaska
Three Original Pencil Artworks—Charlene Meeker
Framed Watercolor print—Frances Naughton
Original Oil Painting—Mike Daley
Original Watercolor—Wendy Lahey
Original Photograph—Helen Poor
Eight Original Watercolor paintings—Don Mang
Original Watercolor and Print—Irene Wantioba
Two framed Original Watercolor paintings and one matted Watercolor—Louise Collussi
Print from original acrylic painting—Marge McQueston
Original Colored Pencil Print—Kathy Enos
Original Watercolor—Lisa Woodward
Framed painting by Audrey DeNault—Marge McQueston
Portrait of Mark Twain—Tom Swartz

(Continued, page 46)

Portrait of Shakespeare—Tom Swartz
Two original watercolor paintings—Margie Picard

Books—Books—Books



Lull-a-Bye, Little One, with stuffed animal—Diane Ochiltree
Signed copy of *The Sixth Man*—David Baldacci
Signed copy of *Lean Mean Thirteen*—Janet Evanovich
Autographed biography—Betty White
Signed copy of *A Turn in the Road* (Debbie Macomber)—Heidi Pollard
Basket of Books—Chantelle Aimee Osman
Gift Basket with *Secrets of the Charles*—Susan Boyd
Gift Basket with *East Wind* (Jack Winnick) & *Never Wave GoodBye* (Doug Magee)—Wilma Fleming
Gift Basket with *Holiday Helpings* & *Write it Right*—Wilma Fleming
Sunrise in the Garden of Love & Evil—Barbara Monajem
The Shifter series of books—Amy Blackwelder
Fragile—Lisa Unger
Signed copy of *The Book of Fate*—Brad Meltzer
Lights, Camera, Murder!—Linn Random
Basket with *Forgiven* and *A Grandma for Christmas*—Sunny Serafino
Journeys series of short stories—Mary Lois Sanders
Basket with *Holiday Helpings*—Mary Lois Sanders

Basket with books by bestselling authors—Freedom Writers of Orlando

Basket with *Carolyn*—Carolyn Harrison
Signed copy of *Hunters of the Dune* by Brian Herbert & Kevin J. Anderson—Byron Merritt
Signed copy of *Ground Zero* by Kevin J. Anderson—Byron Merritt
Gift Basket with books—Ponde Vedra Writers Group
Basket with *Jo's People*—Jo Conard
3 CD s for YA—Darrell House

Writers Resources



Critique of YA novel or picture book—Diane Ochiltree
Book cover design—Rik Feeney
Editing for up to 10 pages of mystery book—Chris Roerden
Editing for 2 hours of book or short story—Mansbridge Editing & Transcription
Pitch review—Katharine Sands
Discount for screenplay edit—A Twist of Karma Entertainment
Don't Sabotage Your Submission—Chris Roerden
The Writers Journey Journal—Tony Burton
The Shy Writer, The Complete Writers Journal—Hope Clark
Subscription to *Total FundsforWriters* Newsletter—Hope Clark
The Writer s Journey—Susan Berry
Writing Non-Fiction & Dan Poynter s Self-Publishing Manual—Dan Poynter

Last-Minute Surprises

For new items, check out the Silent Auction blog: <http://www.fwa2011conference.blogspot.com/>
and the Silent Auction tables!

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REGISTRATION

Q. Do I need to be an FWA member to attend the conference?

A. Yes. The conference is not a source of income for the association, but rather a member benefit, and we want to make sure that the members get the perks they've earned. If you're not an FWA member, check the website (www.floridawriters.net) to join instantly.

Q. How do I register?

A. You may register online, by mail, or at the conference. We suggest you register as soon as you can. Late registration fees take effect September 23. Both online and mail-in conference registrations end October 9. After October 9, you'll need to register onsite. If you register onsite, please bring a printed copy of the registration form. The package rate is available only if you register Friday morning; after that, you'll have to register for the individual daily rates.

Q. How do I check in?

A. When you arrive at the hotel, signs will guide you to the FWA Registration Desk on the left side of the hotel lobby (just outside the coffee bar). A dedicated volunteer will give you your ID badge and conference materials. You'll need to wear your badge to enter the conference area. Come early and enjoy our full buffet breakfast on Friday and Saturday (continental on Sunday), browse the Silent Auction room, and socialize before the first workshop.

Q: What is the difference among the lines at the Registration Desk?

A. The desk has several lines, the ones on the left devoted to onsite registrations, and the ones on the right devoted to preregistrations. This helps us register everyone more efficiently, which means that you can enjoy the conference without an unnecessary wait. This year for the first time we're also allowing preregistered attendees to pick up their materials on Thursday night from 8:00 to 9:00 PM.

Q. Do I need a receipt or ID to check in? What else should I bring?

A. If you paid in advance, we suggest that you bring your receipt, but your materials and badge will be available if you forget. If you register onsite, we'll need a complete billing address if you pay by credit card. If you pay by check, the check must be drawn from your personal checking account, and we may request identification.

Q. What forms of payments are okay?

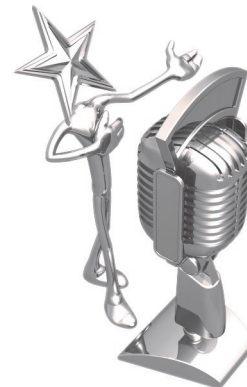
A. We accept cash, personal check, MasterCard, Discover, and VISA.

Q. Does FWA take care of my hotel reservations?

A. FWA has negotiated low conference rates, but you need to make your own hotel reservations. Call the Orlando Marriott Lake Mary at 800-380-7724 or 407-995-1100. Be sure to request the FWA discounted rates. September 19 is the last day you may call to receive the FWA guaranteed room rate of \$115.

Q: Who is available during the conference to answer questions?

A. Please direct questions to our volunteers at our Registration Desk. This is the heartbeat of the conference, and the volunteers will have answers to everything, or will be able to find someone who does.



INTERVIEWS

Q: Are the guest agents and publishers open to receiving submissions at the conference?

Yes. That's one of the reasons they come to the conference. Our agents, acquisition editors, and publishers are interested in learning about your manuscript or work-in-progress during your scheduled interview. In fact, we invite *only* those faculty who are actively looking for new works to publish. We recommend keeping your materials minimal, maybe ten pages at the most, since the industry leaders will be traveling. Do not be offended if you're asked to forward your materials after your interviewer returns home. Each year, many contracts are given as a result of pitches

FAQs (cont., 2)...

made at the conference. And, please remember, professional etiquette requires that you purchase an appointment with the person who may be interested in your manuscript, not corner them in the bathroom or at a meal. This is to provide you with their full attention.

Q: How many mentoring or interview sessions may I purchase?

A. There is no limit. You may sign up and pay for how ever many pitches, mentoring sessions, or critiques you wish.

Q. How do I know which agent or publisher to interview with?

A. Check the faculty listing and bios to see which agents, acquisition editors, publishers, and other industry professionals best fit your needs and genre. Faculty schedules fill up fast, so make your appointment as soon as you can.

Q: After registering for the conference, may I separately purchase mentoring, interview, or critique sessions?

A. Yes. If you did not purchase a session before the conference, check with the Registration Desk. Please understand that all interviews are booked on a first-come, first-served basis.

Our agents, acquisition editors, and publishers are interested in learning about your manuscript or work-in-progress during your scheduled interview.

Q: How will I know when my interview is?

You will be advised of your interview schedule when you arrive at the conference. A list of interview times will be on the back of your name badge, which is included with the registration packet you receive at the Registration Desk.

Q: Why is there a fee for attendees to interview with an agent, acquisition editor, publisher, or other faculty member?

An enormous benefit of attending our conference is that all attendees have the opportunity to pitch their manuscripts, ask questions, or make proposals to the industry leader of their choice. To attract agents, acquisition editors, and publishers, we provide their travel expenses, meals, and hotel room, and our low conference fees do not cover all of those costs. Also, paying to pitch to an industry leader motivates attendees to be prepared, which reflects well on the quality of authors within FWA and encourages agents, acquisition editors, and publishers to return.

Q: Why is there a time limit for interviews?

Agents, acquisition editors, and publishers are interested in your manuscript, your marketing plan, and any proposals. While three to five minutes is considered to be ample time for you to present your concise information, ten minutes allows you to ask additional questions and exchange contact information. Best of luck with your interviews!

Q: May I extend my ten-minute sessions?

A. Instead of extending your discussion, please follow up with a letter after the conference. A time clock is located on each interview table, and your pitch session will end at ten minutes. To avoid being interrupted by the buzzer, practice presenting your pitch within five minutes. Otherwise, you will deprive the following appointment of having ten minutes. Everyone deserves an equal opportunity to speak for ten minutes.

Q. How should I prepare for my pitch?

Be ready to talk about your work for three minutes or so (save the rest of the time for discussion). Include a greeting and such basic information as your name, genre, book title, intended audience, and about a minute's worth of plot. And don't forget your call to action: "Do you think this is something you might be interested in?"

Have your materials ready, too. Bring your business cards and maybe a one-page information sheet. This page could include whatever you think is important—at minimum, your book title, your written logline or "elevator pitch," your contact information, a one-sentence bio or summary of your qualifications, and maybe an image. You may also want to bring a copy of your story or first chapter of your book. Check the websites of your interviewers and see what they usually request (query letter? synopsis? proposal? resume?), and bring those, too. We're not suggesting that you dump everything on your interviewer, just be ready if you're asked. And for goodness sake, practice your pitch until you can present it naturally and conversationally—not memorized.

Bring your business cards and maybe a one-page information sheet. This page could include whatever you think is important.

Q: How can I avoid feeling awkward during my pitch?

The key is preparation. An interview room is provided at the end of the Exhibitor's Hall to offer privacy and hold down distractions. Arrive ten minutes early so you can check in. You will be directed to your scheduled interview, where the agent, acquisition editor, or publisher will have a name card on the table. To make your interview session more pleasant, prepare your pitch ahead of time and practice introducing yourself. Plan questions so you can learn more about your interviewer's area of expertise. Have a letter or card ready to give them if asked. Keep a notepad handy for instructions or suggestions. A timer will remind you when your interview is over, so the next attendee can enjoy the same opportunity.

FAQs (cont., 3)...

To make your interview session more pleasant, prepare your pitch ahead of time and practice introducing yourself.

Q: What happens if I miss my scheduled session?

A. You should make every effort to attend the scheduled sessions. We cannot guarantee to reschedule your interviews or critiques if you miss an appointment.

Q: Is it appropriate to approach agents, acquisition editors, and publishers outside the interview room?

A. Our invited industry leaders work at our conference from 9:00 AM until 5:00 PM. Mealtimes and social events are considered to be their break time. When industry leaders are approached with solicitations during a casual setting, they are less attentive. By setting aside an interview room and scheduling attendees, we ensure that you receive their undivided attention, and that your presentation comes across with greater impact. Only if an agent or publisher asks you about your work outside of the interview room is it considered appropriate to pitch at those times. This happens occasionally, so be ready to pitch on the fly. We suggest that you have a one-minute “elevator pitch” ready, and be sure to mention your name, genre, publishing history (if any), title of your book, and 15 to 30 seconds worth of plot. You’ll use your elevator pitch with faculty and fellow writers. Carry your business cards at all times.

Q: May I arrange for a qualified person to critique my manuscript?

A. At our conference, several qualified faculty are available to critique your work and provide discussions for attendees who preregistered. Critique faculty includes

Dr. Douglas Houck, Professor John Pelot, children’s author Dianne Ochiltree, poet Peggy Miller, and editor Kaye Copper-smith. If you sign up before September 30, download the critique form from the website and follow the instructions. If you miss the September 30 deadline, you may make a critique appointment at the conference until 10:00 AM Saturday, October 22, on a first-come, first-served basis. Since faculty will not have as much time to prepare for onsite critique reservations as they do for preregistered critiques, they can review a fewer number of pages: ten pages for Douglas Houck, John Pelot, and Dianne Ochiltree (YA/middle grade novel). (Length requirements for poetry critiques and edits by Kaye Coppersmith remain the same.) We need to impose these limitations so that your faculty will have time to do the critiques justice. For details, check with the Registration Desk.



WORKSHOPS

Q. How do I know which workshops to attend?

A. Anticipation is half the fun. Check out the workshop descriptions online and in this Conference Schedule of Events to get an idea which sessions are best for you.

Q. Do I have to preregister for the sessions?

A. Nope! There’s no preregistration, and you are invited to join any workshop you

wish. You might want to review the descriptions, however, to see if the faculty recommends any special materials or preparation. (By the way, if you wish to bounce between concurrent workshops, please sit in the back to avoid disturbing others when you slip out.)

Q. May I leave a workshop to go to an interview?

A. Absolutely! The faculty knows that interviews are underway, and they anticipate attendees’ discreetly leaving during their presentations. If your interview is scheduled during a particular workshop, however, please be considerate and sit in the back.

Q. Do you offer any genre-specific workshops?

A. Yes! This year we’re offering workshops on juvenile fiction, poetry, mystery, multicultural literature, screenplay writing, military memoir, sci-fi/fantasy, nonfiction, and more. Workshops aren’t the only place you can meet faculty who specialize in your genre. You may also sign up for one-on-one interviews.

Q. Do I need to sit in the front to hear the speakers?

A. The speakers all have microphones, so no matter where you sit, you should be able to hear. If you cannot, raise your hand, and the AV folks will fix the problem.

Q. Two of the workshops I want are scheduled for the same time. What do I do?

A. While you can’t be in two places at once, you may attend one workshop and pick up the handouts for the other. We’ve made extra copies of all the handouts, which will be on the center tables in the Grand Foyer. This year, we’re also experimenting with audiotaping a select few sessions to see if it’s feasible to tape workshops in the future.

Q. What’s the dress? High heels or flip-flops?

A. Wear something comfortable. The official conference dress during the day is

FAQs (cont., 4)...

business casual. The hotel keeps the rooms cool, so you might want to bring a sweater or jacket.

NETWORKING



Q. Who will I network with, and what will we talk about?

That's the beauty of the conference: you'll be networking with folks in all areas of the

industry: agents, acquisition editors, publishers, and other industry professionals. And don't discount the value of networking with fellow authors. The one question you'll be asked a bazillion times is, "What are you working on?" Be ready to talk about your project, interestingly and succinctly. Bring business cards. (If you don't have cards, you can make some with Avery templates or order from VistaPrint, which often is free.) You're networking with faculty *and* fellow writers. The connections can be golden.

The connections you make at the conference can be golden.

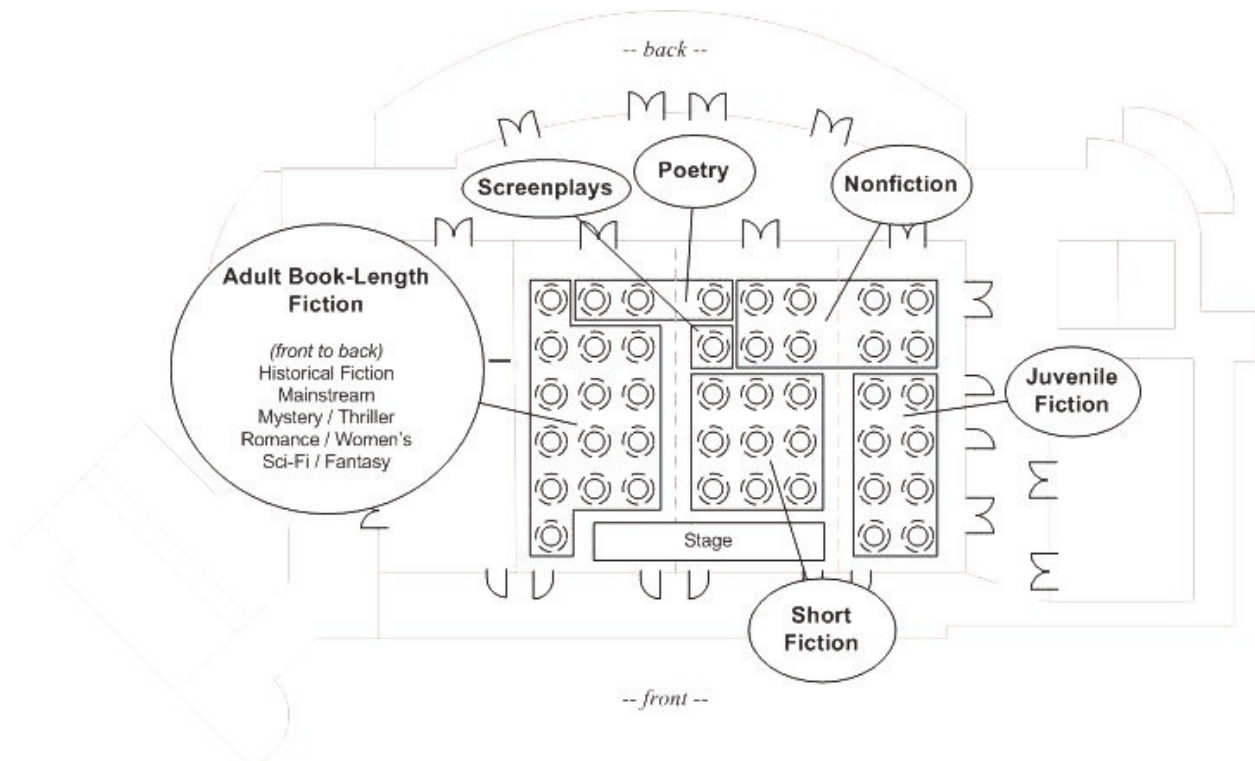
Q: When is there time to network with other writers?

A. Even if you plan to take advantage of all our workshops and fill your free time with interview sessions, you'll still have

time to network during snack breaks and social events. Expect beverages in our General Session rooms [Ballrooms D, E, FGH] several times over the weekend to encourage attendees, exhibitors, and faculty to mingle. On Friday, attendees may network prior to dinner, at our Welcome Reception, and before our Open Mic session. On Saturday evening before the Royal Palm Literary Award Banquet, there will be an RPLA Reception. Also, we encourage attendees to take advantage of our 30-minute breaks on Friday morning and afternoon, Saturday morning and afternoon, and Sunday morning. Meals are another opportunity for networking. Talk to folks at your table, get to know them, exchange contact information, and make new friends.

Q: How can I meet other writers within my genre?

The Genre Breakfasts held each morning are popular and will remain a part of our package of opportunities available for attendees. Tables will be assigned for each



FAQs (cont., 5)...

genre where all attendees are welcome to join discussions and exchange contact information. Check the Conference Schedule of Events for table locations, and also the big posters outside the General Session rooms.



MEALS—YUM!

Q. Are all meals included in the registration fee?

A. Yes. Meals are an integral part of the conference. They provide a time not only to network with other attendees but also to conduct FWA business. During Friday's lunch, we'll have the conference orientation and introduce FWA's *Collection #3: Let's Talk* and FWA's newest book, *Writing Our History, One Writer at a Time*. During Friday's dinner, we'll have our keynote address by mega-bestselling author W. Bruce Cameron (*A Dog's Purpose*). During Saturday's lunch, we'll have a few awards, recognize some folks, and hold a super-brief membership meeting. During Saturday's Banquet, we'll announce the winners of the Royal Palm Literary Awards Competition, which (trust us) is incredibly exciting.

Q. May I request food and drink not on FWA's menu?

A. There's a place on your registration form (under "special dietary restrictions") where you may request certain foods, but please remember that the kitchen has to provide outstanding meals in a short period of time. That means that while the hotel tries to accommodate special requests, we can't make any guarantees.

Q. Why are the front tables taken by the time I arrive?

A. Speakers are asked to sit near the podium, and faculty are invited to sit in front as a courtesy. You're welcome to sit anywhere not marked "reserved."

Q. What's for breakfast?

A. On Friday and Saturday, we'll have a full breakfast buffet, including juices, eggs, bacon, sausage, breads, jams, bagels, fresh



FAQs (cont., 6)...

fruit, and more. Sunday will feature a continental breakfast.

Q. When is breakfast?

A. Breakfast starts at 7:00 on Friday, 8:00 on Saturday, and 8:00 on Sunday. Throughout the weekend, we suggest you check the schedule, which will be posted at the conference and printed in your Conference Schedule of Events. We're doing genre breakfasts again, and you'll see the various genre-signs in stanchions at each table, as well as large genre maps at the doors.

Q. Where can I find snacks, coffee, and soft drinks during the day?

A. You'll never go hungry—or thirsty. Water coolers and cups will be placed strategically in the Grand Foyer all day. During breaks (10:15 AM and 3:15 PM), we'll have soft drinks, coffee, and light snacks at the podium end of the workshop rooms, where you can network with exhibitors and fellow writers.

SPOUSES & GUESTS

Q. What is there to do for guests not attending the conference?

A. Well, there's Disney World, Sea World, Cape Canaveral, Universal Studios, shopping galore, and several beaches. Some things are close to the hotel, and some require a little driving, but all are convenient. The hotel has a fitness center, swimming pool, free Wifi, and other amenities. Guest Services can give you information on other destinations, as well.

Q. May guests join me for meals or at the workshops?

A. You may purchase guest meals at Registration, and the folks there will issue a badge for admittance to whatever meal(s) you purchase. To attend workshops, however, a guest would need to become an FWA member and register for the conference. (And, yes, it's okay for them to register for one day.)



DOOR PRIZES

Q: I hear the door prizes are spectacular this year. How do I get a ticket?

A. We have several raffles scheduled over the weekend. The big one is free, and it's easy to participate: for every workshop you attend, you'll be asked to fill out a quarter-page evaluation form, which you'll bring (completed) to the Silent Auction room. The volunteers there will exchange your evaluation for a raffle ticket. That's it! We'll hold drawings during the scheduled breaks every day. And, when you attend a workshop on Sunday morning, you'll receive double tickets for turning in an evaluation.

Q. How long is my ticket good for?

A. All weekend. Any ticket you earn goes in the bowl and stays in the bowl for the entire conference—unless, of course, it wins a prize. This means that a ticket earned on Friday could win a Grand Prize on Sunday. The more tickets you earn, the better your chances of winning.

Q: Do I need to be present to win?

A. Someone has to be present—you or a designated friend—to claim your prize. For the Grand Prizes on Sunday, however, you yourself must be to win.

Q: May I win more than one door prize?

Yes! Each ticket may win only one prize, but the number of tickets you earn determines how many chances you have to win

prizes. New this year: you'll earn double tickets for workshops attended on Sunday.

Q. What are the Grand Door Prizes?

A. We'll just mention two: bed, breakfast and a balloon ride and free conference registration for 2012.

Q. Are there other raffles?

A. Yes, the Florida Writers Foundation will have a 50-50 raffle on Friday and another on Saturday. This means that half of the pot goes to the Foundation to fund programs that support literacy and the other half goes in the winners' pockets. These tickets will be available for purchase throughout the day and during dinner those nights.

Q. Any others?

A. Yes, and this one's new (and free). Many of our exhibitors have donated items for an Exhibitor Basket worth hundreds of dollars. When you arrive at the conference, you'll receive a goodie bag full of items, including a half-sheet of paper showing the names of all participating exhibitors. Just stop by the booth of each participating exhibitor and get a signature. When you've obtained all of your signatures, place it in the Exhibitor Drawing hopper in the Silent Auction room. The drawing will be on Sunday, and you must be present to win.

RPLA BANQUET

Q. What is the Royal Palm Literary Award competition?

A. Each year, FWA holds a writing competition, and the winners are announced for the first time at the conference on Saturday night during the Royal Palm Literary Award Banquet. Submissions are based on genre, and the competition is open to all FWA members. Complete information about the RPLA can be found on the FWA website.

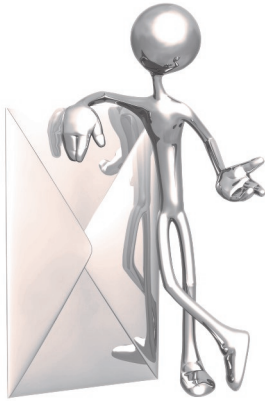
Q. Is there a separate charge for the Banquet?

A. Not if you are a registered conference attendee with either a full conference or a Saturday-only registration. The Banquet is included with your registration for the

FAQs (cont., 7)...

conference, as are all other conference meals.

Q. What is the dress code for the Banquet?



A. While there is no required dress code, many attendees wear formal attire, some wear semi-formal, and casual dress is fine, as well. We want you to be comfortable and celebrate being a writer among fellow writers.

OPEN MIC

Q. Is there a time limit for Open Mic?

A. The length of time permitted generally depends on the number of folks who want to read. The moderator divides the number of minutes available by the number of participants signed up. That way, everyone gets a chance to read. This year, we're having two open mic sessions: one from 8:00-11:00 Friday night and one 2:00-3:15 Saturday afternoon. At each session, participants will read in the order they sign up. Instructions will be given before the sessions begin.

BOOKSTORE

Q. What is the Conference Bookstore?

A. The Conference Bookstore is a venue available to FWA members to sell their books during the conference. The books are arranged by genre, and we always get books in a host of genres. The bookstore is open throughout the conference, even when workshops are in session.



Q. May I sell my book in the store even if I cannot attend the conference?

A. Yes, if you are an FWA member. After you submit your bookstore registration form, you arrange to deliver your books to the store. You'll want arrange for someone to pick up your leftovers because any books not picked up are donated to charity. See the FWA website for details.

Q. How do I get paid for books that sell?

A. After the conference, FWA issues checks to authors based on sales, deducting sales tax and a 15-percent fee for running the store.

Q. May I set up a display?

A. Yes, you may set up a small display to promote your work—posters, statues, or other items. Nothing too big, please; space is limited. The decision of Bookstore Chairperson on displays is final.

Q. May I set up a book signing?

A. Yes! There is a dedicated volunteer who coordinates the days and times for signings, which occur in one-hour increments. We suggest you check the workshop schedules to determine the times that suit you best. Signing times are allocated on a first-come, first-served basis. Sunday morning signing times are reserved for the new RPLA winners.

Q: If I wish to buy a book at the Conference Bookstore, what forms of payments may I use?

A. We accept cash, personal check, MasterCard, Discover or VISA.

Q: Is the bookstore open to the public?

A. Our conference is not located in a public forum, so we cannot open our conference bookstore to the general public. All attendees must register for the conference, and the bookstore, which is located within the conference, is limited to attendees wearing a conference badge.



SILENT AUCTION

Q: How do I bid on Silent Auction items?

A. Visit our dedicated Silent Auction room, and the volunteers there will be happy to explain the process. You'll find more than a hundred items, many of which will be grouped in baskets or boxes to make shopping easier. Winners pick up and pay for their items in the Silent Auction room on Sunday morning.

CONFERENCE COSTS

Q: How much profit does FWA make from the conference each year?

A. Uh, well, the conference is a membership benefit and not intended to make money. In fact, we've *lost* money with past conferences—as much as \$18,000. Now that our conferences are growing, we an-

FAQs (cont., 8)...

icipate some economy of scale, but the goal remains to establish the lowest possible registration fees to cover our minimal expenses—in other words, to break even. Conference fees contribute to our signature meals and the costs of attracting industry professionals.

Q: How does your conference fee compare to those of other writers conferences?

A. While our fees are within the range of other conferences throughout the country, our goal is to provide better value. On Friday, meals provided include breakfast, lunch, and dinner with two snacks; Saturday is the same with the Awards Banquet Dinner. On Sunday, we provide breakfast and a snack. The balance of the registration fees covers hotel accommodations and travel expenses for our faculty and partial hotel costs for our dedicated volunteers who make the conference possible.

Q: Why are there sponsors?

A. Our gracious sponsors contribute to minimize the registration fees. There are numerous expenses involved with orchestrating a conference. Without sponsors, our conference registration fees would have to be considerably higher.

Q: How much will the hotel rooms cost?

A. The hotel has guaranteed the low room rate we have enjoyed for the past couple of years, which is \$115 per night. As a matter of fact, our contract with Orlando Marriott Lake Mary guarantees this rate through 2014.

VOLUNTEERS

Q: What is a dedicated volunteer?

A. A dedicated volunteer works the entire conference weekend in a specified location. Because we rely on volunteer services

to operate our conference and the volunteers are not guaranteed an opportunity to attend the workshops, dedicated volunteers are not charged a conference fee. We also provide meals and pay half of their hotel rooms. This arrangement allows us to keep our registration fees low for you.

Q: How do I volunteer to work next year's conference?

A. This year we're setting up a "Recruiting" table to let you know the volunteer opportunities available within FWA and let us know of your interest and skills. Through our volunteer program, you may help out with future conferences or with a wide variety of statewide or local programs. Please let us know your interest through the "I Want to Help" form at the exhibit. Many volunteers work together to ensure that FWA thrives and meets the needs of its growing cadre of members. Camaraderie is a strong part of our motto "Writers Helping Writers." Please join us.

Books 1, 2, 3

Rockhound
Science Mysteries
by Mark H. Newhouse

10th Anniversary
Collection

Congratulations!

FWA
10 Great Years
Keep Soaring!

Mark H. Newhouse
& Family

marknewhousebooks.com

Would you join the midnight diet club?

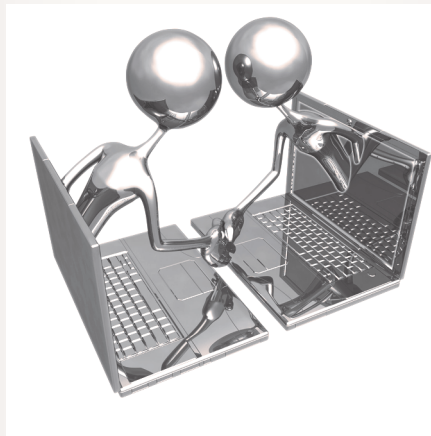
YOU NEVER SEE
FAT

MARK H. NEWHOUSE

Stay Connected After the Conference

*One of the best things about the Conference is
being around other writers, isn't it?*

There's something energizing and inspiring about being with others who are on the creative path. Aren't you going to miss talking to your new writing friends when the Conference ends? Well, here's an easy way to stay in touch – and you don't even have to leave the comfort of your own home (or get even get out of your pajamas) to do it.



Join the FWA Network

An Online Community of Writers
550+ Members & Growing

Sign up at <http://FWANetwork.ning.com>

Features: personal pages & blogs, user-created content, events calendar, discussion groups, genre groups, Facebook & Twitter integration, videos, photos – and more!

See You in the Network!

2012 Conference

The Magic of the Pen

Are we crazy? Thinking about next year's conference when we're not even done with this one? Nope! Mark your calendars.

- ◇ 2012: October 19-21
- ◇ 2013: October 18-20
- ◇ 2014: October 24-26

These are the dates of the next three conferences, which will all take place at the Orlando Marriott Lake Mary. And we're contracted to continue to receive the same discounted room rates and same award-winning cuisine we've come to enjoy.

Your Conference Committee Chairpersons have been busily planning ahead. The 2012 theme: *The Magic of the Pen!*

And don't forget the Florida Writers

Foundation Celebrity Workshop Day (October 18.)

If you're interested in presenting at the FWA conference or know someone who is, contact our faculty chairperson, Mary Lois Sanders: mary.lois.sanders@att.net.

On the following pages are two fact sheets, one for agents and publishers and the other for featured faculty. Following that is the Call for Presentations form. You can download these files from the FWA website after November or copy them here.

Look for the 2012 Fact Sheets and CFP form as of November 1, 2011. All forms must be in by January 15, 2012, to be considered.

We look forward to another incredible conference in 2012!



www6.rentacenter.com
800-665-5510

*Florida Writer's Association
would like to express its
sincere thanks to
Rent-A-Center
for its support of the
2011 FWA Writer's
Conference.*

**Rent-A-Center
3385 S. US Hwy 17-92
Unit #229
Casselberry, FL 32707
407-830-5900**



Writers Helping Writers

Florida Writers Association
PO Box 66069 • St. Pete Beach, FL 33736-6069
<http://www.floridawriters.net>

Chrissy Jackson, *President*
Leona Bodie, *Vice President*
Jill Yamnitz, *Treasurer*
Elaine Senecal, *Secretary*
Mary Lois Sanders, *2012 Faculty Chair*

FACT SHEET – AGENT/PUBLISHER/ACQUISITIONS EDITOR FACULTY

ABOUT THE ELEVENTH ANNUAL FLORIDA WRITERS CONFERENCE ORLANDO MARRIOTT, LAKE MARY, FLORIDA - OCTOBER 19-21, 2012

Imagine spending a long weekend in sunny Florida, partial expenses paid, in October! You will enjoy not only the weather but also the chance to promote your company, add to your mailing, email, and blog lists, sell your books, and hone your presentation skills—all in a pleasant, collegial environment.

WHO: 450+ attendees and faculty
WHAT: 11th Annual FWA Writers Conference
WHERE: Orlando Marriott, Lake Mary, Florida
WHEN: Friday through Sunday, October 19-21, 2012

We cover your expenses: full transportation (coach airfare and ground transportation to/from the airport and hotel in Orlando), hotel room (October 18, 19, and 20), conference registration, conference meals and receptions. Because Florida Writers Association is nonprofit and wholly staffed by volunteers, we do not pay honoraria. Participation in our conference goes along with our motto of “*Writers Helping Writers.*”

What do you need to do?

1. Facilitate one or two 1hr/45m or 75-minute presentation(s) (Friday, Saturday, and/or Sunday).
2. Be available for ten-minute, one-on-one interviews with writers for Q&A and pitching their work (by appointment, Friday 9:00-3:10, Saturday 9:00-5:00, and Sunday 9:00-10:10).
3. Be available to join the Agents/Publishers/Acquisitions Editors Panel on Friday afternoon.

Over the last eleven years, our association and conference have grown in prestige, and we are pleased to have agents, publishers, and other industry professionals already asking to participate in 2012. We want to offer a balanced range of topics, and are therefore requesting prospective faculty to complete the attached form with suggested presentations and details. This will help us make this conference as beneficial as possible to both attendees and faculty as we begin workshop planning.

We believe our writer’s conferences are among the best in the country and encourage you to consider joining us. Questions? Please feel visit our website at www.FloridaWriters.net or contact our 2012 Conference Faculty Chair Mary Lois Sanders at mary.lois.sanders@att.net.

The Florida Writers Association, 1200+ members strong and growing, is a nonprofit 501(c) (6) trade organization supporting the State s established and emerging writers. Check us out! Sunny Orlando awaits.

This communication is to be considered confidential, as are all others between you and any representative of the Florida Writers Association. Any agreements pertaining to the 2012 Florida Writers Conference, and are not to be shared with third parties via any form of communication, be it verbal, electronic, written, or implied.



Florida Writers Association
PO Box 66069 • St. Pete Beach, FL 33736-6069
<http://www.floridawriters.net>

Chrissy Jackson, *President*
Leona Bodie, *Vice President*
Jill Yamnitz, *Treasurer*
Elaine Senecal, *Secretary*
Mary Lois Sanders, *2012 Faculty Chair*

FACT SHEET – FEATURED FACULTY

ABOUT THE ELEVENTH ANNUAL FLORIDA WRITERS CONFERENCE ORLANDO MARRIOTT, LAKE MARY, FLORIDA - OCTOBER 19-21, 2012

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WHO: 450+ attendees and faculty
WHAT: 11th Annual FWA Writers Conference
WHERE: Orlando Marriott, Lake Mary, Florida
WHEN: Friday through Sunday, October 19-21, 2012

For Featured Faculty, we cover most expenses: full transportation (coach airfare and ground transportation to/from the airport and hotel in Orlando or Driving Mileage); half of the hotel with all taxes (October 18, 19, and 20); all of conference registration, and all conference meals and receptions. Because Florida Writers Association is nonprofit and wholly staffed by volunteers, we do not pay honoraria. Participation in our conference goes along with our motto of “*Writers Helping Writers.*”

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Call for Presentations

Eleventh annual FWA Conference—October 19-21, 2012

Please return this form and accompanying documents to us **by January 15, 2012.**

We will notify selected participants by early March.

PLEASE PRINT

Workshop Theme: "Balancing Craft & Business ... Make It Work!"	Name:	
	Your Title:	
	Company	
	Street address	
E-mail This Form and Documents to: mary.lois.sanders@att.net	City	State/Zip
	Phone	Mobile
	Email	Website

PRESENTATION CATEGORIES:

Fiction - Writing Craft or Genre (2 suggestions)	1.	2.
Nonfiction - Writing Craft (2 suggestions)	1.	2.
The Business of Writing - E-Publishing; Marketing; Pitches/Queries/Synopsis; Self-Publishing; Finances of a Self-employed Writer; Other (Specify)	1.	2.

PANELS:

<input type="checkbox"/> Panel 1: Agents, Publishers & Acquisition Editors	<input type="checkbox"/> Panel 2: [Suggestion]	<input type="checkbox"/> Panel 3: [Suggestion]
----------------------------------------------------------------------------	------------------------------------------------	------------------------------------------------

INTERACTIVE ELEMENTS (Please specify how you plan to actively involve your audience in your presentation) :

<input type="checkbox"/> Yes <input type="checkbox"/> No I am willing to fill out a one-page critique of the conference	<input type="checkbox"/> Yes <input type="checkbox"/> No I would like to bring an author for an agent/author-team presentation.
-------------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------------------

Yes No I am willing to Guest on the Conference Blog on the following topics of interest to writers:

PLEASE ATTACH:

- 150-word description of each presentation topic
- 3 things attendees will learn from your presentation(s).
- Brief description of your public speaking experience, your expertise in your subject matter, and your publishing credentials for posting on our website.
- 50-word speaker bio to promote your presentation on our website, in our marketing materials, and in our Conference Schedule of Events.
- Color jpg photo (not low-res).
- 75-word description of how attendees could benefit from booking a private appointment with you at the conference

Will you need an LCD projector and Screen for a PowerPoint presentation? Yes No

SIGNATURE: (e-mailed submissions omit)	DATE:
-----------------------------------------------	--------------

Our goal is a conference that runs smoothly and benefits everyone. Except in the event of a death in the family or other catastrophe, if selected, you are expected to fulfill your commitments to FWA as outlined in these documents. Thank you for your interest and commitment to FWA and writers.

Board of Directors...



PRESIDENT, CHRISSY JACKSON

Chrissy Jackson has been writing since her first poem at the tender age of ten. That poem was published in the Lincoln Continental Owner's Club newsletter, as her father owned a 1948 Lincoln Continental, and she wrote about his winning a trophy at a meet. During her career in property management, she published over thirty books on various aspects of managing multi-family residential housing. Retirement naturally led Chrissy to more writing, as well as involvement with Florida Writers Association, first as a member and conference attendee, then to a statewide level as vice president and then president. She also serves as regional director for Pinellas and has been involved in directing the annual conferences since 2005.



VICE PRESIDENT, LEONA BODIE

Leona DeRosa Bodie. Can you imagine a thriller author married to a CSI star? Leona Bodie currently lives on the Treasure Coast of Florida with her husband Walter, a Miami-Dade Police Department forensic specialist for 21 years, who actually appeared in the pilot episode of the long-running TV series, *CSI*. She and he often collaborate. Originally from New Jersey, Leona's career took her from high school English teacher to a biotechnology corporate executive and president of the Greater Miami Society of Human Resource Management before she shifted to writing books. Leona's the author of the upcoming book *Fear the Whispers*, and her debut thriller *Shadow Cay*, is the recipient of four literary awards. For more details about her and her books, please visit: www.leonabodie.com.



SECRETARY, ELAINE SENECAI

Elaine Senecal graduated from Fisher College, Boston, Massachusetts, with a degree in business science management. Her volunteer experience comprises, five Years as executive director for a technical group. Elaine also allotted two years to the Middlesex Conservation Commission in Massachusetts, where she organized fund raising programs and acted as liaison between landowners, SCC and State Agencies. Other accomplishments include a four-panel comic and instructional articles published in Connections Magazine, and she has contributed dialogue/editing to the jonnyraygun comic by Richard Woodall. February 2010, Elaine's submission titled "Unconscious Consciousness" won place in the 10th Annual Writer's Digest Short Short Story competition. Elaine and her writing partner, Margarete Johl, have just heard that their cozy mystery novel submission is accepted for publication the first of 2012. Elaine's philosophy is, *teach what you know to learn what you don't know*.



TREASURER, JILL YAMNITZ

Jill Yamnitz is a graduate of the Rollins College Hamilton Holt School with a BA in English and a writing minor. She is originally from Missouri, but has lived in Central Florida since 1988, raising a family, going to school, and pursuing a career in construction management. She usually writes short stories, but now that the kids are grown, is currently trying her hand at a novel. In addition to serving as FWA treasurer, she has tutored for the Adult Literacy League, and is a longtime volunteer for the Florida Film Festival.

Regional Directors...



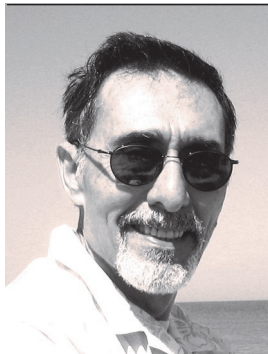
BREVARD COUNTY

Shara Pendragon Smock wrote her one and only play in third grade. Her published work includes the books *Living with Big Cats* and *Hooking the Reader: Opening Lines that Sell*, a chapter in the writer's handbook *How I Got the Gig*, and fictional stories in anthologies. Prior to writing fun books, she wrote more than thirty technical manuals and numerous print features, including a column for *The Sarasota Herald-Tribune*. With Kathryn Taromina, Shara is writing *Let's Talk Dirty about Garbage*, a book of America's best stories from garbage collectors. She is a University of Illinois graduate who served as FWA Secretary for five years. Shara presently is the Regional Director of Brevard County. Her website is www.sharasmock.com.



BROWARD COUNTY

Anne Linné has owned Custom Crafted Software, Inc., since 1992. She has written numerous technical manuals, and in 2007 she completed her first Christian romance, *Desires of her Heart*, which won second place in the 2007 RPLA competition. Anne is the webmaster for both Florida Writers Foundation and Florida Writers Association. She has two daughters, Kaitlin, who also posed for the photo, and Lesley, who is a computer girl like her mom and works for Apple. Anne has been blissfully married to Doug since 1982.



NORTHEAST FLORIDA

Vic DiGenti spent some 35 years in public broadcasting working as a director, fundraiser, and producer of the Jacksonville Jazz Festival before he turned to his first love—writing. He found inspiration in his household of feline critters and wrote three adventure/fantasies with a feline protagonist. *Windrusher*, *Windrusher and the Cave of Tho-hoth*, and *Windrusher and the Trail of Fire* have won multiple awards and attracted readers of all ages. His recently published mystery/suspense novel, *Matanzas Bay*, won Unpublished Book of the Year at the 2009 Royal Palm Literary Awards competition. Vic is a former president of the Friends of the Library, Ponte Vedra Beach, and remains on the Board of Directors.



HILLSBOROUGH COUNTY

Eugene Orlando, a retired teacher of computer science, holds an MS degree in computer science education. He studied playwriting under a visiting guest artist at the University of South Florida. In Florida writing associations, he received four first-place awards for unpublished novels and short stories, three second-place novel awards, and five third-place novel awards. He's received six honorable mentions in the Annual Writer's Digest Writing Competitions for short stories. In 2009, he received the FWA President's Award. He is currently CEO of Scriptor Publishing Company, Inc.

Regional Directors (Cont., 2)...



CENTRAL FLORIDA

A.J. Robinson. Author of five novels, a murder mystery, two books in a young adult sci-fi series, a children s book – “Dragon Talker: Drew, the Boy Who Talked to Dragons,” and “Vampire Academy,” a teen adventure story set against the backdrop of a new species of humans – the vamps (and no, it is not a vampire romance story!). His first sci-fi book, “Lexa and the Gordian Maze of Terra” was published by Amira Press. The second, “Lexa and the Smugglers of Cyclo” came out last December. More than a hundred of his short stories are available for public viewing on the website GrubStreet.ca, and thirty of them were published in a collection called, “My Island, My Memories” – stories of his youth growing up on Martha s Vineyard. Currently, he is working on his parents’ memoir, “Love Among the Ruins” – the story of how they met during World War II: a US serviceman and an Italian civilian.



CENTRAL EAST COAST

Veronica Helen Hart is a member of The Daytona Playhouse and The Little Theater of New Smyrna Beach, where she has been acting and directing since moving to Florida in 2005. She is also a member of the FWA (Regional Director and Writing Group Leader) and Sisters in Crime. Her novel, *The Prince of Keegan Bay*, is available through Champagne Books and Amazon.

FWA Logowear

Logo T-shirt, ‘Careful’ T-shirt, 10th Anniversary T-shirt, RPLA T-shirt,
& warm and cozy sweatshirt.

Available at FWA’s Conference Bookstore or online (www.floridawriters.net)



Members at Large...



MEMBER AT LARGE

Chris Hamilton became active in social media several years ago during a Florida Writers Association conference. Since dipping his toe in the water, he's become an active blogger and has become FWA's Blogmaster. Chris is also FWA's immediate past vice president. He is working on getting a series of detective novels published. He's got experience in marketing, public speaking, broadcasting, technical writing, and training.



MEMBER AT LARGE

Francis Ridge refers to himself as a Soldier, a Lawyer and as a Writer. He served with the First Cavalry Division (Airmobile) in Vietnam in 1968 and 1969. This service changed his life forever. He finished College and Law School in Boston on the G.I. Bill and was General Counsel for a medical instrument company there. After retirement he began to concentrate on his writing and has received several awards for fiction writing from the annual Royal Palm Literary Awards. He is being published for the fifth year in a row in *Journeys* an Annual Anthology of short stories published in Florida. He is on the Board of Directors for the Florida Writers Association and is also on the Board of Directors for his local Opera Club in the Villages, Florida.



MEMBER AT LARGE

Kaye Coppersmith of Wordsworth Editing facilitates the Florida Writers Association's Editing Service and is its senior editor. She also does editing presentations at writing groups to help members tighten, brighten, and punch up their prose; improve characterization, plot development, structure, and pace; and elicit emotional responses from readers. Two of her authors' books and several short stories have won Royal Palm Literary awards, two other books are with a publisher, and two more have been picked up for publication. Kaye's column *Write Better!* sometimes appears in *The Florida Writer*. Kaye is also the keeper of FWA's T-shirt inventory and designer of new T-shirts and FWA's sweatshirt.



MEMBER AT LARGE

Jim Thompson is a published author of two novels. He was a prize winner at the 2009 RPLA awards. He served on the FWA Conference Committee for two years and Chairperson of Interviews. Jim is the Writing Group Leader for the Port Orange Scribes as well as webmaster for both Port Orange and the Daytona FWA Writing Group. He is a regular volunteer for Hospice in Daytona Beach. He is currently president and CEO of JollyOne Enterprises, Inc., also a Marine veteran and avid scuba diver.

Writers Group Leaders...

Row 1

Marley Andretti, Lake City Writers Group
 Randy Austin, One Word at a Time
 Barbara Beswick, Sebring Scribblers & Scribes
 Leona Bodie, Palm City Word Writers



Row 2

Bria Burton, St. Petersburg
 Claudia Caporale, Mt. Dora
 John Cammalleri, Treasure Coast (co-leader)
 Maggie Carter-de Vries, Amelia Island



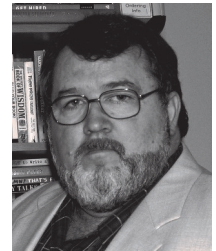
Row 3

Karlene Conroy, Melbourne - PAWS (co-leader)
 Chris Coward, Oxford/2nd Lady Lake
 Mia Crews, Melbourne - PAWS (co-leader)
 Caryn DeVincenti, Wellington Writers Group, West Boca writers Group



Row 4

Vic DiGenti, Ponte Vedra
 Vivian Dippold, Polk
 Jan Eldridge, Celebration Writers Group
 Rik Feeny, Orlando



Row 5

Gregg Golson, River City Writers
 Dona Gould, Bradenton
 Veronica Hart, Daytona Beach
 Carol Jones, Freedom Public Library Ocala

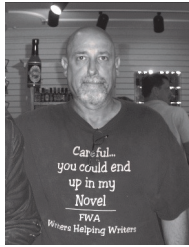


Row 6

Maureen Jung, Clay County WGL
 Beda Kantarjian, Seminole County Writers Group (co-leader)
 Kenn Kincaid, Christian Pen Group/3rd Lady Lake
 MikeKing, Palm Coast (co-leader)

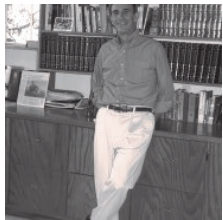


Writers Group Leaders (cont., 2)...



Row 7

Larry Kokko, Tampa
 Bruce Kubec, Seminole County Writers Group (co-leader), Casselberry Critique Group
 Joan Levy, Seminole County Writers Group (co-leader)
 Russell Mangum, Write Revise Publish/Longwood



Row 8

Robert Mykle, Palm Beach
 Virginia Nygard, Treasure Coast Writers Group (co-leader)
 Eugene Orlando, Brandon Critique Group, Wesley Chapel Writers Group
 Claudette Parmenter, Lady Lake



Row 9

Stephanie Priestley, DayTrippers Critique Group, Write Now Youth Writers Group
 Tracy Redman, 1st Coast Christian
 John Rehg, St. Petersburg
 Sunny Serafino, Avon Park Writers Critique Group



Row 10

Jeff Swesky, Palm Coast (co-leader)
 James Thompson, Port Orange Scribes
 Bettie Wailes, Maitland Writers Group
 Judy Weber, Ancient City



Row 11

Linda Welker, Brooksville WGL

LIFETIME MEMBERS



Congratulations to our FWA Lifetime Members. All Lifetime Members are entitled to a special pin, which will be distributed for the first time at the 10th Annual FWA Conference. To become a Lifetime Member, visit www.floridawriters.net.

Phyllis McKinley, Highlands, FL, since 2006
Jennifer Curington, Brandon, FL, since 2001
Kristina O'Donnelly, Inverness, FL, since 2001
Sharon Y. Cobb, Jacksonville, FL, since 2010
Katby Prosser, Jacksonville Beach, FL, since 2006
Su Gerheim, Lake Panasoffkee, FL, since 2010
Scott Spieler, Lutz, FL, since 2010
Charlotte Barnes, Navarre, FL, since 2008
Lyn Hill, Ocala, FL, since 2005
Virginia Thomas, Orlando, FL, since 2003
Brent Sampson, Parker, CO, since 2005
Bitten Twice, Pembroke Pines, FL, since 2010
Weslynn McCallister, Sarasota, FL, 2002
Barbara Sloan, St. Augustine, FL, since 2005
Melody Cooper, Tampa, FL, since 2008
Vit Gulbis, Esq., Tampa, FL, since 2008
Vicki Taylor, Tampa, FL, since 2001
Bobbie Christmas, Woodstock, GA, since 2002
Curie Nova, Seminole County, FL
Daniel Griffith, Merritt Island, FL, since 2003
Philip Levin, Gulfport/Long Beach, MS, since 2009
Joan Scharf, Naples, FL, since 2010
Dean Murphy, Poinciana, FL, since 2010
David Buksbaum, Tampa, FL, since 2011
Chrissy Jackson, St. Pete Beach, FL, since 2004
Robert Mykle, Lake Worth, FL, since 2002
Vicki Riley-Fischer, St. Cloud, FL, since 2006
Eugene Orlando, Seffner, FL, since 2004

Conference Chairpersons...



Conference Director
Chrissy Jackson



Conference Project Manager
Chris Hamilton



Faculty Chairperson
Mary Lois Sanders



Interview Chairperson
J.W. Thompson



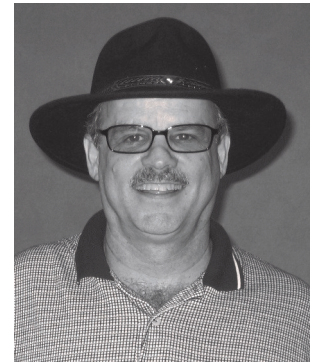
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Chrissy Jackson



RPLA Co-Chairperson
Eugene Orlando



**Conference Bookstore
Chairperson**
A.J. Robinson



Silent Auction Chairperson
Susan Boyd



Photography Chairperson
Karen Lieb



Volunteer Chairperson
Frank Ridge

DEDICATED VOLUNTEERS

Thank you, dedicated volunteers, for making FWA's Tenth Anniversary Conference the best in our history. Thank you for your ideas, your expertise, and your willingness to work (even at the expense of attending workshops) so that our organization benefits. We love you!

Registration Desk

Susan Berry, Chairperson
Donna Guillaume
Pete Shianna
Barbara Fisler
Ann Suarez

Interviews

Jim Thompson, Chairperson
Leona Bodie
April Fitzgerald
Genny Lynch

Bookstore

A.J. Robinson, Chairperson
Jo Ann Robinson
Bob Hart
Jill Yamnitz
Chris McKenna

Workshop Room Monitors

Barbara McLay
Mark Newhouse
Louis Emond

Silent Auction

Susan Boyd, Chairperson
June Singer
Shara Smock
Linda Dickson

Floater

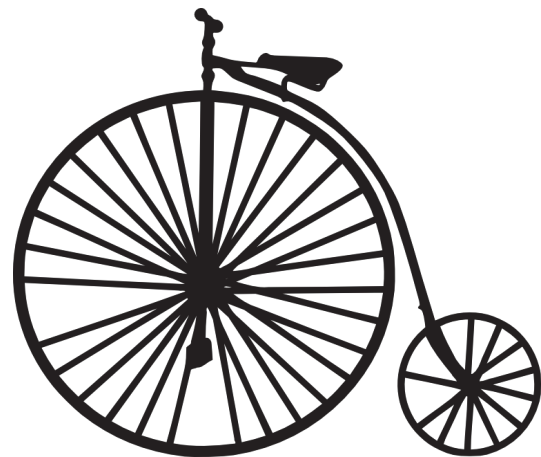
Marilyn Paluszack



This Conference Schedule of Events is just one way FWA works to communicate with our members.

See also the quarterly magazine, *The Florida Writer*, our FWA website, FWA daily blog, FWA Network, and local blogs that serve you. Your writing friends are in reach!

- ♦ FWA website: www.floridawriters.net
- ♦ Conference blog: <http://floridawriters.wordpress.com/>
- ♦ FWA Network: <http://fwanetwork.ning.com/>
- ♦ FWF website: <http://www.floridawritersfoundation.org/>
- ♦ Silent Auction blog: <http://www.fwa2010conference.blogspot.com/>
- ♦ Twitter @flawritersconf



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FWA's History

"The history of the Florida Writers Association (FWA), like a fine tapestry, is woven with the diverse threads of members past, each leaving an enduring imprint, each contributing to the overall pattern of growth and vitality." —Chrissy Jackson

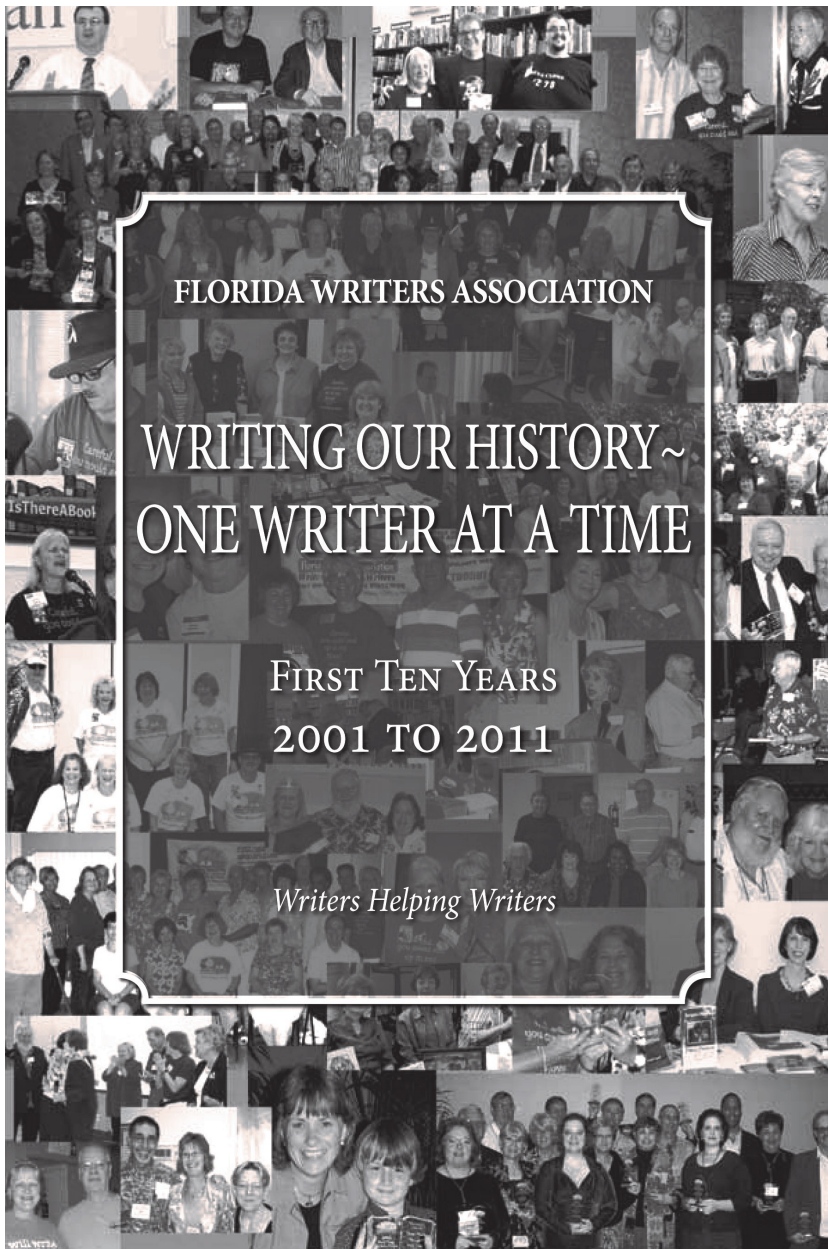
With sincere thanks to Sunny Fader, who began this project, and Dr. Doug Houck, who completed it.

The tenth anniversary FWA Conference marks a significant milestone in the history of The Florida Writers Association. As Chrissy Jackson so nicely put it in her introduction to our commemorative history published for this occasion, "The history of the Florida Writers Association (FWA), like a fine tapestry, is woven with the diverse threads of members past, each leaving an enduring imprint, each contributing to the overall pattern of growth and vitality."

The FWA tapestry started with a dream. Glenda Ivey, a Georgia transplant, was living in Jacksonville in 2001 when she had the dream. It was a vision of a statewide organization of writers, all writers: novelists, poets, screenwriters, journalists, business and trade publication writers, all working together to form an extended family, a community, and an association. It would be an association that would support literacy, provide writers with networking opportunities, offer critique groups, schedule workshops, and organize state and regional conferences to serve writers, both published and those striving to be published.

Glenda shared the dream with Vicki Taylor, Wesleyan McCallister, Kristina O'Donnely, Jennifer Currington, and Cathy Cooke. They formed a writers group, the first, and called it a Palm Group. The idea caught on. Janet Privett formed a group in Lake Wales. Mary Branham started a Palm Group in New Port Richey, Doug Dillon formed one in Orlando, and Freda Ward started a Palm Group in St. Petersburg.

The Florida Writers Association was then organized as an IRS 501 (c) 6 Trade Association in May 2002 and quickly grew to 182 members. Glenda served as president; Vicki became vice president. The new association then plunged boldly into the formidable task



FWA's History (cont., 2)...

of organizing and providing its first statewide conference. The conference was held at the Orlando Hilton in October 2002. A hundred and seventy-nine members showed up. They brought spouses, friends, and acquaintances. "That first conference was small enough," Doug Dillon recalls, "that you didn't feel you were being roused. People liked being the beginning of something."

Good things did stick: the annual conference, the Royal Palm Literary Awards, a growing network of regional directors, and local writers groups.

Membership grew. "There was no master plan," Vicki Taylor noted. "We just threw things in the air and saw what stuck." Good things did stick: the annual conference, the Royal Palm Literary Awards, a growing network of regional directors, and local writers groups. *The*

Florida Palm Magazine became *The Florida Writer*. Volunteers stepped up to take on leadership roles. When Glenda moved back to Georgia, Vicki became president. Curie Nova, Caryn Suarez, Robert Mykle, and Dan Griffith, all served as president over the following years. All of them contributed to the tapestry. Chrissy Jackson continues the tradition.

The Florida Writers Association has grown to become a thriving professional community of more than 1,200 members. They come from every county and corner of Florida plus twenty other states and the Virgin Islands. The FWA provides Florida's largest three-day annual conference for published and aspiring writers, hosts special one-day writer's sessions, offers over forty local writers groups and critique programs, issues a quarterly magazine, provides a comprehensive website, and maintains a writers' blog. Members can enter their work in the annual Royal Palm Literary Awards competition and submit short stories for possible inclusion in an annual themed Collection.

Chrissy and Dan Griffith founded the Florida Writers Foundation in November 2007. This 501 (c) 3 charitable Foundation was formed to support literacy by raising funds earmarked specifically for the advancement of reading and

writing across the state of Florida. FWA's Youth Writers Leadership Team was formed (2011) to create a state-based platform for the recruitment of youth writers. Both initiatives foster literacy, reading, and writing.

The Florida Writers Association has grown to become a thriving professional community of more than 1,200 members.

The Florida Writers Association has become a fine tapestry of activity, service, and voices. Forty of these voices (current FWA officers, former FWA officers, FWA board members, regional directors, group leaders, and individual members) speak out to tell their story and the story of the FWA with words and pictures in the pages of our commemorative book, *Writing Our History—One Writer at a Time*. Copies are available in the Conference Bookstore and through FWA's online bookstore, The Top Shelf.

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FWA's COLLECTION #4—MY WHEELS

The next book in FWA's Collection series is *FWA's Collection #4—My Wheels*. It's all about wheels. Your first wheels, your favorite wheels, the most unusual wheels, anything with wheels...roller skates, bicycles, motorcycles, cars, trucks, golf carts, wheelchairs, or anything else that comes to mind. You can write true stories about your wheels, or spin a fiction tale. You can share something humorous or make us cry. It's your choice—it's your wheels!

Our Person of Renown for Collection #4 is a highly guarded secret.

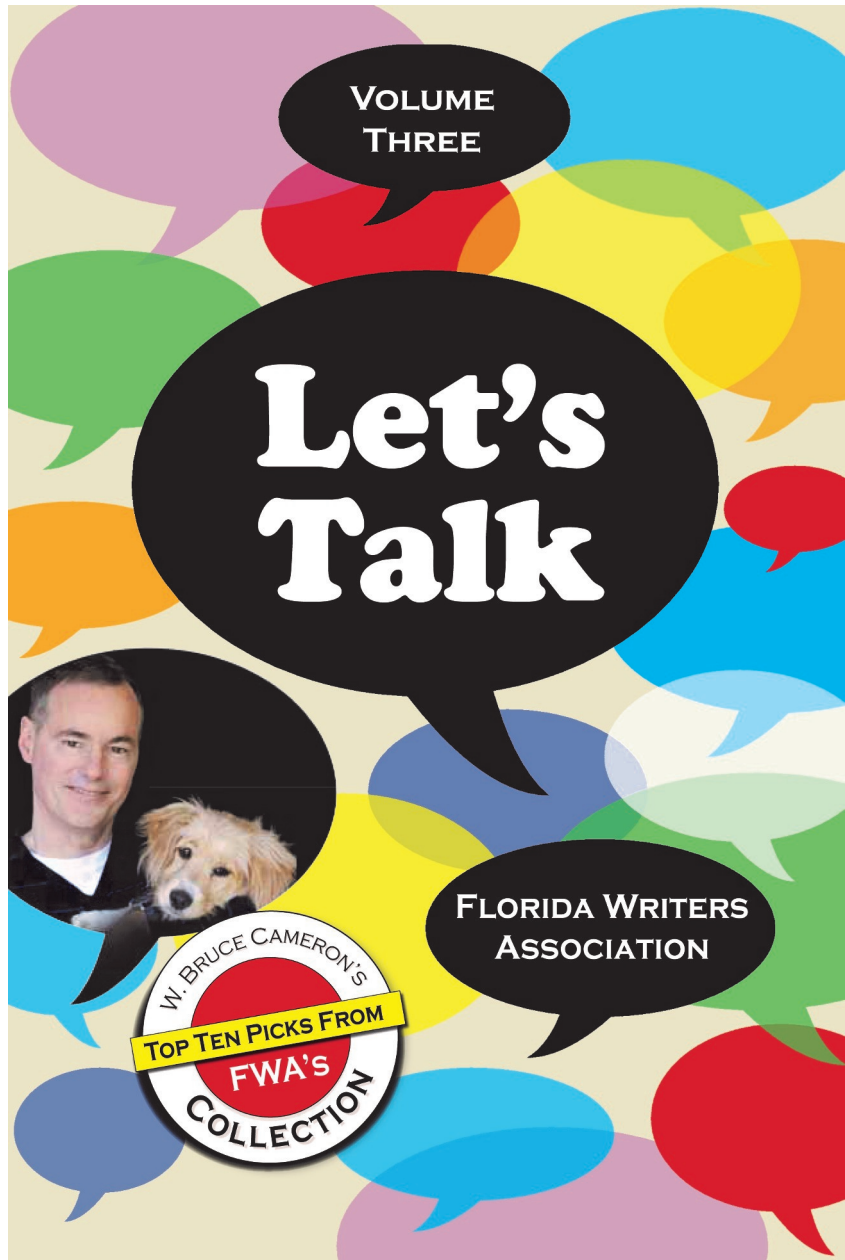
Watch our website for complete entry guidelines and more details. www.FloridaWriters.net

This short story contest, sponsored by the Board of Directors of Florida Writers Association and by Peppertree Press, the Official FWA Publisher for Collections, was created to offer our members another way to be published, and another way to grow our writing skills.

Each year, the contest has a theme. All writing must conform to it, and must be within the total word limitations set forth in the guidelines. Both fiction and nonfiction are permissible. Even poetry, if that's how your muse moves you.

The annual contests are fun—they give you an opportunity to enter with different pieces you've written. They stretch you—giving you parameters and guidelines that you may not have considered or written within before.

All judging is done on a blind basis. Stories are posted by title and number only. The number is assigned consecutively as stories are received. Up to seven judges read each entry entirely and vote according to whether or not it was well written and struck a chord with them. As with any judging, there is some subjectivity. However, the judges understand that each entry selected as a winner must be ready for printing, as we do no editing other than fixing minor typos.



Cover for Collections #3—*Let's Talk*

Our Person of Renown for this book is a highly guarded secret, known for wheels...and will be an instant hit with Florida Writers Association members when we officially kick off this new book on Sunday morning, right before closing ceremonies.

Our Person of Renown will roll in, eager to assume the mantle of this spe-

cial role for the next year. You'll feel, hear, and see the excitement as we rev up for next year's contest!

As in the past, our Person of Renown will select the Top Ten Favorite entries out of the judges' top sixty...and we'll be off and running with another Collection, and another contest to look forward to for the following year.

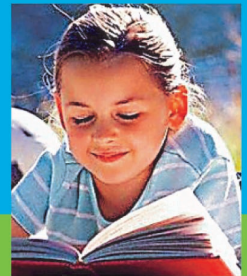


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