



Image Credit: NASA, The Studio, "Visions of the Future"

# 2016 CONFERENCE FOR WRITERS & ILLUSTRATORS

September 23 & 24 · BP Energy Center · Anchorage

# WELCOME :: Letters to Attendees



**Gretchen Wehmhoff**

President Alaska Writers Guild

Welcome to the Alaska Writers Guild Fall Conference. Once again, we are excited to work closely with the Society of Children's Book Writers and Illustrators to bring you a diverse and exciting weekend. Through our ongoing partnership with Alaska Pacific University, we've also added Friday workshops with several of our guest presenters. These professionals, both those who traveled from afar as well as our Alaskan authors, have shown their willingness and generosity by giving of themselves through their experience and time. Whether you have a book ready to sell, a book ready to pitch to an agent, or an idea you'd like to explore, we hope this weekend is a meaningful and powerful experience. Take time to visit with fellow attendees, exchange phone numbers, and business cards. We hope the pens fly, the ideas grow, and you walk away with a weekend of inspiration, friendships and energy. And above all, have a wonderful time!



**Brooke Hartman**

Alaska Writers Guild

Conference Chair

Hello, fabulous fellow authors and illustrators, and welcome to the 2016 Conference! Yet another year of opportunities to hone your craft with agents, editors, and bestselling authors, and this year even an art director! Most importantly, however, I hope you use the conference as a chance to network with the conference's most valuable resource: other local authors or illustrators like yourself. Utilize the breaks, the downtime, and the months and years after the conference to meet with them, learn from their successes and mistakes, and share your own experiences in turn. And I'll be right beside you, hacking out a trail to my own success, as well! Get ready for a ripping ride through the 2016 Conference for Writers and Illustrators.



**Stefanie Tatalias**

Alaska Regional Advisor, SCBWI

SCBWI is thrilled to host the 2016 Writers and Illustrators Conference for the first time with both 49 Writers and Alaska Writers Guild. Bringing together these three great organizations offers our writing community a special opportunity to meet many authors, agents, and editors. Just as important, though, is the chance to mingle with a diverse group of creative people. Thank you for coming and pooling your energy with us! This year, SCBWI Alaska is excited to host Candlewick's Art Director, Kristen Nobles, and we hope our illustrator's will gain quality insight into their art and the latest trends in the picture book illustration and writing.

# 2016 ALASKA WRITERS GUILD :: Board of Directors



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## FACULTY :: Agents and Directors



**Patricia Nelson**

Literary Agent

Marsal Lyon Literary

Patricia Nelson has been a literary agent with Marsal Lyon Literary Agency

since 2014, representing women's fiction, romance, and literary fiction, as well as all genres of young adult and middle grade fiction. Recent sales include books placed with St. Martin's Press, Simon and Schuster, and Penguin Random House, among others. Patricia holds master's degrees from the University of Texas at Austin and the University of Southern California and, prior to joining the world of publishing, spent several years teaching literature and writing at the college level. She is actively building her list and is currently seeking new talent in all genres she represents.



**Lane Heymont**

Senior Agent

The Tobias Literary Agency

Serving as a Literary Assistant at the Seymour Agency, Lane led the marketing

efforts for their authors and enjoyed connecting clients with readers. As a lover of literature since childhood, and at the prodding of his mentor Nicole Resciniti, he decided to pursue his passion as a literary agent. He went on on to help found The Tobias Literary Agency. He strives to bring incredible and thought-provoking books to the masses. With a bachelor's degree in Psychology, business and literature, Lane continued his education in Creative Writing and English at Harvard. Lane is hungry for well-written science fiction and fantasy novels. Exceptional world building is a must. In the non-fiction realm, he is looking for the inspiring, intriguing, and mysterious. Lane is a member of the RWA, ITW, and AAR. He believes what John Gregory Dunne said: "Writing is manual labor of the mind."



**Kristen Nobles**

Art Director

Candlewick Press

In 2004, Kristen Nobles joined Candlewick Press, one of the largest independent publishing companies in the world. As an art director, she has worked with award-winning illustrators Carson Ellis, Sophie Blackall, Steve Light, Yuyi Morales, John Rocco, Matt Myers, Ed Young, and Leslie Patricelli. Kristen loves a strong character, a unique style or retro look made new again, and looks for a new spin on traditional themes in

children's books. Before returning to the east coast, Kristen was a senior designer at Chronicle Books in San Francisco. Her passion for children's books has been passed down from her mother, an elementary teacher, and her grandmother, a librarian.

## FACULTY :: Authors



**Robert Dugoni** is the New York Times, Wall Street Journal and #1 Amazon Bestselling Author of the Tracy Crosswhite Series: *My Sister's Grave*,

*Her Final Breath* (September 2015) and *A Clearing in the Woods* (May 2016). He is also the author of the critically acclaimed David Sloane series: *The Jury Master*, *Wrongful Death*, *Bodily Harm*, *Murder One* and *The Conviction*. Dugoni has twice been nominated for the Harper Lee Award for Legal Fiction, was a 2015 International Thriller Writer's finalist for thriller of the year, and the 2015 winner of the Nancy Pearl Award for Fiction. His books are sold world-wide in more than 20 countries and have been translated into a dozen languages including French, German, Italian, and Spanish.



**Pamela Fagan Hutchins**

writes overly long emails, the best-selling, award-winning *What Doesn't Kill You* romantic mystery series

(WINNER USA Best Book Award, Fiction: Cross Genre) and hilarious nonfiction. She is a recovering attorney and investigator who resides deep in the heart of S/Nowheresville, WY and TX with her household hunks—husband Eric, one-eyed Boston terrier Petey, and house goat Peyton Manning. Pamela has a passion for great writing and smart authorpreneurship as well as taking long walks, experimenting with her Keurig, and traveling in the Bookmobile. Follow Pamela at <http://eepurl.com/lq-bP> and get her exclusive free e-book *Puppalicious and Beyond*. Visit her at <http://pamelafaganhutchins.com> or drop her a note at [pamela@pamelafaganhutchins.com](mailto:pamela@pamelafaganhutchins.com). And if you would like her to visit your book club, women's group, writer's group, or library, all you have to do is ask.



**Kathi Diamant** is an author, speaker, teacher, broadcaster, and adjunct professor at San Diego State University (SDSU), where she teaches writing and directs the SDSU Kafka Project, search to find the lost last work of Franz Kafka. Her critically acclaimed and award winning biography, *KAFKA'S LAST LOVE: The Mystery of Dora Diamant*, has been published in the US and UK, and in translations in Spain, France, Russia, China, Brazil, Germany, Albania, Turkey, and in Czech in 2016. Kathi has presented her book internationally since 2003, taught writing classes for the Osher Lifelong Learning Institute at SDSU since 2008, and workshops on presentation techniques for authors thru *AuthorPreneurs™*. Learn more at <http://kathidiamant.com> ; [www.kafkaproject.com](http://www.kafkaproject.com)

## FACULTY :: Authors



**Marivi Soliven** has authored seventeen books and taught creative writing at the University of the Philippines and University of

California San Diego. Prior to publication, her debut novel, *The Mango Bride* (Penguin 2013) won the Grand Prize at the 2011 Carlos Palanca Memorial Awards for Literature, the Philippine counterpart of the Pulitzer Prize. *The Mango Bride* later won Best Contemporary Fiction of 2013 at the San Diego Book Awards. Grupo Planeto released a Spanish edition, *Hace Una Eternidad, en Manila* in 2014 and National Book Store published the Filipino edition in 2015. Learn more at <https://marivisoliven.com>.



**Kitty Morse's** career as cooking teacher, television host, food and travel writer, newspaper columnist, tour organizer, author, and speaker, spans

close to 30 years. She has authored eleven cookbooks, five of them on the cuisine of Morocco and North Africa. *Mint Tea and Minarets: a banquet of Moroccan memories*, a memoir with recipes, focuses on Dar Zitoun, her family's Moorish mansion south of her hometown of Casablanca. Her cookbooks have won a number of awards, including *Mint Tea and Minarets* which was selected as Best Book Arab Cuisine by the *Gourmand World Cookbook Awards*. Her own French translation of the book will soon be available in eBook format. Learn more at [www.kittymorse.com](http://www.kittymorse.com).



**Tam Linsey** is the author of the post-apocalyptic Botanicaust series. She wrote several manuscripts which will never see the light of day before she realized she had a lot to learn about the craft of writing. When she's not writing, you can find her in the garden or the kitchen prepping for the apocalypse. Learn more about her at [www.TamLinsey.com](http://www.TamLinsey.com).



**CM McCoy** is published in YA. You can call her Colleen. She's a #FicFest mentor, Query Kombat Judge, and PR Manager at Inklings Literary Agency. She's read hundreds of query letters and mentors writers through contests such as #FicFest and Nightmare on Query Street (#NoQS). Her debut novel, *Eerie*, a YA Paranormal, was published in Dec 2015 by Omnific/Simon and Schuster, and her forthcoming YA Thriller, *30 Days With Dr Death*, has won the prestigious Put Your Heart in a Book Contest. While working 911 dispatch for Alaska State Troopers, she learned to speak in 10-codes, which she still does...but only to annoy her family.

## FACULTY :: Authors



### Susan McBeth

has worked as an events coordinator for over 25 years, including four and a half years as Director of Marketing and Events at a SoCal

independent bookstore. Disillusioned with the one-size-fits-all approach to bookstore signings, she launched *Adventures by the Book*™ ([www.adventuresbythebook.com](http://www.adventuresbythebook.com)) in 2011 to intimately connect readers with authors and their books through custom designed, interactive literary events and travels. Susan was quickly bombarded with requests from authors desperately seeking ideas to help them promote their books. *AuthorPreneurs*™ ([www.authorpreneurs.org](http://www.authorpreneurs.org)) was conceived of by Susan in 2012 from her desire to help those writers, drawing inspiration from the ancient Chinese proverb to “give a man a fish, and you feed him for a day; show him how to catch fish, and you feed him for a lifetime.”



### Jenny Fast

writes as “Superwife” on her blog, *The Adventures of Superwife*. She shares real, messy, and often humorous stories of marriage and

parenting while running the occasional product giveaway for her readers. *The Adventures of Superwife* has been named “Best Local Blog” three times by the Anchorage Press, and Jenny’s writing has been featured in several local outlets including the Kaleidoscope play center’s blog, Alaska Parent magazine’s social media, and most recently in The Salmon Project’s new book, *Made of Salmon*. “Superwife” also occasionally guest-posts on other marriage and parenting blogs around the ‘net. Jenny is a full-time working mother of three daughters under the age of 6. She and her husband live in Anchorage but spend much of their time taking their girls and their two red labradors fishing, rafting, and camping out of town. Visit Jenny at [www.theadventuresofsuperwife.com](http://www.theadventuresofsuperwife.com).



**John Weddleton** will tell you “Some stories are too big for just words.”

John owns BOSCO’S, Alaska’s premier comic shop since 1984. BOSCO’S steady support for comics and reading throughout Anchorage has tightly woven its stores into the fabric of Anchorage’s pop-culture. BOSCO’S is a regular collaborator with Anchorage’s public and school libraries and offers presentations called “Understanding Comics Lite.” He was elected to Anchorage’s Assembly in April. He’s a cofounder of the Spenard Chamber of Commerce, a member of the Anchorage Chamber of Commerce’s “Municipal Issues Committee,” an Assistant Scout Master at Boy Scout Troop 210, and past chair of the Hillside Home And Landowners Organization, Inc.

# SCHEDULE

## Friday, September 23

BP Energy & Conference Center

900 E Benson Blvd, Anchorage

PLEASE NOTE: TIMES, BREAKOUT SESSIONS, AND TOPICS SUBJECT TO CHANGE

9:30am	Registration Opens for Illustrator Intensive
10:00–12:00pm	<p>Illustrator Focus with Kristen Nobles</p> <p><i>Illustrator Be Nimble</i></p> <p>How to create evocative, individual images that stand out from the crowd and are memorable to an art director, editor, or agent? We'll focus on thinking visually out-of-the-box, creating unique characters, and stretching the illustration muscles. After a presentation of some of the images I find most memorable, and a few stories of how those images became book contracts (including visuals by Sophie Blackall and Jon Klassen), we will do a number of on-site sketching exercises and interact with fellow illustrators to sharpen visual literacy skills.</p>
12:00pm	Registration Opens for Roundtable Critiques
12:30–2:30pm	Roundtable Critiques: Lane Heymont, Patricia Nelson, & Kristen Nobles
2:15pm	Registration Opens for Afternoon Intensives
2:45–5:45pm	<p>Creating Plots for Page Turners with Robert Dugoni</p> <p>Learn how to employ time-tested techniques of best-selling authors to improve your novel writing. This workshop will focus on catching and holding the reader's attention in the first three pages while avoiding common mistakes, that can cause an agent, editor or reader to close the book. Robert Dugoni will teach you what has come to be expected in the beginning of a novel, an efficient method to outline and plan the middle of your novel and twists and turns in endings that will tug at reader's heart strings. The class is designed for both beginning writers and writers who have already completed a manuscript and are looking for techniques to make it better.</p>
2:45–5:45pm	<p>Get Submission Ready with CM McCoy</p> <p>It's never too early to work on your submission material. In fact, whittling your story down to a 1-3 page synopsis may help you streamline your manuscript. Pre-published and published authors need a marketing plan and at this workshop, you will create one. You will work on and produce a query letter, synopsis, and submission plan for your picture book or novel, make a plan for marketing your about-to-be published book, and glean ideas on how to invigorate your writing career.</p>

# SCHEDULE

## Friday, September 23 continued

2:45–5:45pm

### Non-Traditional Publishing with Pamela Fagan Hutchins

*Let's Talk Money in Non-Traditional Publishing—Options to Monetize, Distribution Strategies, Pricing, and Promotion.*

If you're considering publishing independent of the American Association of Publishers (or already are), you can distance yourself from the pack if you understand and make smart choices among your options to monetize:

- Across all sales platforms from Amazon to Barnes and Noble and everything in between.
- For print, e-book, audio, foreign translations, film, international markets, and referral income.
- Price into the market or at market?
- Series or serialization? Boxed sets or standalones? Novellas, anthologies, short stories, poetry, or epics?
- Science fiction or science? Romance or road atlas?

We'll figure it all out together, and finish by talking about options for discoverability through online promotions.

3:15–5:15pm

### Picture Book Focus with Kristen Nobles

*Picture Book Manuscripts : A Checklist*

How to create evocative, individual images that stand out from the crowd and are memorable to an art director, editor, or agent? We'll focus on thinking visually out-of-the-box, creating unique characters, and stretching the illustration muscles. After a presentation of some of the images I find most memorable, and a few stories of how those images became book contracts (including visuals by Sophie Blackall and Jon Klassen), we will do a number of on-site sketching exercises and interact with fellow illustrators to sharpen visual literacy skills.

5:30–7:00pm

### SCBWI Meet n' Greet Event

Come enjoy appetizers and refreshments while you chat with fellow SCBWI Members, writers, and illustrators, and our guest speaker from Candlewick Press.

# SCHEDULE

## Saturday, September 24

BP Energy & Conference Center

900 E Benson Blvd, Anchorage

PLEASE NOTE: TIMES, BREAKOUT SESSIONS, AND TOPICS SUBJECT TO CHANGE

8:00am		General Registration Opens	
8:15–8:45am		SCBWI Welcome & Opening Remarks with Kristen Nobles	
8:30–8:50am		General Welcome & Opening Remarks	
8:50–9:40am		Keynote Address, Robert Dugoni: Pulling Weeds, One boy's quest to avoid hard work by reading books.	
9:40–9:50am		Break	
9:50–10:50am		Breakout Sessions	
Traditional Publishing: Birch	Self Publishing & Marketing: Alder/Cottonwood	SCBWI & Kidlit: Willow/Spruce	Writing Craft: Fir
<b>1A - Patricia Nelson</b> <i>Rookie Submission Mistakes (and How to Avoid Them)</i> Learn about common pitfalls of queries and first chapters, along with a crash course in best practices for catching an agent's eye.	<b>1B - Kathi Diamant</b> <i>Best Practices to Present Your Book</i> How to Present Your Book to an Audience so They Will Buy It.	<b>1C - Kristen Nobles</b> <i>The Successful Blind Date (or Author Seeks Illustrator)</i> You've written a picture book manuscript and now need to find your other half. An inside look at how manuscripts are paired with illustrators at Candlewick Press.	<b>1D - Tam Linsey</b> <i>Why Should I Care?</i> Writing Characters People Actually Want to Read.
10:50–11:00am		Break	
11:00–12:00pm		Breakout Sessions	
<b>2A - Lane Heymont</b> <i>The Art of the Query</i> Learn what makes a query work, what doesn't, and how to really stand out in that never-ending slush pile!	<b>2B - Susan McBeth</b> <i>Strategic Event Planning and Book Signings</i> How to Plan the Launch of Your Book NOW!	<b>2C - John Weddleton</b> <i>What a Kid Wants</i> Diving into the Sandbox of Manga & Comic Books	<b>2D - Marivi Soliven</b> <i>Native Tongues</i> Blending "The Other" in English Through Dialogue

# SCHEDULE

## Saturday, September 24 *continued*

12:00–1:00pm	Lunch with Conference Faculty Juried Illustrator Portfolio Display and Member Book Sales & Signings		
1:00–2:00pm	Breakout Sessions		
Traditional Publishing: Birch	Self Publishing & Marketing: Alder/Cottonwood	SCBWI & Kidlit: Willow/Spruce	Writing Craft: Fir
<b>3A - CM McCoy</b> <i>Pitch Perfect!</i> Cook your manuscript down to its juiciest bits and tantalize your audience.	<b>3B - Pamela Fagan Hutchins</b> <i>Let's Talk Readers</i> Tips on essential elements to include in your book, how to build and keep a following, and how to convert it to cash.	<b>3C - Kristen Nobles</b> <i>The Illustrator as Illuminator</i> An introduction to what the art department looks for in an illustrator, including visual examples of what works and what doesn't.	<b>3D - Robert Dugoni</b> <i>Playing God; Creating Memorable Characters</i> What is it about certain books that make the characters stay with us for days, or even years?
2:00–2:10pm	Break		
2:10–3:10pm	Breakout Sessions		
<b>4A - Lane Heymont</b> <i>Landing Your Dream Agent, and How to Keep Them</i> Learn how to get an agent, work with an agent, and stay with an agent!	<b>4B - Jenny Fast</b> <i>The Web: Be There or Be Square</i> Touching on blogging basics and the importance of having a social media presence.	<b>4C - Patricia Nelson</b> <i>What's Working in MG &amp; YA Now</i> Tips and tricks for navigating the children's market and writing MG & YA that sells	<b>4D - Kitty Morse</b> <i>Cooking Up Memoirs</i> How to Record Your History, and Others'
3:10–3:20pm	Break		
3:20–4:20pm	Faculty Panel: Robert Dugoni, Pamela Fagin-Hutchins, Patricia Nelson, Lane Heymont, & Tam Linsey		
3:20–4:20pm	SCBWI Panel: Kristen Nobles, CM McCoy, Debbie Miller, & Dan Walker		
4:30–5:00pm	Closing Remarks & Awards		
6:30pm	Turkey Red Restaurant in Palmer: "Taste of Morocco" dinner event with author Kitty Morse (advance registration required)		

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My name is Kellie Doherty. I'm a freelance editor based out of Portland, Oregon.

I specialize in three areas:

Developmental  
Copyediting  
Proofreading

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Check out the rest of my work at:  
<http://editreviseperfect.weebly.com/>

# SCHOLARSHIPS & GRANTS

## **Doris Dearborn Memorial Scholarship**

A full scholarship to the 2016 Conference for Writers and Illustrators has been awarded in memory of Doris J Dearborn (1916-2011) who devoted her life to helping others, especially in Alaskan horticulture. For many years, she grew and sold vegetables and fruit nurtured on a Matanuska Valley farm. Her apple orchard was a late summer draw for many elementary school classes. As with her greenhouses, Doris was as much a teacher as a gardener. She kept copious notes, daily work task sheets, ordered seeds and managed the associated finances. While in her seventies, she wrote a memoir of her life and her late husband's including immediate family, extended family, and genealogy dating prior to the Revolutionary War. The finished work is the result of untold hours of research, combing through letters, photos and ancestral history.

## **Jim & Patti Misko Scholarships**

Patti Misko takes time out from her summer gardening chores to offer scholarships to writers wanting to attend the Alaska Writers Conference. She has been doing this since 2007 and hopes to continue, God willing and the creek don't rise.

## **Marc Cameron Scholarships**

Two scholarships for the 2016 Conference were awarded by Marc Cameron, a USA Today Bestselling author, retired Chief Deputy US Marshal, 29-year law enforcement veteran, and long-time member and Board of Directors member of the Alaska Writers Guild.

## **The Lin Halterman Memorial Grant**

All silent auction proceeds benefit the Lin Halterman Memorial Grant, awarded in memory of Linda L. Halterman, a charter member and the second secretary of the Alaska Writers Guild. An indefatigable worker, she plowed into projects with a focus that was never diverted. Her work continued until one summer day in 2009, when she was diagnosed with cancer and given six months to live. She finished her family legacy, *Journey of a Lifetime*, and fought the issue of cancer with as much determination as she mustered in her other pursuits. In her memory, the Alaska Writers Guild raises funds through our annual silent auction to assist authors in pursuing their writing goals.





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Since 1973, the Alaska Humanities Forum has awarded more than 1,500 grants empowering projects that inform, engage, and connect people across Alaska.

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*Photo by Katie Basile from her project, The Children's Home*



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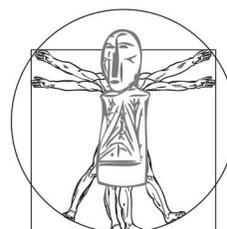


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