

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	<p>Mary LoVerde - 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.</p>	<p>Buffet Lunch - Dine with Your Favorite Teacher. (Add on price of \$18)</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.</p>	Bill Evans - The New Writer's Process	Brian Talley - Memoir Through A Cookbook	Jonathan Maberry - What Scares You?	Finding the Courage To Write And Taking Risks Jonathan Maberry, Greg Fields, Bill Evans, Ross Brown	<p>Burn the Bully</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.</p>	<p>Wine, Dinner, and Moth Event at the Inn at Morro Bay (Add on price of \$TBD)</p> <p>Special ticketed event at Inn At Morro Bay that includes wine, beer, heavy appetizer and Moth event</p>
Marketing			Mary Weber - Social Media Marketing For Your book	Natalie Obando-Desai - Build Your Online Platform	Dakota Shane - How to Use Medium To Bolster Your Brand: An Essential Guide To A New Platform for Writers	Social Media Mary Weber, Natalie Obando-Desai, Dakota Shane, Brian Talley		
Poetry			Kevin Clark - I'm The One I'm Not: Writing The Persona Poem	Kim Addonizio - Sexy Poems	Matthew Woodman - "I Was Framed!": Crafting Effective Titles And Opening & Closing Lines	Say It With Less- A Poet's Guide To The Perfect Novel Kevin Clark, Matthew Woodman, Kim Addonizio		
Children's			Cindy Neuschwander - The Picture Book	Raymond Mullikin -Layout And Design For Children's Books	Cindy Neuschwander - Guided Steps Of Publishing A Children's Book	Working With Illustrator Cindy Neuschwander, Raymond Mullikin		
Agents and Editors			Ken Sherman - Why You Need An Agent (What Publishers And Producers Want - What Are They Looking For?)	Mary C. Moore - Platform For Fiction Writers: What Is It And Do You Need One?	Marylin Atlas - Opening The Character/Writer Divide: Recognizing Your Character As Separate From You	How To Select An Agent Ken Sherman, Lisa Abellera, Carlisle Webber, Mary C. Moore		
Publishing			Carlisle Webber - Everything You Need To Know About Publishing You Can Learn From Reality TV	Jenna Elizabeth Johnson - Self Publishing Secrets	Mindy T. Conde & Natalie McDermott - How To Work With An Editor To Get The Best Chance Of Being Published	Editing Tips Mindy T. Conde, Natalie McDermott, Jenna Elizabeth Johnson		
Writing for Screen			Peter Dunne - The Storyteller's Voice	Doug Richardson - How Screenwriting Helped Me Write Better Novels	Tom Schulman - The Screenwriting Craft	How To Sell A Script Peter Dunne, Doug Richardson and Tom Schulman		
Making Money with Words			Chantelle Aimee Osman - Self Promotion Sells Books	Jay Asher - The Novelist Journal to Netflix	Jeanne Veillette Bowerman - Demystifying Adaptation	Will Write For Money- Ways To Get Paid Chantelle Aimee Osman, Jeanne Veillette Bowerman, Jamie C. Lewis, Kendra Aronson		
Characters			Diane Drake - Get Your Story Straight	Greg Fields - There's No Such Thing As Fiction – Harnessing The Personal Voice In Creative Writing	Jim Gregory - How To Research And Create Nonfiction That Connects Your Home Town To The Great Events Of American History	Fictional Facts- How To Have Your Character Jump Off The Page Paul T. Scheuring, Diane Drake, Ed Cobleigh, Michael Stackpole		