

Friday, October 6, 2023 – Downtown Waukesha

Check In, Mingle, & Purchase a Book or Two!

Time	Topic	Location	Description
10:00 a.m. - 11:30 a.m.	Check-In	Orange Hat Publishing Ten16 Press 259 South St. Suite B Waukesha, WI 53186 (Down the friendly alley!)	Guests will check in and collect the itinerary for the WWA Conference, a map for all of the Friday afternoon events, and have a chance to browse the Market.
10:00 a.m. - 1:00 p.m.	Market Open	Orange Hat Publishing Ten16 Press 259 South St. Suite B Waukesha, WI 53186 (Down the friendly alley!)	<p>Stop in for some casual browsing at the market!</p> <p>Authors are invited to sell their books at this time.</p> <p>NOTE: Authors are responsible for their own inventory, cash box (and other payment mechanisms), taxes, etc.</p> <p>Authors must also pre-register to reserve a spot here: https://www.signupgenius.com/go/10c0945aba82fa0fbcf8-author#/ </p>

Workshops Session 1 (1:00 p.m. - 2:30 p.m.)

Speaker	Topic	Location	Description
Kaeley Dunteman <i>Orange Hat Publishing Ten16 Press Art Director</i>	Own It! The Importance of Brand-Building for Authors	Martha Merrell's 231 W Main St. Waukesha, WI 53186	We'll dig deep into what it means to build an authentic, individual brand and discuss why building one is so important for attracting and keeping readers. Authors will walk away with tools and ideas for how to channel their unique individuality into a consistent brand that helps engage readers and keep them coming back for more.
Orange Hat Publishing Ten16 Press Staff	Creating Social Media Platforms to Reach Your Readers (Hands-on!)	Orange Hat Publishing Ten16 Press 259 South St. Suite B Waukesha, WI 53186 (Down the friendly alley!)	Have you always wanted to connect with your audience on socials but have yet to learn how? Your workshop hosts will provide personalized step-by-step guidance to create your own social media accounts! NOTE: Authors must come prepared with a laptop and/or mobile device! <i>(Facebook, Instagram, TikTok, & Twitter)</i>
Elizabeth Evans <i>Editorial & Publishing Consultant</i>	Query Me First!	People's Park Upper Level 337 W Main St. Waukesha, WI 53186	Before you launch your query into the great wide world, take it on a test run and get professional feedback. In this interactive session, we'll talk everything queries: the dos and don'ts, tips on how to make a good first impression, and insights into what agents <i>really</i> want to see. Participants who want a live critique should bring two

			typed copies of their query-in-progress (one to read and one for me to read along with).
Frank Rewolinski <i>Police Investigator & Writer</i>	The Execution of Police Procedure in Fiction	The Steaming Cup 340 W Main St. Waukesha, WI 53186	Learn about the importance of securing the crime scene, collecting evidence, and the lead investigator having a proper “second.” In this session, attendees will generate a discussion of not only how things are accomplished, but why—citing issues involving their favorite literary characters, concerning traits, procedures, and activities they feel aid in moving the story along while remaining believable and interesting.
Workshops Session 2 (3:00 p.m. - 4:30 p.m.)			
Speaker	Topic	Location	Description
Lauren Flowerday <i>Social Media & Marketing Consultant</i>	How to Grow Your Instagram as an Author	People’s Park Upper level 337 W Main St. Waukesha, WI 53186	Learn how to grow your Instagram and leverage your online community to promote your book.
Sam Jacquest, <i>Owner of Blue House Books & Gifts in Kenosha, WI</i>	Bookstore Confidential: The Skinny on the Author-Bookseller Relationship	Dreams Life and Wellness Center 732 Clinton St. Waukesha, WI 53186	Despite the surge in online book sales, the brick-and-mortar bookstore is still a beloved space and the lifeblood of the writing community. Join Blue House Books & Gifts owner, Sam Jacquest, and author, Kim Suhr, as they discuss how to forge a mutually beneficial relationship with booksellers to expand your book’s reach and support the broader writing—and

<p>in collaboration with Kim Suhr, <i>Director of Red Oak Writing & Author</i></p>			<p>reading—community.</p> <p>Topics will include:</p> <ul style="list-style-type: none"> → Consignment → Getting Your Print-on-Demand Books into Bookstores → Dos and Don'ts for Approaching Bookstores → The Online Seller Elephant in the Room → Ways to Support Local Indies (Individual Bookstore's Website, Bookshop.org, Libro.fm, etc.)
<p>Jeannée Sacken <i>Photographer & Award-Winning Author of Behind the Lens and Double Exposure</i></p>	<p>Creating the World of Your Novel Through Research</p>	<p>Orange Hat Publishing Ten16 Press 259 South St. Suite B Waukesha, WI 53186 (Down the friendly alley!)</p>	<p>Creating the world of a novel encompasses everything from place and time settings to social and cultural settings. But what are authors to do if they've never been to that place or that time? Research! Jeannée will explain the worldbuilding decisions she made as she wrote her novels and how she came to those decisions. Participants will learn about research sources to enhance their work and how to make decisions about seeking out sensitivity readers, when they're needed, how to locate them, setting expectations, and whether to pay.</p>
<p>Christopher Chambers <i>Editor, Beloit College Magazine</i></p>	<p>Ask the Editor: Everything You Want to Know About Literary Magazines and Writing Contests</p>	<p>Martha Merrell's 231 W Main St. Waukesha, WI 53186</p>	<p>Get behind-the-scenes knowledge about writing contests and literary magazines from Christopher Chambers! He has experience as a writing contest judge and administrator, as well as years of editorial expertise. This interactive session is geared toward any writer looking to increase their chances of publishing in literary</p>

			<p>magazines and winning writing contests.</p> <p>Get specific, practical advice on publishing fiction, poetry, and nonfiction in print and online, resources for finding and evaluating markets, strategies for submitting work, and honest answers to your questions about publishing.</p>
Dinner On Your Own (4:30 p.m. - 6:00 p.m.)			
Evening Events (6:30 p.m. - 8:30 p.m.)			
Event Title	Cost	Location	Description
Open Mic Night Emceed by Kim Suhr	Free, drinks available for purchase	Magellan's 370 W Main St. Waukesha, WI 53186	Come hang out and enjoy some refreshing beverages (for purchase) and read your work! You can hear other writers jammin' out on their readings, too! Reading signup will be first come, first served. (3-5 min per piece)
Crafty in the Kitchen with Chef Pam	\$35	Chef Pam's Kitchen 280 W Main St. Waukesha, WI 53186	<p>Join Chef Pam to create your own genre-inspired beverages and desserts! Enjoy a night away from the computers and notebooks, but be sure to bring your creative genius! Each concoction will be judged on theme relevance, creativity, presentation, and taste.</p> <p>NOTE: Must register by 9/15 to participate! Limited to 60 participants. Drinks will be available for purchase during the event.</p>

Saturday, October 7, 2023 – Brookfield Conference Center

Main Sessions

Time	Speaker	Topic	Location	Description
7:30 a.m. – 8:15 a.m.		Breakfast	Connect Ballroom	Enjoy a light breakfast, complete with coffee!
7:30 a.m. – 8:15 a.m.		Registration	Celebration Atrium	If Saturday is your first day of attendance, you can pick up your badge.
8:15 a.m. – 8:30 a.m.	Barry Wightman <i>Wisconsin Writers Association President</i>	Welcome	Connect Ballroom	Welcome to Day Two!
8:30 a.m. – 9:45 a.m.	Hank Phillippi Ryan <i>Best-Selling Author</i>	Keynote	Connect Ballroom	Be inspired as Hank Phillippi Ryan leads us into an amazing day of learning.
9:45 a.m. – 10:00 a.m.		BREAK		
10:00 a.m. – 11:00 a.m.	Christine DeSmet <i>Author, Writing</i>	Highnote	Connect Ballroom	75 Years and Counting: WI Writers' Success Through the Eyes of a Writing

	<i>Instructor, Coach</i>			Guru
11:00 a.m. - 11:45 a.m.	Terrence Talley <i>Author and Founder of Keytalife</i>	Success: What does it mean to you?	Connect Ballroom	Success is sometimes is just sitting down in that chair. It can be frustrating. It can be disappointing but, if you are able to take that seat at your writing place it will be a moment you will never forget. All Terrence wants to do is cheer you on to your sit at that desk.
11:45 a.m. - 1:00 p.m.		Lunch & Networking	Connect Ballroom	
1:00 p.m. - 3:50 p.m.	Asstd.	Breakout Sessions	Connect 1, 2, & 3	See below.
3:50 p.m. - 4:00 p.m.		BREAK		Cookies & soda.
4:00 p.m. - 4:30 p.m.	Nicholas Gulig <i>Wisconsin Poet Laureate</i>	Poetry Reading	Connect Ballroom	A special reading just for WWA: poems by our Wisconsin Poet Laureate.
4:30 p.m. - 5:30 p.m.	Kara Grajkowski <i>Agent, Three Seas Literary</i> Kira Henschel <i>Publisher, HenschelHAUS</i>	Agent Q&A	Connect Ballroom	Come with questions for our literary agents! This panel, hosted by Kim Suhr, will hopefully answer them all!

	Tina Purcell-Schwartz <i>Agent, The Purcell Agency</i>			
5:30 p.m.	Barry Wightman, WWA President	On to Our Next 75 Years!	Connect Ballroom	A casual closing for our 2023 WWA Conference. Thank you for coming!

Workshops Session 1 (1:00 p.m. - 1:50 p.m.)			
Speaker	Topic	Location	Description
BJ Hollars <i>Author and Executive Director of Chippewa Valley Writers Guild</i>	The Truth Hurts: On Clawing, Crying, and Crafting Your Way to Your Memoir	Connect 1	Memoirist Mary Karr asks, "What would you write if you weren't afraid?" Implicit in the question is that we're all afraid of writing something. But what? And why? Join nonfiction writer B.J. Hollars for a conversation on writing within—and through—the complexities of our lives. How can we write toward our deeper truths, even when it hurts to do so?
Nicholas Chiarkas	10-Step Plan for	Connect 2	Never do your self-editing all at once. As you begin

<p><i>Award-Winning Author</i></p>	<p>Self-Editing</p>		<p>the rewriting process, you also start the editing process. This is the art, and the heart, of your writing; this is when you start to build castles and rewrites you can share with your writing group. A poorly edited manuscript is certain death for any legitimate agent or publisher. And it is one of the things within your control along the journey to publication.</p> <p>Take Away: Learning how to edit your manuscript will reduce costs and improve your skill as a writer.</p>
<p>Hank Phillippi Ryan <i>Best-Selling Author</i></p>	<p>Master Class</p> <p>*Addt'l \$20 fee *Must be pre-registered *1:00 p.m. - 2:30 p.m.</p>	<p>Connect 3</p>	<p>You know the great opening lines: Manderley, ships at a distance, the last camel, an invisible man. Why do those work? And how can you create one for your own novel? And then—what about that crucial first paragraph? And a first page that will entice editors and enchant readers? How can you set the proper expectations for the story to come—and make every word work? If a reader doesn't love the first line, they'll never get to the second one. How do you avoid info dumps, dreaded exposition, and book-killing backstory? In this class, suitable for any genre, we will dissect and analyze acclaimed first lines and opening paragraphs and reveal the writing secrets these brilliant examples offer. If you are brave enough, please bring your own first line! Hank and the class</p>

			<p>will offer advice and guidance to set you and your book off in the right direction.</p> <p>NOTE: Must be pre-registered.</p>
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Workshops Session 2 (2:00 p.m. - 2:50 p.m.)			
Speaker	Topic	Location	Description
<p>Nicholas Gulig <i>Wisconsin Poet Laureate</i></p>	<p>Ghost Work: On Negative Capability and the Poetics of Creative Practice</p>	<p>Connect 1</p>	<p>In this craft talk, Nicholas Gulig will look at the work and thinking of a variety of poets including Joanna Klink, Wallace Stevens, John Keats, Richard Hugo, and Robert Hass. With an emphasis on Keats's notion of "negative capability," the talk will consider ways in which attention to mystery, uncertainty, and doubt might breathe new life into a variety of strategies that poets employ on the page.</p>
<p>Silvia Acevedo <i>Award-Winning Children's Book Author and Co-Founder of Fantasy Art Workshop's Illustration Intensive</i></p>	<p>Contests, Annuals, and Arbitrary Deadlines: The Smart Way to Use Creative Campaigns to Tackle Your Goals, Find Your Voice, and Open Opportunities</p>	<p>Connect 2</p>	<p>The creative world is chock full of ways to drive and submit your work. From writing contests to annual submissions to Twitter hashtags, there's no shortage. But how do you know which of these opportunities are legit, if they're worth pursuing, and their potential rewards and pitfalls? Join Silvia Acevedo as she threads the needle and shares the best way to use campaigns in your creative journey.</p>

	Master Class, Cont. 1:00 p.m. - 2:30 p.m.	Connect 3	
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Workshops Session 3 (3:00 p.m. - 3:50 p.m.)			
Speaker	Topic	Location	Description
Bailey Yeager <i>Senior Manager of Sales and Business Development, IngramSpark</i>	Ins & Outs of Book Distribution	Connect 1	You did it—you've published a book! Now it's time to get that book into readers' hands around the world. In this session, we'll cover how book distribution works, what Ingram is, the tools they offer to publishers and authors of all sizes, their channels of distribution, and what distribution solutions work best for you!
Christine DeSmet <i>Author, Writing Coach, Scriptwriter, and Past Longtime Distinguished Faculty Associate of Writing at the University of Wisconsin-Madison.</i>	Revising for Riches	Connect 2	In this workshop, Christine will focus on the art of revision. She'll teach you tips on how to work with critique partners, tap into writing coaches, and mine your work to find the gold!
Valerie Biel <i>Public Relations Professional, Author of the</i>	Pros and Cons of Independent Publishing	Connect 3	We are lucky to have so many pathways available for publishing our work. But how can we decipher which is the best way forward for our writing, skillset, and publishing goals? In this session, we'll

<i>Award-Winning Circle of Nine series</i>			have an honest, detailed discussion about the advantages and disadvantages of traditional, hybrid, and independent publishing. We'll explore the time and talents necessary for success.
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