

# Friday, September 29 - Workshop Tracks

CCWC	10:00 - 11:15 am	11:30 am - 12:45 pm	1:00 - 2:00 pm	2:15 - 3:15 pm	3:30 - 4:30 pm	4:45 - 5:45 pm	6:00 - 6:30 pm	7:30 - 10:00 pm
Track	Keynote	Lunch	Workshops	Workshops	Workshops	Panel	Special Event	Special Event
Beginning Writing Room 6306	<p><b>Mary LoVerde</b> - Winners Quit. Seriously.</p> <p>As the saying goes there are three rules to writing a best seller. Unfortunately, no one knows what those three rules are.</p> <p>But we do know what gets in the way of penning a literary work of art: Fear, insecurities, procrastination, night sweats, time spent at a “real job”, mortgages, life partners who insist on some partnering, and those pesky children who expect dinner, like, every night. Just to name a few. (Oh, and did I mention fear and insecurities?)</p> <p>When we begin our projects our first question is often, “So what do I need to do?” A better question is “What do I need to quit.” Why? Because every time we set a goal there will be things in the way of accomplishing that. And until we remove those obstacles we are not going to make much progress. It will feel like we are swimming in wet cement- lots of effort and exhaustion without much to show for it.</p> <p>In this fun and interactive keynote we will explore what we want, what’s in the way and what to do about it. <b>Room 7300 - Cultural &amp; Performing Arts Center</b></p>	<p><b>Buffet Lunch - Dine with Your Favorite Teacher. (Add on price of \$18)</b></p> <p>Buffet lunch provided by Surf Side Deli featuring the best sandwiches in the West. All meats are roasted in house by a master chef. Lunch will include salads, fruit, five different sandwiches, desserts and fresh squeezed juices. <b>5100 Courtyard</b></p>	<p><b>Bill Evans</b> - The New Writer's Process <b>Room 6306</b></p>	<p><b>Brian Talley</b> - Memoir Through A Cookbook <b>Room 6306</b></p>	<p><b>Jonathan Maberry</b> - What Scares You? <b>Room 6306</b></p>	<p><b>Finding the Courage To Write And Taking Risks</b> Jonathan Maberry, Greg Fields, Bill Evans, Ross Brown <b>Room 6306</b></p>	<p><b>Burn the Bully</b></p> <p>New to the conference this year is the “Burn The Bully” event which is inspired by our presenter Jay Asher, the author of 13 Reasons Why. This is for people of all ages and meant to be a coming together to heal from the scars of bullying.</p> <p>“You can't go back to how things were. How you thought they were. All you really have is...now.” — Jay Asher, Thirteen Reasons Why</p> <p>This free event is open to the public and everyone is invited to come to the Cuesta College San Luis Obispo Campus and participate in this healing event. Participants will write the name of a bully on a strip of paper and place it into the fire pit. The fire and name burning will release the bully and the memory to the ashes. Hugs and affirmations will be offered after. <b>Cuesta College Flag Pole</b></p>	<p><b>Wine, Dinner, and Moth Event at the Inn at Morro Bay (Add on price of \$50)</b></p> <p>New to the conference this year is a networking, eating, drinking and Moth Storytelling evening where everyone is invited and the entire faculty will be attending. This event is open to everyone at an additional price that is all-inclusive (except for hard liquor). It will be held at the stunning Inn At Morro Bay from 7:30 to 10:00pm.</p> <p>Heavy appetizers will be on stations throughout the area. Wine and Beer will be supplied and there will be a no host bar for people who want a stronger libation. Then we will start the Moth Storytelling. Teri is going to start and the theme will be “Taking Risks.” Each story will be no longer than 5-10 minutes long, and everyone is invited to participate.</p> <p>Since each story is true and every voice authentic, the shows dance between documentary and theater, creating a unique, intimate, and often enlightening experience for the audience.</p> <p>The name is in the hopes that people would find themselves drawn to storytelling as moths to a flame.</p> <p><b>Inn at Morro Bay</b></p>
Marketing Room 6303			<p><b>Mary Weber</b> - Social Media Marketing For Your book <b>Room 6303</b></p>	<p><b>Natalie Obando-Desai</b> - Build Your Online Platform <b>Room 6303</b></p>	<p><b>Dakota Shane</b> - How to Use Medium To Bolster Your Brand: An Essential Guide To A New Platform for Writers <b>Room 6303</b></p>	<p><b>Social Media</b> Mary Weber, Natalie Obando-Desai, Dakota Shane, Brian Talley <b>Room 6303</b></p>		
Poetry Room 6307			<p><b>Kevin Clark</b> - I'm The One I'm Not: Writing The Persona Poem <b>Room 6307</b></p>	<p><b>Kim Addonizio</b> - Sexy Poems <b>Room 6307</b></p>	<p><b>Matthew Woodman</b> - “I Was Framed!”: Crafting Effective Titles And Opening &amp; Closing Lines <b>Room 6307</b></p>	<p><b>Say It With Less- A Poet's Guide To The Perfect Novel</b> Kevin Clark, Matthew Woodman, Kim Addonizio <b>Room 6307</b></p>		
Children's Room 6301			<p><b>Cindy Neuschwander</b> - The Picture Book <b>Room 6301</b></p>	<p><b>Raymond Mullikin</b> - Layout And Design For Children's Books <b>Room 6301</b></p>	<p><b>Cindy Neuschwander</b> - Guided Steps Of Publishing A Children's Book <b>Room 6301</b></p>	<p><b>Working With Illustrator</b> Cindy Neuschwander, Raymond Mullikin <b>Room 6301</b></p>		
Agents and Editors Room 7120			<p><b>Ken Sherman</b> - Why You Need An Agent (What Publishers And Producers Want - What Are They Looking For?) <b>Room 7120</b></p>	<p><b>Mary C. Moore</b> - Platform For Fiction Writers: What Is It And Do You Need One? <b>Room 7120</b></p>	<p><b>Marylin Atlas</b> - Opening The Character/Writer Divide: Recognizing Your Character As Separate From You <b>Room 7120</b></p>	<p><b>How To Select An Agent</b> Ken Sherman, Lisa Abellera, Carlisle Webber, Mary C. Moore <b>Room 7120</b></p>		
Publishing Room 6304			<p><b>Carlisle Webber</b> - Everything You Need To Know About Publishing You Can Learn From Reality TV <b>Room 6304</b></p>	<p><b>Jenna Elizabeth Johnson</b> - Self Publishing Secrets <b>Room 6304</b></p>	<p><b>Mindy T. Conde &amp; Natalie McDermott</b> - How To Work With An Editor To Get The Best Chance Of Being Published <b>Room 6304</b></p>	<p><b>Editing Tips</b> Mindy T. Conde, Natalie McDermott, Jenna Elizabeth Johnson <b>Room 6304</b></p>		
Writing for Screen Room 5401			<p><b>Peter Dunne</b> - The Storyteller's Voice <b>Room 5401</b></p>	<p><b>Doug Richardson</b> - How Screenwriting Helped Me Write Better Novels <b>Room 5401</b></p>	<p><b>Tom Schulman</b> - The Screenwriting Craft <b>Room 5401</b></p>	<p><b>How To Sell A Script</b> Peter Dunne, Doug Richardson and Tom Schulman <b>Room 5401</b></p>		
Making Money with Words Room 6302			<p><b>Chantelle Aimée Osman</b> - Self Promotion Sells Books <b>Room 6302</b></p>	<p><b>Jay Asher</b> - The Novelist Journey to Netflix <b>Room 6302</b></p>	<p><b>Jeanne Veillette Bowerman</b> - Demystifying Adaptation <b>Room 6302</b></p>	<p><b>Will Write For Money-Ways To Get Paid</b> Chantelle Aimee Osman, Jeanne Veillette Bowerman, Jamie C. Lewis <b>Room 6302</b></p>		
Characters Room 6305			<p><b>Aaron Metchik</b> - How to Write a Screenplay You Can Produce Yourself <b>Room 6305</b></p>	<p><b>Greg Fields</b> - There's No Such Thing As Fiction – Harnessing The Personal Voice In Creative Writing <b>Room 6305</b></p>	<p><b>Jim Gregory</b> - How To Research And Create Nonfiction That Connects Your Home Town To The Great Events Of American History <b>Room 6305</b></p>	<p><b>Fictional Facts- How To Have Your Character Jump Off The Page</b> Paul T. Scheuring, Aaron Metchick Ed Cobleigh, Michael Stackpole <b>Room 6305</b></p>		