

Save the Date!  
May 3 & 4, 2024



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

# Welcome

**2013**  
to  
**2023**



## May 5-6, 2023

Oshkosh Convention Center  
Oshkosh, Wisconsin



The Lakefly Writers Conference is sponsored with endowment funds provided by the Oshkosh Public Library, in partnership with the Oshkosh Area Writers Club and the Wisconsin Writers Association.



## Become a Sponsor

To be a 2024 sponsor or to purchase ad space in our 2024 program booklet, contact Ruth through the Oshkosh Public Library at 920-236-5203.



# Conference Site

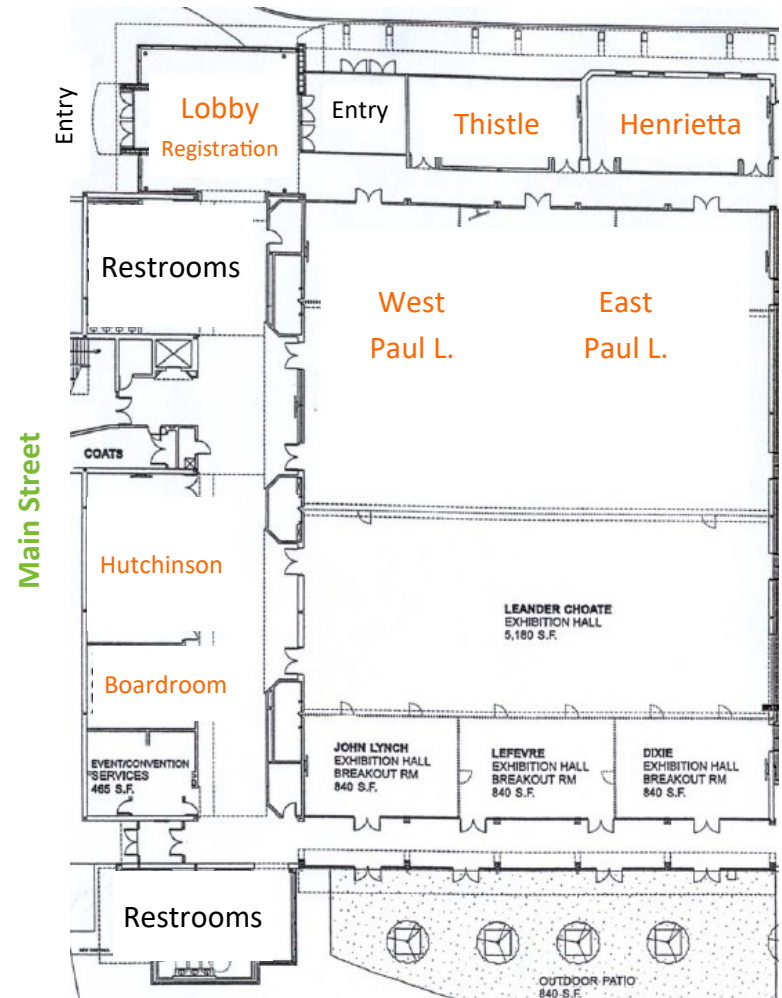
Oshkosh Premier Waterfront Hotel  
and Convention Center

1 & 2 North Main Street, Oshkosh, WI 54901



Facing North

Ceape Avenue



Chicagoland Chapter and a member of several professional organizations, including The Authors Guild of America, Mystery Writers of America, and Society of Midland Authors. She lives in Milwaukee and Door County, WI. Visit [patriciaskalka.com](http://patriciaskalka.com).



**David Michael Williams** has suffered from a storytelling addiction for as long as he can remember. He flaunts his love affair with the written word as an author of speculative fiction that spans—and splices—the realms of fantasy, sci-fi, paranormal, and dreampunk. His books include a sword-and-sorcery trilogy, *The Renegade Chronicles*, and its companion *Magic's Daughter*; *The Lost Tale of Sir Larpsalot*, a YA fantasy novel; *The Soul Sleep Cycle*, a genre-bending series that explores life, death, and the dreamscape; and the short-fiction collection *Ghost Mode & Other Strange Stories*. David is also a game writer and editor, regularly freelancing for a prolific publisher of tabletop roleplaying games (TTRPGs) and contributing characters and quests to an indie video game studio. His first full-length adventure, *The Curse of Er'Mah'Gerd*, debuted in 2023. Visit [david-michael-williams.com](http://david-michael-williams.com).

## Our many thanks to our volunteers!

### Lakefly Planning Committee:

Sue Belsky  
Thomas Cannon  
William Gillard  
Dixie Jarchow  
Patricia Kilday  
Patrick McCorkle  
Ruth Percey  
Barry Wightman  
Jane Wypiszynski

### with help from:

Mirella Hix  
Kim Hoffman  
Maggie Mueller  
Emillie Rath sack  
Vicky Schettl  
Mai Kao Xiong  
Lila Schrader  
...and more!



# Welcome

## Welcome Lakeflies!

In 2013, we set out to create a quality writers conference at an affordable price. We've remained true to our mission, and this year's schedule is our best ever!

To get the most out of the conference, I recommend you preview the sessions and choose those that best fit your personal creative goals. Also, feel free to connect with the speakers. Many were once Lakefly attendees like you, and they are eager to share what they've learned along the way. Most importantly, have fun. You are in a safe and supportive environment with others who share your passion.

Enjoy yourself!

~ Ruth





# Individual Sessions

**For more information, visit the registration table.**

**Sign-up is required.**

## Pitches with Dan Cramer

Dan Cramer, founder/agent of Page Turner Literary Agency, will accept pitches for children's literature – picture through YA, and graphic novels. Each pitch session will be 15 minutes.

Prior to opening his own agency, Dan was an associate agent at Flannery Literary, working directly with Jennifer Flannery, agent to the late Gary Paulsen.



## Pitches with Shannon Ishizaki

Friday only! Shannon Ishizaki of Orange Hat Publishing | Ten16 Press will be available to hear your pitch. Each pitch session will be 15 minutes.



***We're more than a publisher. We're a community.***

*We're a team of editors, designers, writers, and lovers of literature who love what we do: collaborating with authors who have big hearts for their craft, their readers, and bringing people together through the written word.*

Orange Hat Publishing | Ten16 Press offers traditional and hybrid contract options.

audio newsletter *Michael Perry's Voice Mail*. Perry's bestselling memoirs include *Population: 485* (subsequently adapted for the stage), *Truck: A Love Story*, *Coop*, *Visiting Tom*, and *Montaigne in Barn Boots*. His most recent release is the novella *Forty Acres Deep*. Raised on a small Midwestern dairy farm, Perry put himself through nursing school while working on a ranch in Wyoming, then detoured into writing. He lives with his wife and two daughters in rural Wisconsin, where he still makes an occasional call with the local volunteer fire and rescue service. He hosts the nationally-syndicated *Tent Show Radio*, performs widely as a humorist (his live humor albums include *Never Stand Behind A Sneezing Cow* and *The Clodhopper Monologues*), tours with his band The Long Beds, and lives online at [sneezingcow.com](http://sneezingcow.com).



**Michael Popke** has written thousands of articles during his 33-year career as a professional journalist, magazine editor, freelance writer, and content creator. He is the owner of Two Lakes Media Group in Sun Prairie, WI, and his work has appeared in *Publishers Weekly*, *Goldmine*, *Madison's Isthmus*, *Milwaukee's Shepherd Express*, *Athletic Business*, *AQUA*, *Progressive Railroading*, *Gameday Security*, *Wood Floor Business*, and other magazines. Michael also has written content for national and international clients as diverse as Waukesha Catholic Memorial High School, FieldTurf, Brinkley Sargent Wiginton Architects, and the Wisconsin Grocers Association. He served as draft editor on three nonfiction books and is querying his first novel to agents. Visit [twolakesmedia.com](http://twolakesmedia.com).



**Patricia Skalka** is the author of the award-winning Dave Cubiak Door County Mysteries. 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





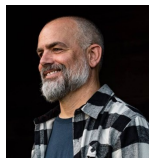
**Lisa Lickel** is a Wisconsin author of inspiring fiction who loves books, collects dragons, and travels. She loves to encourage authors. Lisa is a member of the Wisconsin Writers Association, the Chicago Writers Association, and Assistant Director and book coach for Novel-In-Progress Bookcamp and Writing Retreat, Inc. She is an avid book reviewer and blogger, editor, and manager of Wisconsin Writers Association Press. Lisa and her husband enjoy travelling, gardening, and spending time with their family. They have two grown sons, daughters-in-law, and lots of adorable grandchildren. Visit [lisalickel.com](http://lisalickel.com).



**Jeffrey McAndrew** is a former radio show host, award-winning radio reporter and the author of four books. His latest novel, *Numinous*, is a story about how a minister faces the challenges of politics in his church and the crisis of losing his faith. Jeffrey is also president of the North Fond du Lac writer's club called *The Wordsmiths*. He published his first-ever collection of poems titled *My Heart At Ease* in 2022, and was named North Fond du Lac's inaugural Poet Laureate in February 2023. Visit [jeffreymcandrew.wordpress.com](http://jeffreymcandrew.wordpress.com).



Storytime had always been **Kate Penndorf's** favorite 'subject' in school. A second-grade teacher reading from a tattered old diary changed Kate's view on books forever. Books were now alive, with adventures, dilemmas, faraway locations, heroes, villains, drama, and quite frankly, story. Kate is an author and a developmental editor. She loves helping other writers hone their craft and polish their manuscript. Inspired by the edits and workshops she has given, along with coaching writers as they plot their stories, the idea for her new adventure, Much Ado About Writing.com, was born. You can also find Kate serving at the state level as an event coordinator for Wisconsin's SCBWI chapter. Visit [muchadoaboutwriting.com](http://muchadoaboutwriting.com).



**Michael Perry** is an accidental *New York Times* bestselling author, humorist, singer/songwriter, amateur snow plow driver, and playwright from New Auburn, Wisconsin. He also produces the popular

## Writing Coaching with Kate Penndorf



Saturday only! Kate Penndorf of Much Ado About Writing will offer 15-minute, individual writing coaching sessions.

### Option 1: Submit 300 words and get a critique

(Sign-up prior to the conference was required for this option.)

### Option 2: Sit, chat, and ask questions

Don't have words to page yet, but have questions about an idea or plotting? Get answers for all genres of both fiction and non-fiction.

## Website Coaching with Celeste Anton



Meet with Dandelion Web Marketing and Consulting owner Celeste Anton to discuss options for enhancing your existing author website or how to begin creating a website. Ask questions about the other pieces of an online writer's platform such as social media marketing, email lists and google analytics. Each session will be 15 minutes.

## Headshots with **TO DIE FOR DIY** Shaena Friedman & Andrea Holmgreen

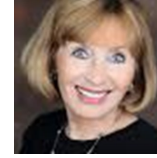
Friday only! A professional photographer and makeup artist will be on-site to create a quality headshot for use on your book jackets, website and marketing materials. Learn about them at [todiefordiy.com](http://todiefordiy.com).

Each session is 20 minutes long and includes light styling, light make-up and hair touch-up. Five professionally edited headshots will be emailed directly to you. **\$75 fee is due at the time of your session.**

Schedule at a Glance

	Time	Title	Presenter	Room
Friday, May 5	12—4 p.m.	Registration & vendor set-up		Lobby/ West Paul L.
	Sign-up until full	Individual session sign-up: <i>pitches, website coaching, headshots</i>		Registration
	1—2 p.m.	<b>Bone Identification</b>	Dr. Jordan Karsten	Henrietta
	Breakout sessions	<b>Time Management for Writers</b>	Malinda Andrews	Thistle
		<b>Make a Great Author Website</b>	Celeste Anton	Hutchinson
	2:10- 3 p.m.	<b>Seven Touchstones to Writing... Crime-Thriller</b>	Nicholas Chiarkas	Henrietta
	Breakout sessions	<b>Pitfalls of Self-Publishing</b>	David Michael Williams	Thistle
		<b>Nailing the Middle Grade Voice</b>	Kate Penndorf	Hutchinson
	3—3:30 p.m.	Break		
	3:30—4:30 p.m.	<b>The Spooky Power of the Subconscious...</b>	John DeDakis	Henrietta
	Breakout sessions	<b>Beginning to Bookstands</b>	James R. Lawrence	Thistle
		<b>WWA...Advice on Submitting for Publication</b>	Lisa Lickel	Hutchinson
	5:00—6:30 p.m.	Dinner (on your own or Dutch treat group options available by signing up in lobby)		
	7—9 p.m.	<b>After Hours Open Mic, Oshkosh Public Library</b>		Public Library
	7:30-8:30 a.m.	Vendor set-up		West Paul L.
	7:30 a.m.—2 p.m.	Registration		Lobby
	Sign-up until full	Individual session sign-up: <i>pitches, website coaching, writing coaching</i>		Registration

and conducting trauma analyses. He also co-hosts Cold Case: Frozen Tundra, a True Crime podcast focused on cases in Northeast Wisconsin.



**Patricia Kilday**, writing as Juliet Rosetti, is the author of The Escape Diaries, a romantic suspense series set in Wisconsin, as well as several young adult novels. Her non-fiction has appeared in Wisconsin Magazine, the Chicago Tribune, the Washington Post, and other publications. A farm girl, she grew up in the cheese/beer/Keep 'er movin' culture of America's Dairyland. Her latest novel, The Care and Feeding of Orphans and Strays, also locally-set, was recently published.



**James R. Lawrence** is an award-winning writer who is a sucker for a great twist. James writes historical fiction, the Mr. REE book series, stage plays, and thrilling novellas. He loves to travel each year to discover America's hidden secrets and lives with his wife and two adorable dogs in Appleton, Wisconsin, where he was born and raised. His novels include *The Musketeers: All for One*, *Mr. REE*, *Mr. REE in Maine*, *Mr. REE in the Witch's Cove*, *Echoes in the Wind*, *Love is Mad*, and *Soldier Boy*. Visit [jamesrlawrence.com](http://jamesrlawrence.com).



**Carmen Leal** is the owner of Wag Away Publishing and the author of eleven books including *I Chose You: Imperfectly Perfect Rescue Dogs and Their Humans*. Carmen has over thirty years experience as a small business and non-profit marketing consultant and is an adjunct professor with Fox Valley Technical College for E-seed™, an entrepreneurial workshop assisting start-up, early-stage entrepreneurs, and experienced small business owners in developing management and planning tools for their businesses. Carmen and her husband relocated from Hawaii to Oshkosh (yes, there is a story behind the move) and has become an awesome dog mom and a reluctant gardener who knows a crazy amount about Wisconsin weeds. Carmen is a member of the Oshkosh Rotary Southwest and is on the steering committee for her neighborhood association. Visit [carmenleal.com](http://carmenleal.com) or [wagawaypublishing.com](http://wagawaypublishing.com).

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, is a recovering youth hockey coach, and lives in Appleton with his wife and two daughters. Connect with him on LinkedIn.



**Andrea Holmgreen** is a multimedia artist whose work has been featured in art shows and installations. She is also a set designer and creative director for Clear View Productions. She is half of To Die For DIY, which was born out of a mutual love of creative expression and a desire to foster a sense of community through crafting and fun. They host DIY workshops and pop-up events in the Fox Valley area. Workshop schedules, details, and DIY kits, plus more can be found at [todiefordiy.com](http://todiefordiy.com).



**Shannon Ishizaki** is the heart and soul behind Orange Hat Publishing. | Ten16 Press. After starting the company in 2011, she has helped nearly 400 writers fulfill their dreams of becoming authors. She is always ready to do whatever it takes to make her authors happy and get their books out into the world, whether it's hiding books around Waukesha, WI (on National Hide a Book Day!), hosting activities for author events, or sending book samples to anyone in need of a quality read. You will frequently find her sipping coffee or tea or showing off something orange. Visit [orangehatpublishing.com](http://orangehatpublishing.com).



**Dr. Jordan Karsten** is an Associate Professor of Anthropology and Chair of the Department of Anthropology at the UW--Oshkosh. He specializes in forensic anthropology and consults on death investigations for law enforcement agencies across Wisconsin, including the Federal Bureau of Investigation, Wisconsin Department of Justice-Division of Criminal Investigation, and Wisconsin State Crime Lab. His work includes developing biological profiles for unknown human skeletons, excavating burials,

Saturday, May 6				
8:30 a.m.—4:30 p.m.	Lakefly Marketplace			West Paul L.
9—10 a.m.	<b>Keynote: Two steps Forward, One Step Back</b>	Beth Amos		East Paul L.
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	<b>Well Begun is Half Done... Story Openings</b>	William Gillard		Henrietta
	<b>Worldbuilding &amp; Organizing Data</b>	Valerie J. Clarizio		Thistle
	<b>Writing From the Middle of Nowhere</b>	Michael Perry		Hutchinson
11:30 a.m.—12:30 p.m.	Lunch			East Paul L.
12:30—1 p.m.	Dessert & author meet and greet			Paul L.
1—1:50 p.m. Breakout sessions	<b>Write Wisconsinably: The Power of Place</b>	Patricia Kilday		Henrietta
	<b>...Does Your Protagonist Have a Worthy Antagonist?</b>	Kat Falls		Thistle
	<b>Successful Book Marketing...</b>	Carmen Leal		Hutchinson
2—2:50 p.m. Breakout sessions	<b>Ask the Editor...Literary Magazines &amp; Writing Contests</b>	Christopher Chambers		Henrietta
	<b>...Using Conflict to Add Depth and Tension</b>	Emily Conrad		Thistle
	<b>6 Strategies for... Productive Freelance Writing...</b>	Michael Popke		Hutchinson
2:50—3:10 p.m.	Break			
3:10-4 p.m. Breakout sessions	<b>Crafting Your Own Poetic Voice...</b>	J. McAndrew & T. Cannon		Henrietta
	<b>...Using the Clock or Calendar to Structure Your Work</b>	Patricia Skalka		Thistle
	<b>Imposter Syndrome</b>	Dan Cramer		Hutchinson
4—4:30 p.m.	Door prizes & farewell—Save the date: May 3 & 4, 2024			
				East Paul L.



# Friday, May 5

**Registration (Lobby)** 12—4 p.m.

**Vendor set-up (West Paul L.)** 12—4 p.m.

## Breakout Session: 1—2 p.m.

### **Bone Identification** (Henrietta)

Dr. Jordan Karsten

Forensic anthropologists utilize their knowledge of the human skeleton to assist law enforcement agencies in death investigations. This work includes estimating the sex, age, ancestry, and stature from skeletal remains, searching for clandestine burials, and examining trauma. In this presentation, Dr. Jordan Karsten will introduce attendees to the scientific methods employed by forensic anthropologists through a series of case studies from around the state of Wisconsin.

### **Time Management For Writers** (Thistle)

Malinda Andrews

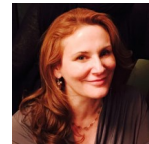
Whether working full-time, parenting full-time, or any combination thereof, how do you find time to write? You don't find it, you make it! This session focuses on discovering how to prioritize your schedule based on your writing goals and finding what works for you. Learn to prioritize; set achievable goals; and get practical, real-world, tips.

### **Make a Great Author Website** (Hutchinson)

Celeste Anton

Your website is the beating heart of your online writer's platform. Learn how to maximize its effectiveness and make it an active tool that connects all your marketing efforts via integration with your social media, emails, events, and book sales. We will cover the most common mistakes that authors make on their website and how to avoid them. Celeste will also provide strategies to ensure a successful online platform that attracts visitors and looks professional.

novels. In his most recent novel, *Fake*, protagonist Lark Chadwick is a White House correspondent dealing with "fake news" in the era of #MeToo. DeDakis, a former White House correspondent, regularly leads writing workshops at retreats, literary centers, writers' conferences, and bookstores. He is also the host of the video podcast *One-to-One with John DeDakis* on YouTube, Facebook, and LinkedIn. Originally from La Crosse, Wisconsin, DeDakis now lives in Baltimore, Maryland with Cindy, his wife of 44 years. Visit [johnededakis.com](http://johnededakis.com).



**Kat Falls** writes science fiction thrillers for tweens and teens. In her *Dark Life* series (Scholastic Press), Kat takes Middle Grade readers on action-packed adventures under the sea. The series is translated into 18 languages and is in development for film at Disney. Kat appeared on The Today Show when Al Roker featured *Dark Life* on "Al's Book Club for Kids." Her Young Adult series, *Inhuman* (Scholastic Press), is a dystopian romance set after the outbreak of a mutagenic virus. *Inhuman* received glowing reviews from *Publishers Weekly*, *School Library Journal*, *VOYA*, a starred review from *Kirkus*, and made the *Tome It List* for "clean" teen reads. Kat teaches at Northwestern University and presents at schools and writing conferences across the U.S. She lives in Evanston, IL with her husband. Their three children are young adults, but still influential in Kat's creative process. Visit [katfalls.net](http://katfalls.net).



**Shaena Friedman** is a local wedding, portrait, lifestyle, and branding photographer for Shaena Ragna Photography and associate photographer for Panorama Studios. She is half of To Die For DIY, which was born out of a mutual love of creative expression and a desire to foster a sense of community through crafting and fun. They host DIY workshops and pop-up events in the Fox Valley area. Workshop schedules, details, and DIY kits, plus more can be found at [todiefordiy.com](http://todiefordiy.com).



**William Gillard** is a Professor of English at the 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





**Valerie Clarizio** is a USA Today, Amazon and Barnes & Noble bestselling author and co-host of Inside the Romance Buzz who has published 17 romance books and novellas. She lives in romantic Door County, WI, with her husband of more than 30 years. She loves to read, write, and spend time at her cabin in the Upper Peninsula of Michigan. She is an outdoors enthusiast, of which her favorite activity is hiking in national parks. While out on the trails, she has plenty of time to conjure up irresistible characters and unique storylines for her next romantic suspense, time travel, or contemporary romance novel. Visit [valeriejclarizio.com](http://valeriejclarizio.com).



**Emily Conrad** writes contemporary Christian romance that explores life's relevant questions. She is the author of the stand-alone novel *Justice* and the Rhythms of Redemption Romance series, as well as numerous short stories. A member of The Alliance of Independent Authors and American Christian Fiction Writers, Conrad has traditionally and independently published and is an experienced contest judge. A life-long resident of Oshkosh, WI, Conrad enjoys bringing her home state and her faith to life in fiction. Visit [emilyconradauthor.com](http://emilyconradauthor.com).



**Dan Cramer's** love of reading started when he was young with *The Chronicles of Narnia*. His heart beats for children's literature, mainly because it is fearless. These books and their authors are not afraid to tackle tough topics, celebrate diversity, or bring awareness to issues. 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. Visit [pageturnerliteraryagency.com](http://pageturnerliteraryagency.com).



Award-winning novelist, writing coach, and manuscript editor **John DeDakis** (pronounced dee-DAY-kiss) is a former editor on CNN's *The Situation Room with Wolf Blitzer*. DeDakis is the author of five mystery-suspense

## Takeaway:

## Breakout Session:

2:10—3 p.m.

### **Seven Touchstones to Writing an Award-Winning Crime-Thriller** (Henrietta)

Nicholas Chiarkas

A ‘touchstone’ is a fundamental or quintessential part or feature of a thing. In this workshop, Nickolas will explain the touchstones of writing a crime thriller, but with a bit of adjusting, he will explain how the touchstones can be applied to other genres as well. Touchstones include point of view, characters, and keeping your promise to the reader. You will also learn the essential features of a perfect ending.

### **Pitfalls of Self-Publishing** (Thistle)

David Michael Williams

The good news is it’s never been easier to self-publish a book. But that’s also the bad news. From rookie mistakes to overlooked opportunities, indie author and publisher David Michael Williams walks you through the perilous landscape of digital and print-on-demand publishing while sharing lessons he often learned the hard way.

### **Nailing the Middle Grade Voice** (Hutchinson)

Kate Penndorf

This interactive workshop will have attendees diving into how to write for younger readers. Learn how to edit out your adult voice in order to express the worldview of children. We’ll bring fun and playfulness to the page as we step back into our own pasts recalling how we once navigated from dependence to independence. Come ready to laugh, talk, and write. Takeaways for attendees will include how to develop a character aged 8-12 as well as questions to ask during revisions. This workshop is geared for writers of all levels of kid lit, though an emphasis is placed on middle grade.

the Poet Laureate of Oshkosh. Author of many short stories and poems, he is dedicated to growing his local writing community. Each year he helps to organize the Lakefly Writers Conference and co-hosts Author Showcase on the Oshkosh Media Channel. He and his wife have raised three children and have two grandchildren. Visit [thomascannauthor.com](http://thomascannauthor.com).



**Christopher Chambers** has worked as an editor for 30 years. He’s the former editor of Black Warrior Review and New Orleans Review, founding editor of Midwest Review, and currently editor of Wisconsin People & Ideas magazine. He has judged several writing contests, administered contests for the Walker Percy Center for Writing and Publishing, the Midwest Review, and the Wisconsin Academy of Sciences, Arts and Letters, and screened manuscripts for the National Endowment for the Arts Writing Fellowships. He’s written two fiction books, *Delta 88* and *Kind of Blue*. HE’s also published *Inter/views*, a book of poetry, and he is co-editor of the anthologies *Ice Fishing for Alligators* and *Meaningful Conflict*. Visit [christopherchambers.net](http://christopherchambers.net).



**Nicholas Chiarkas** is the author of the award-winning novels *Weepers* and *Nunzio’s Way*. Nick 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: a US Army Paratrooper, a New York City Police Officer; the Deputy Chief Counsel for the President’s Commission on Organized Crime; and the Director of the Wisconsin State Public Defender Agency. On the way, he picked up a doctorate from Columbia University, a Law Degree from Temple University; and was a Pickett Fellow at Harvard. How many mothers are told their child is hopeless? How many kids with potential simply surrender to desperation? That’s why he wrote *Weepers* and *Nunzio’s Way* — for them.



## Presenter Biographies



**Beth Amos**, currently writing as Annelise Ryan, is the USA Today bestselling author of more than 25 novels. Her newest project is the Monster Hunter Mysteries, featuring Door County bookstore owner and cryptozoologist, Morgan Carter. The first in the series, *A Death in Door County*, came out last September, and the second in the series, *Death in the Dark Woods*, will be released in September 2023. Her previous works include the Mattie Winston Mystery series and its spinoff, the Helping Hands Mysteries. She also wrote the Mack's Bar Mystery series as Allyson K. Abbott and had three stand-alone paranormal thrillers published under her real name by HarperCollins back in the 90s.

Beth is a recently retired ER nurse who created pseudonyms, in part, so her patients wouldn't know she spent her spare time thinking up clever ways to kill people. Visit [bethamos.com](http://bethamos.com).



**Malinda Andrews** holds a BA in Creative Writing from UW-Milwaukee and is a multi-genre author of over a dozen published works. She balances writing and publishing while caring for her two young children. Visit [malindawrites.com](http://malindawrites.com).



**Celeste Anton** has been designing and marketing 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! Visit [dandelionwebmarketing.com](http://dandelionwebmarketing.com).



**Thomas Cannon** was raised on a small dairy farm near Spencer, WI. While drawn to the honest work of farming, he followed a passion for writing and graduated with a bachelor's degree in English from the University of Wisconsin- Stevens Point. In August 2021, he was named

*Squiggles & Scribbles*

**Takeaway:**



Break

3—3:30 p.m.

## Breakout Session:

3:30—4:30 p.m.

### **The Spooky Power of the Subconscious: Planning vs.**

#### **Seat-of-the-Pantsing** (Henrietta)

John DeDakis

Are you a meticulous planner, or do you just wing it? Explore writing strategies designed to add variety to your palette of writing techniques. Planners will explore how seat-of-the-pants writing can help connect the dots. Free-form writers will look at how peeking at the road ahead can inspire writing in the here-and-now.

### **Beginning to Bookstands** (Thistle)

James R. Lawrence

Lawrence will teach attendees (of any writing ability or age) how to write a novel from beginning to end, including where to publish it. He will share strategies for writing daily and completing a novel within months, as well as creating unique characters and plotting out your novel. Two takeaways: you don't have to be perfect to be amazing, and there is a formula for being a successful writer that anyone can follow.

### **WWA Press Offers Practical Advice on Submitting for Publication** (Hutchinson)

Lisa Lickel

Managing director and editor Lisa Lickel offers practical guidance on submitting for publication in general and specifically for Wisconsin Writers Association. WWA Press's published authors (book format or with our magazine, Creative Wisconsin) will talk about their publication process. Time for sharing experiences along with a question and answer period will follow. WWA offers many opportunities for skill development.

*Squiggles & Scribbles*

**Takeaway:**





Break

2:50—3:10 p.m.

## Breakout Session:

3:10—4 p.m.

### **Crafting Your Own Poetic Voice: Tips and Strategies from the Poet Laureates** (Henrietta)

Jeffrey McAndrew & Thomas Cannon

Two poet laureates will share how to craft your own poetic voice and discuss how poetry promotes creativity and fosters fellowship. Learn how to make your own poetry stand out and hear about the specific strategies Tom and Jeffrey found helpful in telling their stories through poetry. Use these techniques in any genres, not just poetry. This session is designed to spark creativity and inspire attendees; expect to leave with an original poem or two in hand!

### **Time Ticks Away: Using the Clock/ Calendar to Structure Your Work** (Thistle)

Patricia Skalka

Every novel unfolds over time, but how much time should pass from beginning to end? Days, weeks, months, or decades? And why does it matter? Learn how time affects the structure and pace of your work, and how you can use this device to move your plot along. We'll review books that use time as an obvious skeleton upon which the story is built and those that take a subtler approach. Finally, we'll examine five ways time is manifested and how each is used to develop a storyline.

### **Imposter Syndrome** (Hutchinson)

Dan Cramer

Imposter Syndrome is a psychological phenomenon where individuals doubt their skills, knowledge, and achievements, believing they are not deserving of their success and fearing being exposed as a fraud. Imposter Syndrome is prevalent among creative individuals who constantly face criticism and subjective evaluations of their work. This program will highlight signs and symptoms of imposter syndrome, its impact on creative individuals, and strategies for overcoming it.

Door prizes & farewell (East Paul L.)

4—4:30 p.m.

*Squiggles & Scribbles*

**Takeaway:**



## Friday (continued)

**Dinner (on your own)**

**5—6:30 p.m.**

Hate eating alone? Reservations have been made at three restaurants for a limited number of Lakefly attendees and presenters, Dutch treat:

**Becket's—20 seats   Ruby Owl—12 seats   Manila—12 seats**

A sign-up sheet for these three locations is near the door prizes.

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

**7—9 p.m.**

It's your turn to take the stage under the library's Dome! You'll have five minutes to read your work in front of an audience. Join other writers for an entertaining night of listening and sharing.

Refreshments provided. *Enter between the lions on Washington Ave.*



### **Much Ado About Writing Special Offer:**

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*Squiggles & Scribbles*

**Takeaway:**



# Saturday (continued)

## Breakout Session:

2—2:50 p.m.

### **Ask the Editor: Everything You Ever Wanted to Know About Literary Magazines and Writing Contests** (Henrietta)

Christopher Chambers

Learn all about literary magazines and writing contests from an experienced editor, writing contest administrator, and judge.

This session is geared for beginning and intermediate writers as well as published writers looking to increase their chances of publishing in literary magazines and winning writing contests. Get specific, practical advice on publishing fiction, poetry, and nonfiction in print and online publications, and honest answers to your questions about publishing.

### **Colliding Conflict: Using Conflict to Add Depth and Tension** (Thistle)

Emily Conrad

Without sufficient conflict, stories fail to sustain reader interest.

Explore the differences between internal and external conflicts and how to use them together to enrich your novel. We'll also discuss common conflict pitfalls that undermine tension and result in a less satisfying read. Attendees will come away with concrete examples of internal and external conflict as well as a list of elements required to establish and sustain conflict to use to troubleshoot your manuscripts.

### **Six Strategies for Launching a Productive Freelance Writing Gig** (Hutchinson)

Michael Popke

Many writers focus their creative energy on fiction projects, but paid nonfiction writing opportunities abound. The challenge, and the scary and frustrating part, is finding those opportunities and proving you're right for the job. Learn six strategies to help you move beyond long-term work-in-progress by leveraging existing contacts to find new writing opportunities. Doing so will boost your name recognition in different markets, allow you to work with a variety of editors and/or clients, navigate deadlines, and write in multiple styles and voices.



## Congratulations 2023 LAKEFLY WRITING CONTEST WINNERS!

Poetry	1st	William Brydon, <i>Laughtear</i>
	2nd	Cindy Forsberg, <i>The Smell of a Bar on a Cold Night</i>
	3rd	Angelina Vu, <i>She is Glass</i>
Short Story	1st	Yvette Viets Flaten, <i>The Papa Gift</i>
	2nd	Susan Imbs, <i>Midrato-First Contact</i>
	3rd	Ali Ruckstadter, <i>Passing the Buck</i>
Short Story (18 and younger)	1st	Violet Noel, <i>The Chosen Ones</i>
	2nd	Chloe Lusvardi, <i>Her Bare Branches</i>
	3rd	Lauren Theiler, <i>The Sound of Silence</i>
Personal Essay	1st	Nicholas Hansen, <i>What Happens to Your Feet in Space</i>
	2nd	Alissa Kiedrowski, <i>The Rabbit</i>
	3rd	Brandon Hansen, <i>Lake 17</i>

Read the  
winning entries!

[lakeflywriters.org/writing-contests](https://lakeflywriters.org/writing-contests)





## Saturday, May 6

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<b>Vendor set-up</b> (West Paul L.)	<b>7:30—8:30 a.m.</b>
<b>Registration</b> (Lobby)	<b>7:30 a.m.—2 p.m.</b>
<b>Lakefly Marketplace</b> (West Paul L.)	<b>8:30 a.m.—4:30 p.m.</b>

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### Keynote (East Paul L.) 9—10 a.m.



#### **Two Steps Forward, One Step Back**

Beth Amos

Beth Amos, currently writing as Annelise Ryan, is the USA Today bestselling author of more than 25 traditionally published novels from HarperCollins, Kensington Books, and Berkley Books. Her newest project is the Monster Hunter Mysteries, featuring a Door County bookstore owner and cryptozoologist. Beth is a

recently retired ER nurse who created pseudonyms, in part so her patients wouldn't know she spent her spare time thinking up clever ways to kill people.

*Two Steps Forward, One Step Back* is a humorous trip through a writing career that has spanned thirty years and had many highs and lows. Amos will share some of the successes and failures she has experienced, and how she has managed to pick herself up, dust herself off, and get back in the game after each career low using determination, a sense of humor, and a pseudonym or two.



## *Squiggles & Scribbles*

### **Takeaway:**





# Saturday (continued)

Lunch (East Paul L.)

11:30 a.m.—12:30 p.m.

Dessert & author meet and greet (East Paul L.)

12:30—1 p.m.

## Breakout Session:

1—1:50 p.m.

### **Write Wisconsinably: The Power of Place** (Henrietta)

Patricia Kilday

Wisconsinites love making fun of our bubblers-sheepshead-upNort-stop'n'go lights culture, but this weirdness also provides a unique atmosphere for a story. A strong sense of place intensifies the plot, sets the mood, and allows readers to leap into another world. In this workshop, explore ways to enrich writing through a sense of place, whether it's rural Wisconsin, a bustling city, or a gator-infested swamp. Bring your current work in progress and best Badger-isms.

### **The Big Bad: Does your Protagonist Have a Worthy Antagonist?** (Thistle)

Kat Falls

A great antagonist challenges the protagonist on every level — emotional, physical, psychological — and thus sparks the tension and conflict that delivers a riveting read. Learn how to create an opponent (human or inhuman) that will propel your story forward and force your protagonist to change. Writing exercises during the session will help you discover and design the antagonist who will best challenge your protagonist to their personal breaking point.

### **Successful Book Marketing (Without Doing the Stuff You Hate)** (Hutchinson)

Carmen Leal

Marketing a published book is hard if you're uncomfortable with and unaccustomed to self-promotion. There's no one-size-fits-all list of marketing ideas that will guarantee success, but there are countless strategies that will work within your budget, lifestyle, and interests. This interactive workshop will focus on creating a marketing plan filled with realistic, achievable goals without doing the stuff you hate.

*Squiggles & Scribbles*

**Takeaway:**



## Saturday (continued)

Coffee, tea, and time to visit

the Lakefly Marketplace (West Paul L.)

10—10:30 a.m.

### Breakout Session:

10:30—11:20 a.m.

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

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!

**Worldbuilding & Organizing Data** (Thistle)

Valerie J. Clarizio

Worldbuilding is essential for any story, regardless of genre. Whether your story setting is simply ordinary, extremely uncommon, or remarkably bizarre, you must build your book world in a clear and consistent manner. In this workshop, Valerie will give you tips and tricks to help you build a world to make your characters come alive in any environment. She'll also share ideas on how to organize and keep track of your characters and the rules of your world, as well as a few ideas on how to write through roadblocks.

**Writing From the Middle of Nowhere** (Hutchinson)

Michael Perry

Those of us who live far from "the Coasts" often feel as if we are writing from the middle of nowhere in every sense. Using humor, photos and stories, New York Times bestselling author, playwright, musician and rural Wisconsin resident Michael Perry will discuss his "accidental" writing career, how to survive the freelance life, and how "the middle of nowhere" can be the most powerful writing element of all.

*Squiggles & Scribbles*

**Takeaway:**