

## General and Concurrent Workshop Sessions

**Two FEATURE General Sessions** with our special guest speakers Bob Boze Bell (True West Magazine) and Ryan Warner (National Public Radio).

**Inspiration from the True West** will feature crazy but true stories from the author and illustrator of a dozen so-so sellers (Bob Boze Bell, publisher of True West Magazine).

**Radio Instamacy With Ryan Warner** will reveal how to give a meaningful interview and how to conduct one (Ryan Warner, Colorado Public Radio).

**Breakout sessions:** The conference will offer over thirty breakout sessions to share expertise on the publishing industry, options for publishing, craft, marketing & PR, creativity and inspiration. We've designed the breakout schedule so attendees can select among different general topic threads. As part of the virtual conference, we will offer recordings for a single add-on fee. Here's an alphabetical list, separated by broad categories.

### Colorado Springs Focus

**A Virtual Tour of Early Colorado Springs** (*Joyce Lohse*): Visit the past through historical images from the early days of beautiful Colorado Springs. Learn about the city and its founders using research methods you can apply to your own writing.

**Helen Hunt Jackson - Lessons from Writing and Life** (*Doris McCraw*): Helen Hunt Jackson, renowned Colorado Springs resident, activist for improved treatment of Native Americans, and author of *Ramona* and *A Century of Dishonor* will visit via reenactment.

**Colorado Views Guided Writing** (*Carolee Laughton*): Attendees will glimpse scenic views from the Colorado Springs area, including Garden of the Gods. Carolee will provide writing prompts inspired by the views. Come prepared to write!

### Craft Sessions

**Bleeding on the Page – Writing Emotion** (*Laura Drake*): One of the most important tools in a Writer's toolbox is the ability express true emotion on the page. Laura will explain the tools you'll need to achieve and refine this skill.

**Elbow Grease for Novelists: Turning Premise into Plot** (*Angie Hodapp*): If you have a great idea for a novel—freeze! Before you start writing, come learn how to evaluate the strength of your premise, and then meet the many plots and structures you can choose from in turning your premise to plot.

**First Page Perfect** (*Robin F. Gainey*): Does your story grab the reader? Be certain that the first page of your manuscript is a page turner...

**Make Your Writing Soar – Advanced Craft Tips** (*Laura Drake*): You know the feeling – when you start a book and immediately suspend disbelief to fall into the story world. This workshop will help you understand the subtle differences that are the difference between a ‘good writer’ and a popular author.

**Mosaic: Piecing Things Together in Life and Writing** (*Ellen Waterston*): In this session, we’ll experiment with the elasticity and dynamism that this lyric style of writing encourages in poetry and prose. Together, we’ll examine examples of the “mosaic” by well-known authors as an effective way to achieve heightened impact in one’s writing.

**Planning your Book with the Plotting Circle** (*Becky Martinez*): Need help with plotting your next novel or planning your next biography or historical book? The Plotting Circle can help! Learn a proven method that has helped dozens of writers from beginners to multi-published writers.

**Poetic Techniques to Power Up Your Fiction and Narrative Nonfiction** (*C.M. Mayo*): For writers of fiction and narrative nonfiction (whether biography, nature writing, or memoir), award-winning poet and writer C.M. Mayo's workshop gives you a toolkit of poetic techniques to help you make your writing more vivid and engaging for your readers.

**Secondary Characters: The Ties that Bridge Fiction** (*Elizabeth Boyle*): Populating a book is more than casting stock characters. Learn how to add richly woven details to the friends, family and enemies who surround your heroine, while bringing new depth to your fiction.

**Set the Scene** (*Randi Samuelson-Brown*): Connect with your reader at gut level using the settings in which your story takes place and evoking the emotions inherent to that place. Western Focus.

**True Grit: Creating Realistic Wilderness Characters and Settings** (*Susanne Sener*): Have you ever come face to face with a mountain lion? Our presenter has, and she wants to share the details of her 28 years living solo on the top of a mountain to help you create realistic and believable wilderness settings and rugged characters.

**Visual Plotting: How to Craft Better Stories in Less Time with Plottr** (*Troy Lambert*): Want to discover how you can skyrocket your productivity and have more fun writing? In this presentation by mystery author and writing coach Troy Lambert, you’ll learn a step by step process for outlining your books faster using Plottr, a powerful visual planning tool for writers.

### **Genre-Specific Sessions**

**Historical Research & Craft** (*Randi Samuelson-Brown*): Writing Historical Fiction or Non-Fiction often relies upon similar skills. This class focuses on the fundamentals of research, including some pitfalls to avoid.

**The Transcendent Memoir-Vistas and Vision** (*Page Lambert*): Discover the symbolic synchronicities and deeper themes that form the pattern of your life.

**Braiding the Essay: A Working Session on Excavating Deep Vistas** (*Kathryn Winograd*): “Braiding” is a technique for framing an essay that deepens its “vertical movement” through the tools of poetry. Follow and model the excavation of one essay from rough compilation of “this happened and then that” into a beautiful expansive meditation on personal and universal black holes. Bring computer, working draft.

### **Manuscript Query, Submission, and Contracting Sessions**

**Pitch Perfect** (*Robin F. Gainey*): Whittle your book proposal or concept down to a 21-word (or less) nugget that holds no secrets, invites intrigue, and can be used to guide your creative process throughout the writing of your novel.

**Submission Netiquette: Syns and Queries and Formatting, Oh, My!** (*Deni Dietz*): An interactive workshop on queries and synopsis do’s and don’t, manuscript clean-ups and formatting, and today’s new “rules” or lack thereof. Queries and synopsis dissected and some laugh-out-load query moments.

**Agent Acquisition Panel** (*Guest agents*): Guest agents highlight their wish lists, query and submission process, discuss the industry, and answer questions.

**The Dotted Line: Contracts Demystified** (*Angie Hodapp*): Whether you’re about to sign your first agency agreement or you’ve already signed a dozen book contracts, there’s always more to learn about how to protect your rights. After discussing the good, bad, and ugly of agency agreements, we’ll break down the 18 things every book contract should contain. What’s negotiable? And, most importantly, when should an author walk away from a dotted line?

**Editor Acquisition Panel** (*Guest editors*): Guest editors highlight their wish lists, query and submission process, discuss the industry, and answer questions.

### **Marketing Sessions**

**Author Marketing Collectives** (*Linda Ulleseit*): Is marketing the hardest part of being an author for you? Learn how to share the load and go further. This session will explore established marketing collectives like Paper Lantern Writers and show you how to start your own.

**Goodreads for Authors** (*Linda Ulleseit*): Goodreads has 90 million readers. Do they know about your book? Learn tips to make the most of this site.

**Homesteading the Wild Wild Web** (*Doris Eraldi*): A web site is your homestead on the Internet Frontier. Like pioneers journeying to a new life and home, having the right guide along the way, makes all the difference.

**Looking for Love in All the Right Places: How to Get Book Reviews That Count** (*Patti Thorn*): 20-year veteran book review editor Patti Thorn will offer a lively Power Point discussion on book reviews from A to Z. In an age when the burden falls increasingly on authors to take control of their own marketing and publicity, this is important for self-publishing and traditionally published authors alike.

**Peak Your Publicity- Set yourself high on the Mainstream Media Mountain** (*Krista Rolfzen Soukup*): We will discuss the interesting world of today's media and how authors can get to the top of the Mainstream Media Mountain. Learn how to Peak your Publicity with professional branding, creation and timing of a pitch and the basics of an effective press release, including what to always include in a press release and the best way to submit. Get your book to new heights with useful tips and strategies.

**Social Media for Authors** (*Linda Ulleseit*): Today's authors are expected to be fully present on a variety of social media platforms, but is it all really necessary? This workshop will help you narrow your focus so you can successfully manage marketing yourself and your work on social media. No social media experience required.

**Soft Marketing Tips** (*Anne Schroeder*): Easy, organic tips for building book buzz without breaking a sweat. Tips for creating a street team, FB Author Page, Twitter and Amazon ads that don't scream "BUY!"

### **Publishing Industry, General**

**Publishing Trends in a Post-COVID World** (*Nancy Curtis, High Plains Press; Tommie Planck, owner, Covered Treasures Bookstore; Terri Wolf, AKA Literary Management, Doris Baker, Filter Press*): A panel of publishing professionals discusses the changes forced by the pandemic and how the industry has shifted.

**Journal & Magazine Panel** (to be confirmed) Guest publishers will offer insight into writing for magazines and journals in today's environment.

### **Special Interest & Creativity Sessions**

**Climbing Past the Fear: Don't Let it Hold You Back** (*Laura Drake*): Every excuse we have for not writing boils down to *fear*. Laura has tips and logic to help you climb past it, to do your best work!

**Getting the Most from WWW** (*Jane Kirkpatrick, Corinne Joy Brown, Betsy Randolph*): Long-time members of WWW will share information on what WWW has to offer and how to get the most from the organization. Come get acquainted! **NEW MEMBERS encouraged to attend**

**Open Mic Readings**: A chance to step up and share your work. Prepare a three minute (please adhere to the time limit) reading from your novel. Briefly introduce yourself and set up your reading, then strut your stuff! No set order just volunteer to be next and take over the screen!

## Book Purchase Links

Since we can't hold our in-person Conference Books Store and Member Book-signing Gala, we will offer attendees a chance to provide online book purchase links which will be listed in the Virtual Program. All links and cover photos must be submitted by September 15.

## Thursday Evening Readings Reception

This event has become a favorite for attendees. Enjoy your own light hors' d'oeuvres, dinner, or cocktails (all as you desire at home) in our open social hour rooms prior to the readings. Then settle back and enjoy our readings! Finalists and winners of the Laura Award, Downing Journalism Award, and WILLA Literary Award will take the stage to share excerpts of their work. This is a special opportunity to hear some of the best writing around and pick your favorites (for purchase via online links).

## Friday LAURA Short Fiction Award and DOWNING Journalism Award Ceremony and Keynote Address

The Friday evening ceremony honors those who are finalists for and winners of the Laura Award (short-stories) and the DOWNING Journalism Award. The LAURA Award is named in honor of Laura Ingalls Wilder, the DOWNING Journalism Award in honor of our own Sybil Downing. This is always a celebratory night and this year, special guest, **Bob Boze Bell**, publisher of **True West** magazine will join us to share a few words and present the DOWNING Journalism Award. Keynote speakers **Kathleen O'Neal Gear and W. Michael Gear** will leave us with words of inspiration.

Though we won't enjoy a shared banquet in person this year, we've blocked off time for shared on-screen socializing. We will have several "rooms" available prior to the ceremony and attendees may move among them via the links in the Virtual Program sent out prior to conference. Bring your favorite beverage, dress up if you desire, and feel free to bring a gourmet meal if you have a mind to do so.

We'll meet in a large "room" for the ceremony where you can watch the ceremony, celebrate the finalists and winners, hear judges' comments, and toast the award recipients.

## Post LAURA Short Fiction Award and DOWNING Journalism Awards Entertainment

We are delighted to present Linda Allen's film "Here's to the Women," a musical celebration of the women involved in the fight for the 20<sup>th</sup> amendment. The song and story presentation will be followed by a live Q&A discussion for those interested in exploring more with Linda.

"Linda Allen breathes life into the 19<sup>th</sup> Amendment story through song and story that is totally charming as well as instructive. Goose bumps and joy were the response of the day."

— Muffy Francke, Co-Chair, *The 19th Amendment Centennial Committee of the Renaissance Society*

## Saturday WILLA Literary Finalist Award Ceremony

Our Saturday luncheon honors the finalists of the WILLA Literary Award, winners in their own right, and they'll take a moment in the spotlight during our "lunchtime" ceremony. Feel free to bring a gourmet meal if you have a mind to do so as we meet in a large "room" for the ceremony. We'll take the time to honor our finalists and learn more about their works.

## Saturday WILLA Literary Award Ceremony

Of course, the conference would not be complete without the WILLA Literary Award presentation. Named in honor of Willa Cather, this prestigious award recognizes novels that highlight strong women in western settings. It's always a night of fun and celebration.

Like Friday night, we've blocked off time for shared on-screen socializing. We will have several "rooms" available prior to the ceremony and attendees may move among them via the links in the Virtual Program sent out prior to conference. Bring your favorite beverage, dress up if you desire, and feel free to bring a gourmet meal if you have a mind to do so.

We'll meet in a large "room" for the ceremony where you can watch the ceremony and celebrate the winners. Then sit back and enjoy **Margaret Coel's** inspiring keynote address.

Afterward, we'll reopen the social rooms for awhile. Late night partiers are free to organize their own virtual socializing after our meeting rooms close for the evening.

## Post WILLA Literary Awards Entertainment

Wes and Victoria Hamil will perform original music from their CD *White Man Red Road*. *White Man Red Road* is Native American infused music based on Wes's thirty years' experience with Native ceremonies and Elders' teachings, which reflects his journey from apprentice to Sundancer. The CD was honored as Record of the Year by syndicated talk show *The Colorado Wave*.

## Come & Go Open Social Hour Rooms

We'll have "rooms" available throughout the conference where attendees can spend on-screen time together. You may bring your own meal, beverages, or just yourself! Links for the "rooms" will be listed in the Virtual Program you receive a couple weeks before conference dates. Click on the link to enter a room and move between them as you desire (via a fresh click).

Show up and see who's there or pre-arrange to meet your friends in certain rooms (they'll be labeled in the program so you know which is which).

If you've never done virtual socializing, it can be a fun experience!

Our social rooms will close at 10:30 p.m. but attendees are encouraged to move the party to their own "bars" by scheduling meetings on Zoom (all you need is someone with a free account to schedule and send invites).

## Pitch Appointments

Our acquiring guest editors and agents will offer their time to take virtual pitches. These free 10-minute appointments are geared for those who have completed novels ready for submission. Hone up your tag lines! And don't be nervous—the editors and agents will guide you through and experienced WWW members are always ready to offer advice.

If you're interested, mark the registration form and you'll be contacted by the Pitch Appointment Coordinator to set things up. All the editor/agent bios are listed on the website so you can find your perfect match. Log in with the pitch-room link a few minutes before your scheduled time and the host for the room will admit you when it's your turn.

Appointments are limited to one per person (if slots remain as conference nears, extra sessions can be scheduled at that time. We'll open the extra slots close to conference dates—watch for announcements on the website and the WWW Facebook page.

Pitch appointments close Sept. 30.

## Annual Membership Meeting

Of course, we will hold our annual membership meeting so attendees can get updates on what the Board of Directors has done on behalf of members over the past year and see what's planned for next year. Don't miss the announcement about next year's conference location! Please note: a quorum of members is needed for this meeting so we urge all WWW members to attend.

We will send an email to ALL members with an invitation and meeting ID/passcode links so everyone can attend!

## Session Presenters

**Doris Baker** has been publisher and chief editor of Filter Press, LLC, for twenty-five years. Filter Press is a Colorado micro-publisher specializing in children's biographies of heroes and sheroes of the American West and middle grade historical fiction. Filter Press authors have won numerous awards, including WWW's WILLA Award. She is a long-time member of WWW and served as the organization's president in 2016.

**Elizabeth Boyle** has penned 27 romance novels and novellas, with nearly all of them hitting bestseller lists including the New York Times and USA Today. A writer's writer, she loves all the nuts and bolts of craft and sharing that passion with others.

**Bob Boze Bell** is the president and executive editor of **True West** magazine, currently celebrating his 20<sup>th</sup> anniversary in the magazine business.

**Corinne Joy Brown**, an award-winning writer from Colorado, writes historical fiction, Middle Grade fiction and non-fiction inspired by the West. She is the editor of a bi-annual magazine that serves a global academic organization, past-president of the Denver Women's Press Club, and a member of WWA. She's been a member of WWW since 1995.

**Nancy Curtis** is the publisher and primary editor of High Plains Press, a book publishing company she established in 1984. The company has published nearly 100 books since that time, mainly in the fields of western history and poetry of the American West and has won several national book awards, competing against book publishers of all sizes, including WILLAs, Spurs, Wranglers, Sartons, and a Lariat Award. Wyoming Governor Matt Mead recognized Curtis with the Governor's Arts Award in 2011. She is a frequent presenter at literary workshops and entrepreneur sessions and a co-editor of three anthologies of works by western women published by Houghton Mifflin. Curtis operates the press from her family's cattle ranch in Glendo, Wyoming.

**Deni Dietz** is **Developmental Editor for Five Star Publishing**. A former Senior Editor for Five Star's Mystery line, Deni is now a Developmental Editor for their Frontier Fiction line.

**Laura Drake** is a New York and self-published author of twelve novels. Her debut, *The Sweet Spot*, the 2014 Romance Writers of America® RITA® award. A city girl turned Texan, she's currently working on her accent. She's a wife, grandmother, and motorcycle chick in the remaining waking hours.

**Doris Eraldi (D.H. Eraldi)** writes, rides and hides in Mendocino County, California. She has published two Historical Fiction novels (one a WILLA Finalist), twenty years of web design experience, and too many horses.

**Robin F. Gainey** is an award-winning novelist and optioned screenwriter. Her second novel, *Light of the Northern Dancers* won a Willa Award and a Will Rodgers Medallion, and is currently in development for a TV series.

**Angie Hodapp** is the **Director of Literary Development at Nelson Literary Agency**. She holds a BA in English and secondary education and an MA in English and communication development, and she is a graduate of the Denver Publishing Institute at the University of Denver.

**Jane Kirkpatrick** is the Award-winning New York Times best-selling author of more than 30 books with 2 million copies sold. A former WWW president and three time WILLA Literary award winner for Original Paperback, she is also a founding member of WWW. Meet her at [www.jkbooks.com](http://www.jkbooks.com) and on this panel.

**Page Lambert's** writing is found inside monumental sculptures at the Denver Art Museum, online at *Huffington Post*, and in dozens of anthologies about the West. Nominated for two Pushcart Prizes, she designs and teaches graduate writing courses for the University of Denver, leads outdoor creative adventures, and is the author of the best-selling memoir, *In Search of Kinship*.

**Troy Lambert** is a mystery and suspense author, editor, and writing coach, and has over two-dozen books published. He lives in Boise, Idaho with his wife and their German Shepherd, McClane.

**Carolee Laughton** has been a newspaper reporter, an LGBT activist, and developed a self-empowerment program. She won an honorable mention for her short story, "Urban Cowboy," about a wheelchair-bound former rodeo cowboy and has been published in the anthology, *Focus on the Fabulous*.

Colorado author **Joyce B. Lohse** combines her journalism background, research skills, and a passion for western history to create award-winning books for all ages. Her seven Filter Press biographies have won two WILLA finalist awards, five Colorado Independent Publisher Association awards, and a Colorado Authors' League Top Hand award. She has also written presentation papers for Pikes Peak Library District history symposia and publications. Joyce has been a member of Women Writing the West since 1999, and worked as WWW administrator for fourteen years.

**Becky Martinez** is an award-winning journalist who spent 35+ years working in television news in newsrooms from Denver to Seattle to Los Angeles. For the past 15 years she has also written fiction, non-fiction and taught writing classes.

**C.M. Mayo** is the author of *Meteor*, which won the Gival Poetry Prize, and several books of creative nonfiction and fiction including the novel *The Last Prince of the Mexican Empire* (named a *Library Journal* Best Book) and *Sky Over El Nido*, which won the Flannery O'Connor Award for short fiction. [www.cmmayo.com](http://www.cmmayo.com)

**Doris McCraw** is a student of history, focusing on Women's and Colorado's History. Doris has presented as Helen Hunt Jackson and Katharine Lee Bates in addition to her regular presentations on History. She writes historical fiction under the pen name **Angela Raines**, writes non-fiction pieces and has numerous short stories currently in publication.

**Mona Neeley** has been publisher and editor of **Colorado Country Life** magazine for 26 years. She has her bachelor's degree in photojournalism from the University of Minnesota Hubbard School of Journalism.

**Tommie Plank** was born and raised in Oklahoma, and graduated from the University of Oklahoma with a Bachelor of Arts degree in interior and architectural design. She worked for the University of Missouri Extension Service, was a buyer for Macy's Kansas/Missouri division, and a Purchasing Agent for Pittsburg State University in Pittsburg, Kansas. She served for 12 years as a member of Lewis-Palmer School Board, and for 8 years on the Monument, CO Town Council. She is the owner of Covered Treasures Bookstore, which she and partner Leona Lacroix opened together in July of 1993.

Retired lawman, Army veteran, author, and lover of cloudy skies, New Mexico native **Betsy Randolph** grew up in Enid, Oklahoma. She holds degrees in Journalism, Organizational Leadership, Horticulture, and a Master of Fine Arts in Creative Writing. Her published work includes: *The Oklahoma Gazette*, *Woods Reader Magazine*, *Southern Literary Review*, and *The Journal Record*, among others. Betsy's three novels and two middle grade readers are all set in Oklahoma. She lives near Guthrie with her husband, George, two Chihuahuas, and a cat.

**Randi Samuelson-Brown** is the author of *The Beaten Territory* (Historical Fiction – Five Star Publishing) publication date October 2017, short story “*The Devil's Rope*” - *The Spoilt Quilt Anthology* 2019 and *The Bad Old Days of Colorado* (non-fiction – Two Dot Books) publication May 2020. From Golden, Colorado “where the West remains.” Now lives in Denver, where she speaks extensively on Colorado/Western History.

**Anne Schroeder** is a former WWW President, LAURA and Will Rogers Medallion Award winner. She is the author of six historical novels, short fiction and memoir in both traditional and self-published venues. She writes and markets from Southern Oregon.

Since 1992, **Susanne Sener** has lived alone at the top of a mountain in Colorado. She explores, writes, and speaks about long-term solitude in a wilderness setting. In addition to living and hiking in the Rocky Mountains, her experience includes hiking in the Julian Alps, Himalayas, Andes, and the Brooks Range (Alaska). In 2012, she completed the Everest Base Camp Trek and in 2013, the Inca Trail Trek to Machu Picchu.

**Krista Rolfzen Soukup** is a literary publicist and owner of Blue Cottage Agency. Through her expert guidance, knowledge of the publishing industry and vast experience, she has successfully supported writers and authors across the country. This year, her authors were featured on the Oxygen Channel, CBS Morning with Gail King, Fox News with Shepard Smith, NPR, BBC, Essence Magazine, USA Today and major newspapers and news sources across the world.

**Patti Thorn** is co-founder of BlueInk Review, a fee-based service offering professional book reviews. She served 12 years as book review editor for the Rocky Mountain News before its closing in 2009. In addition, she is the co-author of Chronicle Books' Fun Places to Go with Children in Colorado.

**Linda Ulleseit**, Women Writing the West Marketing Director, has an MFA in writing from Lindenwood University. She wrote two short fantasy stories in anthologies as well as a series of young adult flying horse books before delving into her true love—historical fiction. She is the author of *Under the Almond Trees*, which was a semifinalist in the Faulkner-Wisdom Creative Writing Contest, and *The Aloha Spirit*, newly released this year.

**Ryan Warner** is the senior host and editor of **Colorado Public Radio's** daily interview program "Colorado Matters." Ryan has won numerous awards from Public Radio News Directors Incorporated for his interviews. He's also been honored by The Associated Press. The editors of 5280 Magazine voted Ryan Top Radio Talk Show Host of 2009.

High desert writer **Ellen Waterston** has published four poetry and three literary nonfiction titles, including, most recently, *Walking the High Desert: Encounters with Rural America Along the Oregon Desert Trail*, University of Washington Press, 2020. *Hotel Domilocos*, Moonglade Press, 2017 is her most recent collection of poetry. She is founder of the Writing Ranch, which conducts retreats for writers, and the annual Waterston Desert Writing Prize. She lives in central Oregon. Visit [www.writingranch.com](http://www.writingranch.com) and [www.waterstondesertwritingprize.org](http://www.waterstondesertwritingprize.org)

**Kathryn Winograd** is a Colorado poet and essayist. Her books include *Slow Arrow: Unearthing the Frail Children*, *Phantom Canyon: Essays of Reclamation*, Foreword Review Indie Book of the Year finalist, and *Air Into Breath*, Colorado Book Award in Poetry. She teaches for Regis University's Mile High MFA program. [kathrynwinograd.com](http://kathrynwinograd.com)

**Terrie Wolf** founded AKA Literary Management (AKALM) in 2010. She is a full member of AAR (Association of Authors' Representatives). She represents authors at all stages of their literary journey and oversees the agency's foreign rights endeavors. Visit [www.akalm.net](http://www.akalm.net) for more information.

