

**WIW's 28th Washington Writers Conference—Saturday, June 9,
2007**

**Living On Words
Get Inspired, Get Writing . . . Get Published**

**The 28th Washington Writers Conference
Sponsored by Washington Independent Writers**

Cafritz Conference Center
The George Washington University
800 21st St. N.W.
Washington, D.C., 20052

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CONFERENCE PROGRAM

Saturday, June 9, 2007

REGISTRATION, Third Floor, Lobby

CONTINENTAL BREAKFAST, Third Floor, Grand Ballroom

7:30–9 a.m.

GROUP BREAKFAST WITH AGENTS, Third Floor, Continental Ballroom

7:30–8:30 a.m.

OPENING REMARKS, Third Floor, Grand Ballroom

9–9:10 a.m.

Michael Causey is president of WIW and works as a full-time freelance writer specializing in business-to-business newsletters in the health care, telecommunications, energy and automotive industries. He has also worked as a senior vice president in the public relations field and was an editorial director of several newsletter companies in the Washington, D.C., area. Recently, he launched his own newsletter, *Edata Integrity Report* (www.edataintegrityreport.com).

PLENARY SPEECH, Third Floor, Grand Ballroom

9:10–9:45 a.m.

The plenary speaker is **Peter Bowerman**, a freelance copywriter, speaker, business coach and author of the award-winning Well-Fed Writer titles, how-to “standards” on lucrative freelancing for businesses (www.wellfedwriter.com). In 2006, after leveraging the successful self-publishing of his first two books (50,000 copies in print and making a full-time living for more than five years), he released *The Well-Fed Self-Publisher: How to Turn One Book into a Full-Time Living*.

BREAK

9:45–10 a.m.

MORNING AGENTS PITCH SESSIONS, Room 308

10 a.m.–1 p.m.

BREAKOUT SESSIONS

10–11:15 a.m.

1—Well-Fed Self-Publishing: Lose Your Fear of S & M (Sales & Marketing) and Put Your Book on the Map!

Peter Bowerman, a freelance copywriter, speaker and business coach, is the author of the award-winning Well-Fed Writer titles, how-to “standards” on lucrative freelancing for businesses (www.wellfedwriter.com). In 2006, after leveraging the successful self-publishing of his first two books (50,000 copies in print and making a full-time living for more than five years), he released *The Well-Fed Self-Publisher: How to Turn One Book into a Full-Time Living* (www.wellfedsp.com).

2—Research: More Than a Needle Is in the Haystack

This panel will discuss online research resources, particularly those available only through libraries, as well as more traditional reference resources. The panel will include a brief history of the Freedom of Information Act (FOIA), the “nuts and bolts” of filing a FOIA request and an overview of the process, including appeal and litigation. Panelists will present techniques that writers can use to identify experts in his or her subject area. In addition, a brief self-evaluation to determine when it is best to seek out the help of an independent information professional will be provided.

Moderator: **Lester Reingold** has been a freelance writer and editor for nearly 30 years, concentrating primarily on the subjects of aviation and space. He has written for magazines, such as *Air & Space/Smithsonian*, *American Heritage* and *Condé Nast Traveler*, newspapers, such as *The Washington Post* and *USA Today*, and many aerospace trade publications. His first book, a pictorial history of the Wright Brothers’ home town, Dayton, Ohio, was published last year. He is a commentator for radio station WAMU and for National Public Radio’s *Morning Edition*. He also served as lead editor in the investigation after the accident that destroyed the Space Shuttle *Columbia*. A former

WIW board member, Reingold won the 2004 Washington Writing Prize for Reported Nonfiction and was runner-up in the 2003 competition.

Catherine Nielsen is the freedom of information coordinator at The National Security Archive. She works with activists and officials from around the world on freedom of information issues and governmental transparency, monitors the U.S. government's compliance with FOIA, oversees the Archive's FOIA research, and conducts research on trends in freedom of information policy. She is the Archive's FOIA counselor to the American public and advises news media, scholars and others on the use of the Act. She received her B.A. from Purdue University in 1997, where she majored in political science, and her M.A. in Russian and East European studies from The George Washington University's Elliott School of International Affairs in 2001. She was awarded a Fulbright research grant to Austria in 2000 through 2002, where she conducted research on Austrian neutrality during the 1956 Hungarian uprising.

Thomas Mann, formerly a private investigator, has been a reference librarian in the main reading room of the Library of Congress for the past 26 years. He is the author of three books published by Oxford University Press, including *Library Research Models* and *The Oxford Guide to Library Research*.

Amy Z. Rose is a research manager for DoubleStar, Inc.'s Talent Intelligence & Research practice, a human resource solutions provider. She has spent the past 13 years developing research strategies and identifying top talent in multiple industries. Rose is the recipient of the 2006 Myra T. Grenier Award of the Association of Independent Information Professionals and is a member of the Special Libraries Association. A graduate of Goucher College and the University of South Florida, she holds a Master of Library and Information Science.

3—Fiction Writing Tool Kit—12+ Ideas To Use Tomorrow To Improve Your Writing

You will leave this panel with more than a dozen specific tips that will improve your fiction starting tomorrow! Four novelists and short story writers will share their shortcuts and secrets to helping you improve your craft and find where your work fits in the tight publishing marketplace. Questions and suggestions are actively encouraged during this session.

Moderator: **Leslie Pietrzyk** is the author of two novels: *A Year and a Day* (William Morrow) and *Pears on a Willow Tree* (Avon Books). For more information, go to www.LesliePietrzyk.com.

Doreen Baingana is a Ugandan writer and author of *Tropical Fish: Stories Out of Entebbe* (University of Massachusetts Press; Harlem Moon/Doubleday), which won the Associated Writers & Writing Programs' Award in Short Fiction.

Mary Kay Zuravleff is the author of *The Bowl Is Already Broken* (Picador) and *The Frequency of Souls* (Picador). In fall 2006, she and twelve students each drafted a novel in one semester.

Amy Stolls is the author of *Palms to the Ground* (Farrar, Straus and Giroux), which won the Parents' Choice Gold Award in 2005. Currently, she manages the literature grants program at the National Endowment for the Arts.

BREAK

11:15–11:30 a.m.

BREAKOUT SESSIONS

11:30 a.m.–12:45 p.m.

1—Speechwriting: Process and Profit

Putting words in other people's mouths is a daunting task. Speechwriters must write for audience, message, tone and the cadence of speaking, rather than the rhythm of the written word. Although speechwriting is a very different style of writing, it can be very lucrative, especially in the Washington, D.C., area. The panelists will offer guidance on how to write speeches and direct participants toward the right markets.

Rosemary King, Ph.D., is a Lt. Colonel in the U.S. Air Force and currently writes for **General Peter Pace**, Chairman of the Joint Chiefs of Staff, the nation's highest ranking military leader. She has taught English at the Air Force Academy and published a book, *Border Confluences: Borderland Narratives from the Mexican War to the Present* (University of Arizona Press).

Jeff Porro, Ph.D., has been writing speeches for more than two decades. His clients include chief executive officers of Fortune 250 corporations and large nonprofits and government officials.

2—Fiction Agents Roundtable

Find out what's new in the fiction market. Four top literary agents will tell you how to get your material out there and make an impact.

3—Nonfiction Agents Roundtable

In a market saturated with biographies, how-to, self-help, and so many more, how do you know what's really selling and what's not? Find out from four leading literary agents if your book has what it takes.

4—Refresh and Restart Your Writing Career: Working From Your Strengths and Interests

Do you write to live or live to write? This workshop will help you express what truly engages you, for the present and future, which will help you create better matches between what you have to offer and what others want. The process includes—

- Defining the subjects or issues and complex matters that bring out your talents and energies.
- Practicing self-presentation, with emphasis on how you will differentiate what you offer.
- Developing strategies for expanding and focusing your work.

Ruth M. Schimel, Ph.D., a career and life management consultant, has been a diplomat, professor and management consultant. Her writing focuses on professional and personal development. Ask Ruth for some “Recipes for Action: Small Steps to the Life You Want.”

BREAK

12:45–1 p.m.

LUNCHEON AND KEYNOTE SPEECH, Third Floor, Grand Ballroom

1–2:15 p.m.

Francine Prose, the keynote speaker, is an award-winning author of 11 novels, including *Blue Angel* (Harper Perennial), a finalist for the National Book Award. Her latest book is *Reading Like a Writer: A Guide for People Who Love Books and for Those Who Want to Write Them* (Harper Perennial). She has also written four children’s books and co-translated three volumes of fiction. Prose is a contributing editor of *Harper’s Magazine* and writes regularly on art for *The Wall Street Journal*. She was recently elected president of PEN American Center, a member association of about 3,000 literary writers, editors and translators.

BREAK

2:15–2:30 p.m.

AFTERNOON AGENT PITCH SESSIONS, Room 308

2:30–5 p.m.

BREAKOUT SESSIONS

2:30–3:45 p.m.

1—Writers and the Web: Marketing and Promotion in Cyberspace

Internet technology has changed the way we live and work, but the World Wide Web is a vast and complex territory. Web sites, blogs, wikis and widgets can shake the confidence of the most accomplished writer trying to find his or her way on line. This session will show you how to use the Internet to your advantage.

Kristen King is a full-time, freelance writer-editor and consultant. Her Web site, www.kristenkingfreelancing.com, was a finalist in the 2006 Writer's Digest Best Writer's Website Contest, and her blog, www.inkthinker.blogspot.com, was named one of the Top 10 Blogs for Writers in 2006.

2—Health Writing for the Non-Health Professional

Medical terminology seems like another language to most of us, but health care is a growing market for the writing professional. With Web resources on health care expanding, health associations creating new patient education programs, and the need for clarity in an area with too much information, writing opportunities abound. Learn how to understand the language of medicine and receive tips on how to write clearly for the layman audience.

Moderator: **Cecilia Sepp** is a freelance association management consultant and writer with 20 years of experience. Her background includes healthcare policy and physician education programs.

Beryl Lieff Benderly is a prize-winning freelance health and behavior writer and author and co-author of eight books. One of her most recent books is *Her Works Praise Her: A History of Jewish Women in America from Colonial Times to the Present* (Basic Books). Her articles have appeared in national publications ranging from *Glamour* to *Oncology News*. She is a contributor to *Science* magazine and writes a monthly column for its Web site. She serves on the board of the National Association of Science Writers, which presented her with its Diane McGurgan Award. She is a former officer and board member of WIW, and received its Philip M. Stern Award. She has also served on the boards of the American Society of Journalists and Authors and the D.C. Science Writers Association. She has taught science writing at the University of Maryland's School of Journalism and at workshops in Mexico, Chile and Panama, organized by the International Center for Journalists, and at the National Institutes of Health.

Ann Cochran divides her time between writing corporate communications and feature writing, which includes essays and articles on lifestyle topics for regional and national magazines. She has also written about her own family's dealings with the health care system. Winner of a Washington Writing prize for personal essay, Cochran serves on the board of WIW. Her latest work is an exploration of teens and faith for a collaborative book about raising teenagers. She has volunteered at the White House, a pregnancy center, and a prison ministry.

Lisa Junker, CAE, is currently the deputy editor of *Associations Now*, the magazine of the American Society of Association Executives and The Center for Association Leadership. Previously, she was the senior manager of communications at the American Industrial Hygiene Association.

3—Travel Writing: Article, Essay, Book

What and where are the markets for travel writing and how do travel books sell? Can a travel article turn into an essay and, eventually, a book? Or vice versa? Three distinguished travel writers and an innovative travel bookseller discuss their experiences and views on the travel writing market.

Moderator: C.M. Mayo is an author whose books include *Mexico: A Traveler's Literary Companion* (Whereabouts Press), *Miraculous Air: Journey of a Thousand Miles Through Baja California, the other Mexico* (Milkweed Editions), and *Sky Over El Nido* (University of Georgia Press), which won the Flannery O'Connor Award for Short Fiction. Her travel writing has won three Lowell Thomas Awards and the 2005 WIW Award for best essay. For more information on her work, go to www.cmmayo.com.

Candida Mannozi is the owner of Candida's World of Books, which opened in Washington, D.C., in 2004. A native of Italy with dual Italian/U.S. citizenship, she speaks six languages fluently and has lived and worked in many different countries including the Czech Republic and Japan. She has a B.A. and an M.A. in language and literature from Swarthmore College and Yale University, respectively, and a graduate diploma in European Studies from Johns Hopkins University's School of Advanced International Studies. For more information on her work, go to www.candidasworldofbooks.com.

L. Peat O'Neil is currently learning Mandarin, teaches writing for UCLA and freelances. For 18 years, she worked in the Washington Post newsroom. She is the author of *Travel Writing* (Writer's Digest Books). For more information on her work, go to www.adventuretravelwriter.com.

Sara Mansfield Taber, as the daughter of a CIA agent, was raised in Asia, Europe, and the United States. She is the author of two books of literary journalism, *Dusk on the Campo: A Journey in Patagonia* (Henry Holt) and *Bread of Three Rivers: The Story of a French Loaf* (Beacon). She has also written a writing workbook for internationally global youth entitled, *Of Many Lands: Journal of a Traveling Childhood* (Foreign Service Youth Foundation). Her memoirs and essays have been published in national literary magazines and produced for National Public Radio's *All Things Considered*. Her work also appears in the anthologies, *Notes from a Traveling Childhood* (Foreign Service Youth Foundation) and *Unrooted Childhoods: Memoirs of Growing Up Global* (Nicholas Brealey Publishing). For more information on her work, go to www.sarataber.com.

4—Johns Hopkins University Craft Session

BREAK
3:45–4 p.m.

BREAKOUT SESSIONS

4–5:15 p.m.

1—Biography: The Writing Life of Writing Lives

In this panel, three of the nation's leading biographers discuss the current state of the biography craft and market. In recent years, the biography genre has become one of the most commercially successful genres in nonfiction. Writers considering the field will learn a great deal from these veterans. In particular, the panel will look at different methods and techniques for biographical writing and provide tips on breaking into the field.

Moderator: **James McGrath Morris** is currently working on a biography of Joseph Pulitzer for HarperCollins. He is also the publisher of *The Biographer's Craft*, a monthly newsletter for writers and readers of biography.

Kenneth Ackerman is the author of four books: *The Gold Ring: Jim Fisk, Jay Gould, and Black Friday, 1869* (Carroll & Graf), *Dark Horse: The Surprise Election and Political Murder of President James A. Garfield* (Carroll & Graf), *Boss Tweed: The Rise and Fall of the Corrupt Pol Who Conceived the Soul of Modern New York* (Carroll & Graf), and *Young J. Edgar: Hoover, the Red Scare, and the Assault on Civil Liberties* (Carroll & Graf).

Kai Bird is the co-author with **Martin J. Sherwin** of *American Prometheus: The Triumph & Tragedy of J. Robert Oppenheimer* (Vintage), which won the 2006 Pulitzer Prize for Biography.

Linda Lear is the author of *Beatrix Potter: A Life in Nature* (St. Martin's Press) that was published simultaneously in the United States and the United Kingdom in January 2007. A professor of environmental history, Lear is also the author of the prize-winning biography, *Rachel Carson: Witness for Nature* (Owl Books).

2—A Novel Approach: Writing Great Fiction and Maintaining a Serious Day Job

Who writes novels today? Many authors write their stories while they earn MFA degrees, but what about writers who chose a different path to publication? You'll hear from four successful novelists—a documentary television writer, a freelance journalist, an explosives safety expert and a non-profit executive director. They'll share their journeys and offer advice about creating a writing life while maintaining full-time careers.

Moderator: **Adam Meyer**, author of the novel *The Last Domino* (Putnam Juvenile), is working on a new novel, *When She's Gone*. His book-writing habit is funded by working in documentary television, where he has recently written shows for National

Geographic and the Discovery Channel. He has also written and directed the independent feature film *Two Fireflies*.

Louis Bayard is the author of *The Pale Blue Eye* (HaperCollins), which was short-listed for both the Edgar and Dagger awards, and *Mr. Timothy* (Murray John Publisher), a New York Times Notable Book and one of *People* magazine's 10 best books of 2003. His reviews and articles have appeared in *The New York Times*, the *Washington Post*, Salon.com, Nerve.com, and *Preservation* magazine.

John Gilstrap is the author of *Six Minutes to Freedom* (Citadel), *Scott Free* (Atria), *Even Steven* (Pocket), *At All Costs* (Warner Books) and *Nathan's Run* (Warner Books). A former firefighter and EMT, he is an explosives safety expert and an environmental engineer. He has written screen adaptations for *Word of Honor* (by Nelson DeMille) and *Young Men and Fire* (by Norman Maclean). Visit his Web site at www.johngilstrap.com.

Brenda Rhodes Miller is the author of *The Laying on of Hands* (Harlem Moon). Currently, she is working on a murder mystery that expands the "church lady" franchise introduced in her cookbooks: *The Church Ladies Divine Desserts* (HP Trade) and *The Church Ladies Celestial Suppers and Sensible Advice* (HP Trade). A non-profit executive director and minister's wife, Miller has written newspaper and magazine articles as well as countless funding proposals and reports.

3—Johns Hopkins University Craft Session

BREAK
5:15–5:30 p.m.

AWARDS RECEPTION, Cash Bar, Grand Ballroom
5:30–7 p.m.

The 2007 Washington Writing Prize winners will be announced by **Beryl Loeff Benderly**, chair of the Washington Writing Prize Committee.

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