

We look forward to seeing you next year!

**May 5 & 6, 2023**



[lakeflywriters.org](http://lakeflywriters.org)

# Welcome



# May 6-7, 2022

Oshkosh Premier Waterfront Hotel  
and Convention Center  
Oshkosh, Wisconsin



# Conference Site



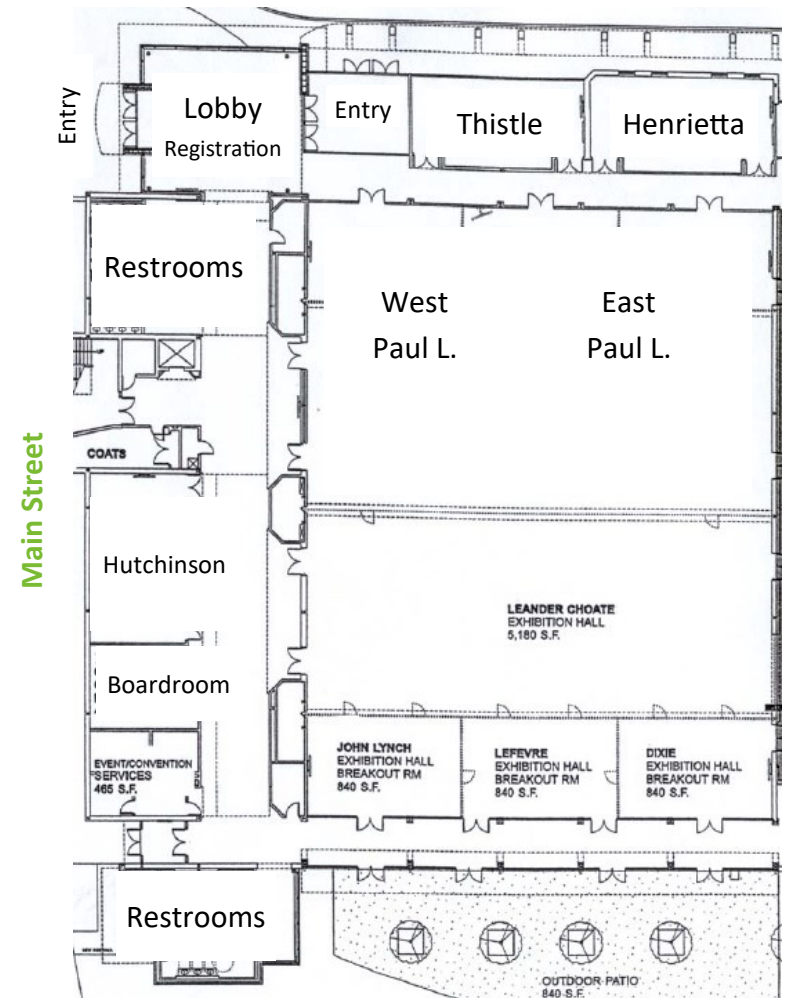
**Oshkosh Premier Waterfront Hotel  
and Convention Center**

1 & 2 North Main Street, Oshkosh, WI 54901



**Facing North**

**Ceape Avenue**



## Lakefly Planning Committee:

Ruth Percey      Dixie Jarchow      Patrick McCorkle

Sue Belsky      Barry Wightman      Jane Wypisznski

Thomas Cannon      Patricia Kilday

## With assistance from:

Vicky Schettl      Emillie Rath sack      Mai Kao Xiong

Kim Hoffman      Maggie Mueller      Carmen Leal

Emily Conrad      and numerous other volunteers!

# Our many thanks!

This event is made possible with funding from the Oshkosh Public Library and Oshkosh Area Writers Club support.



## Oshkosh Public Library

The library's vision is to have a Library in Every Life. Their mission is to help people find knowledge resources, provide free access to information, preserve local history, and create a vibrant community gathering place.

## Oshkosh Area Writers Club

### Oshkosh Area Writers Club

The Writers Club was created to share in the common interest of creative writing, inspire and motivate members to write, and provide a supportive forum for constructive feedback.



## Become a Sponsor

To be a 2023 sponsor or to purchase ad space in our 2023 program booklet, contact Ruth through the Oshkosh Public Library at 920-236-5203.



## Welcome

### Welcome Lakeflies!

After a two-year hiatus, we're excited to host the 8<sup>th</sup> Lakefly Writers Conference. We're pleased to see many familiar faces, and welcome those new to the Lakefly writing community. This year's conference promises to be one of inspiration and learning, with quality speakers and opportunities for you to move forward in your creative journey. With more than a dozen presenters, pitch sessions, Lakefly Marketplace, and open mic night, the conference is sure to be an unforgettable experience!

Relax in the knowledge that this is where you are supposed to be, gathered with fellow writers, sharing ideas, and learning new things.

I'm so glad you're here!

~ Ruth





# Individual Sessions

Sign up today at the registration table. Sessions available:

## Friday, May 6

**Individual Sessions, Sign-up required** (Concourse) **1—4 p.m.**  
**Celeste Anton**, Dandelion Marketing and Consulting



Meet with Dandelion Web Marketing and Consulting owner Celeste Anton to discuss options for creating or enhancing your existing author website. Ask questions about the other pieces of an online writer's platform such as social media marketing, email lists and google analytics.

**Pitch Sessions, Sign-up required** (Boardroom) **1:15—4 p.m.**  
**Barry Wightman**, WWA Press



WWA Press, represented by Barry Wightman, is looking for Wisconsin-themed original material of good quality that celebrates and explores all walks of life and for all ages, be it historical, fictional, nonfiction, lyrical, or speculative. Family friendly, please.

### Notes:

and blogs monthly for Rocky Mountain Fiction Writers. A board member of the Chicago Writer's Association, she's Managing Editor of their Write City Magazine, and coordinator of Book Nook. She resides in Milwaukee with her husband and her aging but still adorable sheltie.

Her website is [maggiesmithwriter.com](http://maggiesmithwriter.com).



**Barry Wightman** was born in St. Louis and now lives in Elm Grove, Wisconsin. He earned an MFA from the Vermont College of Fine Arts in 2010. He is a talented voiceover professional and a Wisconsin Broadcasters Association award-winning essayist, whose work has been heard on WUWM Milwaukee Public Radio. He's also a reviewer and review editor for the Washington Independent Review of Books. His music and book reviews have appeared in various publications in Chicago, Milwaukee and Washington D.C. He is married with three grown children.



**David Michael Williams** has suffered from a storytelling addiction for as long as he can remember. He is the author of fantasy and science fiction, including *The Lost Tale of Sir Larpsalot*, *Magic's Daughter*, *The Renegade Chronicles*, and *The Soul Sleep Cycle*—a genre-bending series that explores life, death, and the dreamscape. In 2021, he released the collection *Ghost Mode & Other Strange Stories* as well as Vol. 1 of his fantastically retro webcomic *Curmudgeons & Flagons*. David lives in Wisconsin with the best wife on this or any other world and their two weird-in-a-good-way children.

Visit his website at [david-michael-williams.com](http://david-michael-williams.com).



**Christy Wopat** is the author of the award-winning memoir, *Almost a Mother: Love, Loss, and Finding Your People When Your Baby Dies*. She has also written a picture book, *Always Ours*, and *After All: Pregnancy After Your Baby Dies*. Christy is a 4th-grade teacher and lives with her husband and children in Holmen. Find her on Facebook at Um, You Guys?

Her website is [christywopat.com](http://christywopat.com).



**Dean Robbins** is an award-winning children's author and journalist. Dean's books have been praised in *The New York Times*, *USA Today*, and other publications; chosen for best-of-the-year honors; adapted for film; and featured on Public Radio International.

As a journalist, Dean has written for *USA Today*, *The New York Daily News*, *The Village Voice*, the Grammys, Wisconsin Public Radio, and dozens of other media outlets, along with serving as editor-in-chief of the alternative newsweekly *Isthmus*. He has won state and national awards for arts writing, news writing, and multimedia journalism.



**Patricia Skalka** is the author of the award-winning Dave Cubiak Door County Mysteries. Currently there are six books in the series: *Death Stalks Door County*, *Death at Gills Rock*, *Death in Cold Water*, *Death Rides the Ferry*, *Death by the Bay*, and *Death Washes Ashore*. Skalka turned to fiction following a successful career in nonfiction. Her many credits include: Staff Writer for *Reader's Digest*, freelancer, ghost writer, writing instructor, and book reviewer. Skalka is past-president of the Sisters in Crime Chicagoland Chapter and a member of The Authors Guild of America, Mystery Writers of America, and Society of Midland Authors. She divides her time between Milwaukee and Door County.

Her website is [patriciaskalka.com](http://patriciaskalka.com).



In a career that included work as a journalist, a psychologist, and the founder of a national art consulting company, **Maggie Smith** added novelist to her resume with the publication of her debut novel, *Truth and Other Lies* in March 2022. During her launch month, she was the guest on over twenty writing podcasts including Game of Books, A Mighty Blaze, The Sh\*t No One Tells You About Writing, and Rebel Author, and her book was featured as a top read in Marie Claire, Pop Sugar, and The Nerd Daily.

In addition to her writing, Maggie hosts the weekly podcast, *Hear Us Roar*, where she interviews debut authors about their novel and their path to publication,

# Good Luck!

Saturday, May 7

**Pitch Sessions, Sign-up required (Boardroom)**      **10—11:30 a.m. & 1—2:45 p.m.**  
**Dan Cramer, Page Turner Literary Agency**



PAGE TURNER  
LITERARY

Dan Cramer, founder/agent of Page Turner Literary Agency, will accept pitches for children's literature – picture through YA, and graphic novels. Prior to opening his own agency, Dan interned and was an associate agent at Flannery Literary, working directly with Jennifer Flannery, agent to the late Gary Paulsen.

**Pitch Sessions, Sign-up required (Concourse)**      **10:10—11:25 a.m. & 12:55—2:55 p.m.**  
**Pam Parker, Orange Hat Publishing | Ten16 Press**



OrangeHat  
PUBLISHING

Pam Parker, author and Staff Editor, will be representing Orange Hat Publishing | Ten16 Press, a small family-owned and operated indie publisher based in Waukesha, WI. Both publishing houses offer traditional and hybrid contracts depending on content, existing author readership, niche, and potential reach.





## Schedule at a Glance

	Time	Title	Presenter	Room
Friday, May 6	12—4 p.m.	Registration		Lobby
	Anytime	Individual Session Sign-up: Celeste Anton, Barry Wightman, Dan Cramer, Pam Parker		Registration
	1—2 p.m. Breakout Sessions	Conquer Writer's Block	Bailey Hansen	Henrietta
		Improve Your Life Through Poetry	Thomas Cannon	Thistle
		Indie Publishing	Christine Keleny	Hutchinson
	2:10- 3 p.m. Breakout Sessions	The Snowflake Method for Novel Writing	David Michael Williams	Henrietta
		Characterization Through Dialogue	John DeDakis	Thistle
		Instagram for Writers	Malinda Andrews	Hutchinson
	3—3:30 p.m	Break		
	3:30—4:30 p.m. Breakout Sessions	A 10-Step Plan for Self-editing	Nick Chiarkas	Henrietta
		Queries 101	Dan Cramer	Thistle
		Venturing into Vella	Kendra Griffin	Hutchinson
	5:00—6:30 p.m.	Dinner (on your own) Meet in the lobby to eat as a group at Becket's Cube Room— Dutch Treat		
	7—9 p.m.	After Hours Open Mic, Oshkosh Public Library		Public Library
	7:30-8:30 a.m.	Vendor Set-up		West Paul L.
	7:30 a.m.—2 p.m.	Registration		Lobby



**Bailey Hansen** spent her unconventional childhood traveling the United States with a clown and a clarinetist (aka her parents). She graduated from the University of Evansville with a BFA in Creative Writing, lived for a few years in Spain, and has since settled in Wisconsin. A technical consultant by day, she writes at any time for both love and money. *Freak Camp* is her debut book.

Check out her podcast at [anchor.fm/brhansen](https://anchor.fm/brhansen).



**Christine Keleny** is an award-winning author, editor, book designer, and publisher. She loves writing and helping others publish the book of their dreams through her indie publishing company: [CKBooks Publishing](https://CKBooksPublishing.com). Christine also teaches workshops for both youth and adults, speaks at writers conferences, and loves talking to book clubs.

Find all of her books at [christinekelenybooks.com](https://christinekelenybooks.com).



Author and speaker **Pam Parker** writes fiction and nonfiction from wherever she is: the Midwestern U.S., her native New England, and her adopted country, Scotland. She holds an MFA in fiction from Sierra Nevada University. Her stories and essays have appeared in *Hypertext Magazine*, *Washington Post*, *Presbyterian Outlook* and *The Potomac Review*, three anthologies, and numerous other print and electronic venues. Her writing explores survival and resilience; finding identity and meaning; the dignity found in the fabric of family; advocating for the struggling — especially those who've had breast cancer and/or depression, as she has.

Learn more at [pamwrites.net](https://pamwrites.net).



**Gregory Lee Renz** is an author and retired Milwaukee Hall-of-Fame Fire Captain. His multi-award-winning debut novel, *Beneath the Flames*, asks the question, "Can a young guilt-ridden firefighter and a brash adolescent inner-city girl overcome their cultural biases and join forces in the fight of their lives?" Gregory is currently working on the sequel, hoping it won't take ten years. He writes from Lake Mills.

His website is [glrenz.com](https://glrenz.com).



**Bobbi Dumas** is a freelance writer and eclectic reader who reviews and writes about books, mainly for Kirkus, but including NPR, Barnes & Noble, and the New York Times Book Review. She advocates for romance because the industry and the books are empowering, inspiring agents of change, especially for women. Bobbi believes that women have the right to read whatever they want to, without being shamed for it, and that women writers have the power to change the world, one book, one reader at a time. She lives in Madison, Wisconsin.



**William Gillard** is a Professor of English at UW-Oshkosh. His writing has appeared in dozens of journals, and he is the author of the poetry collection, *The Vade Mecum of the True Sublime*, the novel *Down a Man*, the short story collection, *Crawl Cram Grind Fail*, and a few others. He is co-author of *Speculative Modernism*, a scholarly study of the origins of science fiction, fantasy, and horror.

He earned an M.F.A. from Fairleigh Dickinson University, was a youth hockey coach, and lives in Appleton with his wife and two daughters. Connect with him on LinkedIn.



**Kendra Griffin** is an indie author, professor, and developmental editor who has never met a good dog or a good underdog she didn't fall in love with. She is addicted to writing (and reading) about quirky misfits and diverse ensemble casts. She recently published two novels in her dystopian young adult series: *The Pox Ward* and *Apocalypse Thoughts*; she also writes science fiction serials on Kindle Vella.

Kendra has an MA in Literature. She teaches creative writing for Aims Community College, and mentors authors of all levels through community programs, local libraries, and professional conferences. She works as a freelance writing coach and developmental editor as well as for Status Quill Editing, and is a member of RMFW and Borderlands Writers.

Her website is [kendragriffin.com](http://kendragriffin.com).

Saturday, May 7				
Anytime	Individual Session Sign-up: Celeste Anton, Barry Wightman, Dan Cramer, Pam Parker	Registration		
8:30 a.m.—4:30 p.m.	Lakefly Marketplace	West Paul L.		
9—10 a.m.	Keynote: Ten Unlikely Secrets of Literary Success	East Paul L.	Dean Robbins	
10—10:30 a.m.	Coffee, tea, and time to visit the Lakefly Marketplace	West Paul L.		
10:30—11:20 a.m. Breakout Sessions	Keeping Your Scenes Afloat	Henrietta	Ryan R. Campbell	
	Building Blocks of a Successful Mystery Series	Thistle	Patricia Skalka	
	Romancing The Story	Hutchinson	Bobbi Dumas	
11:30 a.m.—12:30 p.m.	Lunch	West Paul L.		
12:30—1 p.m.	Book Signing/ Dessert	Paul L.		
1—1:50 p.m. Breakout Sessions	Subject Matter Specialty: Firefighting	Henrietta	Gregory Renz	
	On Duende	Thistle	Abayomi Animashaun	
	Building Your Author Platform	Hutchinson	Maggie Smith	
2—2:50 p.m. Breakout Sessions	Essayer is French for “to try.”	Henrietta	Christy Wopat	
	...Successful Story Openings	Thistle	William Gillard	
	The Business Side of Writing	Hutchinson	Williams, Keleny, DeDakis	
3—3:50 p.m.	Literary Cabarets	East Paul L.	Candace Decker, Ryan Cappleman	
3:50—4 p.m.	Break			
4—4:30 p.m.	Lakefly Writing Contests Awards Ceremony & Door Prizes	East Paul L.		



# Friday, May 6

**Registration** (Lobby)

**12—4 p.m.**

## Breakout Session:

**1—2 p.m.**

### **Conquer Writer's Block** (Henrietta)

*Bailey Hansen*

Authors at all levels struggle with writer's block. Successful writers have found ways to get around, over, or through the issues that are causing their creativity to flounder. This session highlights some core issues that can cause writing blockages, empowers writers to embrace a messy first draft, and includes practical writing exercises to get those creative juices flowing.

### **Improve Your Life Through Poetry** (Thistle)

*Thomas Cannon*

Explore the many benefits of incorporating poetry into your daily life. Through hands-on activities, participants will learn how to write poetry that can improve your personal life and mental well-being.

### **Indie Publishing** (Hutchinson)

*Christine Keleny*

Confused about indie publishing? It's understandable. Christine will help point you in the right direction by sharing clear steps through the publishing process so you use your money and time wisely. You'll learn the basic steps to print and ebook publishing; cover design options/recommendations; definition of common terms; and more.

## **Takeaway:**



**Dan Cramer's** love of reading started when he was young with *The Chronicles of Narnia*. While he loves all books, his heart beats for children's literature, mainly because children's literature is fearless. Dan has two undergraduate degrees from West Virginia University: Forensic and Investigative Sciences and Psychology. He has two graduate degrees from Benedictine University: MBA and MS Management and Organizational Behavior. Prior to starting his own agency, he was an Associate Literary Agent with Flannery Literary.

Dan lives in Burr Ridge, IL with his husband and their rescue dog, Timmy. When Dan is not reading, he enjoys the outdoors, horror movies, and baking.

Visit [pageturnerliteraryagency.com/agent](http://pageturnerliteraryagency.com/agent).



**Candace Decker** has performed her one-woman cabarets throughout the mid-west and east coast, including performances in Wisconsin for Waukesha Reads, Big Read in the Falls, literary and holiday inspired shows. She is a NY Cabaret Symposium Fellow, an Indiana Arts and Wisconsin Laird Foundation artist grant recipient, and guest cabaret artist with the Virginia State Thespian Conference. She has worked professionally as an actress, singer, and theatre/cabaret teacher for over 30 years. Connect with her on LinkedIn.



Novelist, writing coach, and manuscript editor **John DeDakis** is a former editor on CNN's "The Situation Room with Wolf Blitzer." DeDakis is the author of five mystery-suspense novels. His most recent novel, *Fake*, earned Honorable Mention for the Reviewers Choice Award and was a Finalist for Killer Nashville's Silver Falchion.

A native of La Crosse, DeDakis now lives in Baltimore. He is a former White House correspondent, a graduate of the UW-Madison journalism school, a former news director at WLSU radio (NPR) in La Crosse, and a former reporter/anchor at WMTV (NBC) in Madison. His first two novels, *Fast Track* and *Bluff* are set in south central WI.

His website is [johndedakis.com](http://johndedakis.com).





## Presenter Biographies



**Thomas Cannon** was selected as the inaugural Poet Laureate of Oshkosh in 2021. He is the author of the books, *The Tao of Apathy* and *Shattered*. With his essay “Part of the Gift,” Cannon was the lead contributor to *Cup of Comfort for Parents of Children with Autism*. His poems and short stories have been published in various journals such as *Midwestern Gothic* and *Corvus Review*. Thomas is active in the Oshkosh writing community, having helped establish the Lakefly Writers Conference. He and his wife have three children and two grandkids.

Learn more at [thomascannoauthor.com](http://thomascannoauthor.com).



**Ryan Cappleman** is a quadruple threat (performer, choreographer, musician, and teaching artist) based in Milwaukee. Ryan graduated from UW-Milwaukee with a BFA in Inter-Arts Musical Theater Performance in 2011, and makes a full time living doing what he loves, performing and teaching. He is an adjunct faculty member at UW-Parkside. He’s also taught all over the country including the Milwaukee Ballet, the Minnesota Summer Dance Intensive, the Virginia State Thespian Conference, Skylight, Danceworks, First Stage, and Pink Umbrella. Ryan is the proud dad of a black mouth cur named Dolly.



**Nick Chiarkas** grew up in the Al Smith housing projects on Manhattan’s Lower East Side. When he was in the fourth grade, his mother was told by the principal of PS-1 that “Nick was unlikely ever to complete high school, so you must steer him toward a simple and secure vocation.” Instead, he became a writer, with a few stops along the way: US Army Paratrooper, New York City Police Officer; Deputy Chief Counsel for the President’s Commission on Organized Crime; and Director of the Wisconsin State Public Defender Agency. He has a Doctorate from Columbia University, a Law Degree from Temple University, and was a Pickett Fellow at Harvard.

His website is [nickchiarkas.com](http://nickchiarkas.com).

*Squiggles & Scribbles*

## Breakout Session:

2:10—3 p.m.

### The Snowflake Method for Novel Writing (Henrietta)

David Michael Williams

Software architect Randy Ingermanson invented a process for “designing a novel.” But can 10 simple steps really produce a worthy work of fiction? Fantasy author David Michael Williams recently gave the Snowflake Method a try and is eager share his experiences and observations, using his YA novel, *The Lost Tale of Sir Larpsalot*, as a case study.

### Characterization Through Dialogue (Thistle)

John DeDakis

When characters talk to each other, the story moves forward and the reader learns about the speaker. In this class, you’ll learn how to create characters out of thin air, and the do’s and don’ts of finding the right words to put into their mouths.

### Instagram for Writers (Hutchinson)

Malinda Andrews

This interactive session will demystify the use of Instagram for authors by helping to create a “handle,” and develop consistent content to cultivate an online community while building your author platform.

Break

3—3:30 p.m.

## Takeaway:



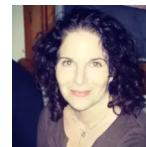
**Malinda Andrews** is a multi-genre author of over a dozen published works and holds a BA in Creative Writing from the UW-Milwaukee. She balances writing and publishing while caring for her two young children.

Please visit [malindawrites.com](http://malindawrites.com) to learn more.

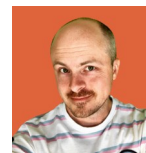


**Abayomi Animashaun** is an immigrant from Nigeria with an MFA from the University of Nevada and a PhD from the University of Kansas. His poems have appeared in *Poetry Ireland Review*, *Diode*, *TriQuarterly*, *The Cortland Review*, *African American Review*, *The Adirondack Review*, *Ruminate Magazine*, and *Versedaily*. He won the Hudson Prize and received a grant from the International Center for Writing and Translation. He has written three poetry collections. He is an English professor at UW-Oshkosh and is a poetry editor at *The Comstock Review*.

Learn more at [abayomianimashaun.com](http://abayomianimashaun.com).



**Celeste Anton** has designed and marketed websites for over 20 years. As owner of Dandelion Web Marketing she has developed and managed digital marketing projects for businesses large and small. She especially enjoys helping writers get their platforms up and running so they can start connecting with their readers!



**Ryan R. Campbell** is an author, speaker, and software engineer whose work as r.r. campbell has earned him accolades, including finalist placement in the International Book Awards. He is the founder of the Writescast Network and the co-founder of Kill Your Darlings Candle Company. Previously, he taught UW’s Division of Continuing Studies in Writing, and he is a regular speaker at conferences. Ryan lives in Milwaukee with his wife, Lacey, and their cats, Hashtag and Rhaegar.

His website is [ryanrcampbell.com](http://ryanrcampbell.com).



## Saturday (continued)

### Literary Cabarets (East Paul L.)

3—3:50 p.m.

*Candace Decker & Ryan Cappleman*

Join Candace Decker and Ryan Cappleman through story and song as they celebrate writers, literary influences, and inspiring authors in this unique cabaret performance.

### Break

3:50—4 p.m.

### 2022 Lakefly Writing Contest

#### Awards Ceremony (East Paul L.)

4—4:30 p.m.

Barry Wightman will emcee the announcement of the 2022 Lakefly Writing Contest winners, assisted by Patrick McCorkle.

The winners booklet is published on our website, [lakeflywriters.org](http://lakeflywriters.org).

Check our website [lakeflywriters.org](http://lakeflywriters.org) in January for our 2023 contest categories and submission guidelines.

### Door Prizes (East Paul L.)

After awards



## Thank you

**We're honored you  
chose to spend your  
time with us.**



*Squiggles & Scribbles*



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### Breakout Session:

3:30—4:30 p.m.

#### **A 10-Step Plan for Self-editing** (Henrietta)

*Nick Chiarkas*

As you begin the rewriting process, you also start the editing process. This is the art and the heart of it; this is when you begin to build castles. A poorly edited manuscript is certain death for any legitimate agent or publisher. Learning how to edit your manuscript will not only reduce cost but will improve your skill as a writer.

#### **Queries 101** (Thistle)

*Dan Cramer*

Learn the ins and outs of query writing that will capture agents'/ editors' attention. Cramer will give you a guideline for organizing your query and writing the pitch, and reveal the secret that will help give your query the best possible chance to engage an agent/editor.

#### **Venturing into Vella** (Hutchinson)

*Kendra Griffin*

This session will introduce you to the basics of writing serials for Kindle Vella, will share pros and cons of Vella/serials as compared to writing full-length novels, and will help you decide if Vella is the right platform for you. Tips and strategies for creating engaging author notes and hooking readers will be provided.

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#### **Dinner** (on your own)

5—6:30 p.m.

Meet in the lobby to eat as a group at Becket's Circle Room— Dutch Treat

#### **After Hours Open Mic** (Oshkosh Public Library)

7—9 p.m.

(106 Washington Avenue entrance)

It's your turn to take the stage! At After Hours Open Mic, you'll have five minutes to read your work in front of an audience. Join other writers for a fun night of listening and sharing.





### Breakout Session:

2—2:50 p.m.

#### **Essayer is French for “To Try”** (Henrietta)

*Christy Wopat*

What better way to venture into the unknown than by writing a personal essay? Every time we begin an essay, we have no idea where it is going to take us, only that we can use it to explore and improve the craft of writing and use our words to connect with others. In this workshop, Christy will walk you through the steps of writing a personal essay, from idea building through revision and seeking publication. Attendees will leave with an action plan for next steps and some great resources for publication.

#### **Well Begun is Half Done: Successful Story Openings** (Thistle)

*William Gillard*

In this workshop, we’ll look at successful short story openings from a variety of genres to discover how to craft an opening so that a reader or editor will want to continue reading after the first page, which is our goal, after all!

#### **The Business Side of Writing** (Hutchinson)

*David Michael Williams, Christine Keleny and John DeDakis*

A panel of conference speakers will answer your questions regarding publishing, marketing, and more!

### **Takeaway:**

### **Takeaway:**



# Saturday, May 7

**Vendor Set-up** (West Paul L.)

**7:30—8:30 a.m.**

**Registration** (Lobby)

**7:30 a.m.—2:30 p.m.**

**Lakefly Marketplace** (West Paul L.)

**8:30 a.m.—4:30 p.m.**

## Keynote

**9—10 a.m.**



### **Ten Unlikely Secrets of Literary Success** (East Paul L.)

*Dean Robbins*

You long to cultivate your writing skills and publish your work but encounter obstacles at every turn. Is there a way forward? Dean Robbins offers hope—and hard-won secrets of success—in a tragicomic account of his career as a children’s author and journalist. Dean rebounded from a preposterous series of setbacks to become a nationally known writer. Here’s how you can, too.

### **Takeaway:**

**Coffee, tea, and time to visit  
the Lakefly Marketplace** (West Paul L.)

**10— 10:30 a.m.**

*Squiggles & Scribbles*

### **Takeaway:**



# Saturday (continued)

## Breakout Session:

1—1:50 p.m.

### Subject Matter Specialty: Firefighting (Henrietta)

Gregory Renz

What's it like to respond to a raging fire with children trapped inside and have to make split-second life and death decisions on how best to rescue them? How do you get that emotion along with the chaotic scene onto the page for the reader? With twenty-eight years as an urban firefighter in Milwaukee, Renz will offer insight into writing authentic scenes that keep the reader riveted to the page.

### On Duende: Writing Poetry with Reverence & Irreverence, Wonder & Play (Thistle)

Abayomi Animashaun

Frederico Garcia Lorca in the "Theory and Play of The Duende" calls the *duende* a spirit, a force, which has no map. Yet, for the artist, "the aid of the *duende* is required to drive home the nail of artistic truth." In this craft talk and workshop, participants will be introduced to Lorca's idea of *duende* along with hands-on strategies that can be utilized to discover the poem's core, its true subject, and its animating force.

### Building Your Author Platform Before You've Written a Book (Hutchinson)

Maggie Smith

Many authors start to think about book marketing the day they sign with a publisher, but that's too late. To get strong traction for a novel, start building your author platform long before. In this interactive workshop, you'll learn a step-by-step process, from what to put on an author website when you don't have a book and to how to score blurbs from well-known authors. Whether you go indie, sign with a small press, or land a contract with a major house, you'll have a plan to strategically position yourself in a crowded book market.

**Dean Robbins** is an award-winning children's author and journalist whose nonfiction picture books include *Two Friends: Susan B. Anthony and Frederick Douglass* (Scholastic); *Miss Paul and the President: The Creative Campaign for Women's Right to Vote* (Knopf); *Margaret and the Moon: How Margaret Hamilton Saved the First Lunar Landing* (Knopf); *The Astronaut Who Painted the Moon: The True Story of Alan Bean* (Scholastic); *Thank You, Dr. Salk!: The Scientist Who Beat Polio and Healed the World* (Farrar Straus Giroux); *The Fastest Girl on Earth!: Meet Kitty O'Neil, Daredevil Driver!* (Knopf); *Mambo Mucho Mambo!: The Dance That Crossed Color Lines* (Candlewick); and *You Are a Star*, Ruth Bader Ginsburg (Scholastic).

AUTHORS A.I.  
WRITE BOOKS READERS LOVE

## Special Offer

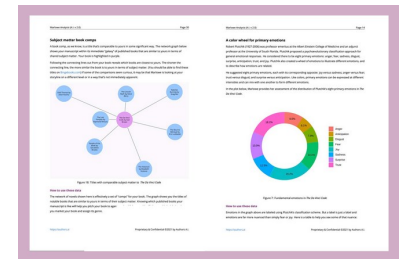
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### Breakout Session:

10:30—11:20 a.m.

#### **Keeping Your Scenes Afloat**

**(with the “Five Fun Floaties” of Scene Structure)** (Henrietta)

*Ryan R. Campbell*

Sensing some sink on the page? Is a lack of direction threatening to tear your characters asunder? Then batten down the hatches; you might have a case of scene sink! In this seminar, learn how to keep a scene above water through the use of goal-oriented storytelling. After collecting all five of the fun floaties of scene structure, enrollees will be more ready than ever to send their manuscripts sailing to greatness!

#### **Building Blocks of a Successful Mystery Series** (Thistle)

*Patricia Skalka*

Planning a mystery series? Unfortunately, not every good idea lends itself to a series. In this craft session, we'll consider the advantages and disadvantages of stand-alone versus series books. We'll analyze the types of protagonists, settings, themes, and scope that can carry the weight of three, four, or even more books. We'll also consider the challenges you face when you move past the first book.

#### **Romancing The Story: Ratcheting Emotional Tension Through Romantic Conflict** (Hutchinson)

*Bobbi Dumas*

Whether a classic romance novel or dramatic literary fiction, most storylines benefit from exploration of the romantic journey. Dumas offers practical tips to adding romantic tension to any work-in-progress, as well as powerful takeaways for creating and maintaining deep-seated character conflict for any project, love story or not.

**Lunch** (East Paul L.)

**11:30 a.m.—12:30 p.m.**

**Book Signing & Dessert** (East Paul L.)

**12:30—1 p.m.**

### **Takeaway:**