

Broadleaf Writers
Association

broadleafwriters.com





Schedule




Saturday, September 23rd

9:00 a.m. – 9:10 a.m.

Introduction

Joe Davich

Executive Director of Georgia Center for the Book




9:10 a.m. – 9:30 a.m.

Welcome

Zachary Steele


Executive Director and Founder of Broadleaf Writers



9:30 a.m. – 10:30 a.m.

Keynote Address

Mary Kay Andrews



10:45 a.m. – 11:45 p.m.


Auditorium

Y'all Gotta Know: Avoiding Clichés and Stereotypes in Southern Writing

Panelists: Mary Kay Andrews, Joshilyn Jackson, Michael Morris

Moderator: Nicki Salcedo

Join three bestselling and award-winning writers of Southern Fiction as they discuss how to craft original Southern characters and stories, and the pitfalls and dangers of writing to stereotype.





Conference Room

Technology, Tools, Apps, and Gadgets to Help You Write

Panelists: JD Jordan, Terra McVoy, John Adcox

Moderator: Alayna Tucker

Ernest Hemingway wrote using paper, several number-two pencils, and a typewriter. Today, he'd be amazed and overwhelmed at the barrage of high-tech writing tools and applications at our disposal. What technology is out there today that can help you? Our panelists will talk about software, websites, apps, and gadgets that help them with a variety of writing activities such as keeping research notes, taking dictation, editing, preparing works for publication, and creating audiobooks.

12:00 p.m. – 1:00 p.m.

Auditorium

One World, One Word: Diversity in Writing


Panelists: Lynn Cullen, Joshilyn Jackson, Soniah Kamal, Laurel Snyder

Moderator: Joe Davich

“It is time for parents to teach young people early on that in diversity

there is beauty and there is strength.” ~Maya Angelou

Join us for a special panel as writers from varying backgrounds offer their thoughts on the need for diversity in writing, and how best to achieve an authentic voice when writing from a cultural vantage that is not your own.



1:00 p.m. – 2:00 p.m.

Lunch

Selections catered by Panera Bread





2:00 p.m. – 3:00 p.m.

Auditorium

Writing for Children and Teens: Finding the “Hook”

Panelists: Terra McVoy, Laurel Snyder, Ricki Schultz

Moderator: Alayna Tucker

From J.K. Rowling, E.B. White, and Judy Blume to John Green and Suzanne Collins, the world of children’s and teen literature is a vast collection of stories that continues to evolve. Is there a common “hook” that captures the attention of readers? How closely should your story touch on real life, and the choices facing kids and teens? Join three writers uniquely positioned to write for younger audiences as they discuss the do’s and don’ts when writing for young readers.

Conference Room

The Villainous Motive: When Being Bad Isn’t Bad Enough

Panelists: Lynn Cullen, JD Jordan, Susan Sands

Moderator: Carmen Slaughter

Light and dark, sun and storms, happiness and anger. For every up there is a down. Without a compelling villain, your hero has nothing to risk. But what truly makes a compelling villain? Writers from across genres discuss the motive of the antagonist, and why your villain must always have a purpose.

3:15 p.m. – 4:30 p.m.

Auditorium

First Pages Critique

Panelists: Victoria Selvaggio, Latoya Smith, John Adcox

Moderator: Nicki Salcedo



The first page is an introduction to your story, and to your writing. To catch the eye of an agent, your first page has to be ready. Join three agents across a broad spectrum of publishing—nonfiction, kid lit, erotica, sci-fi, romance, women’s fiction—as they listen to and critique your first pages. Which pages will tantalize and intrigue? Gain invaluable insights from their gentle criticism, and learn how to craft a killer first page!



Sunday, September 24th

9:00 a.m. – 9:10 a.m.

Welcome Back

Zachary Steele

Executive Director and Founder of Broadleaf Writers



9:15 a.m. – 10:15 a.m.

Workshop

Show or Tell: Making Every Word Count in

Your Word Count

Conveying emotion and creating a sense of empathy for your characters is vital. Your reader seeks the connection, agents and editors hunt for it, and your story is nothing without it. Yet, you can’t simply *tell* your reader what your character is feeling. You have to *show* it. Join Broadleaf Writers’ Founder and Executive Director Zachary Steele for a workshop and discussion on finding the right words and how to bring the most out of your characters without *telling* your reader a single thing. Bring a pen and paper, or a laptop or tablet (and perhaps some coffee)! It’s time to write!





10:30 a.m. – 11:30 a.m.

Auditorium

World Building

Panelists: Mary Kay Andrews, Michael Morris, Susan Sands

Moderator: Ian Campbell

Your world is the place in which your characters—and readers—will live and spend all their time. Is it vivid or vague? Fascinating or faulty? Learn the essential elements of crafting your perfect world—whether you set your stories in a fantasy landscape or right here on planet Earth. From history to geography to culture, our panelists will share their tips, advice, and secrets on how to create a world that lives and breathes on the page.

Conference Room

Keeping it Short & Sweet: Tips on writing Essays, Short Stories, and Other Short Pieces

Panelists: Soniah Kamal, Colleen Oakley, Laurel Snyder

Moderator: Mauree Culberson

You may have heard the classic quote “If I had more time, I would have written a shorter letter.” Short pieces seem easy. But they require a lot of hard work, craft, and art—especially if you want to get published in the hypercompetitive world of magazines and literary journals. Our panelists will talk about how they craft short pieces and how you need to approach them differently than longer pieces.



11:45 p.m. – 12:45 p.m.

To Outline or Not to Outline: That is the ... Argument

Panelists: Lynn Cullen, Joshilyn Jackson, Susan Sands

Moderator: Suzanne Van Atten

Few writing topics raise more questions and create more debates than the subject of outlining. Should you, or shouldn't you? Join our panelists for a lively discussion on their approaches to outlining, and whether outlining helps or hinders a work in progress.

Conference Room

The Life and Lessons of the Debut Author

Panelists: JD Jordan, Ricki Schultz

Moderator: Lauren Vogelbaum

After years of toiling in the dungeons of writing purgatory, the long-awaited day of publication has arrived. Now what? Two debut novelists discuss the changes being a published author has brought into their writing and personal lives, what they've learned, and what they would have done differently.

12:45p.m. – 1:45 p.m.

Lunch

Selections catered by Panera Bread



2:00 p.m. – 3:00 p.m.

Auditorium

Crossing the Editing Chasm: Getting From First Draft to Publication

Panelists: Mary Kay Andrews, Soniah Kamal, Michael Morris

Moderator: Suzanne Van Atten

Many writers enjoy writing their first drafts but stall out during the editing phase. Excited about publishing, they often submit or self-publish manuscripts that simply aren't ready. Our panelists will talk about the giant but crossable editing chasm every writer faces—full of heavy self-editing, beta readers, professional editors, and working with agents before they feel your manuscript is ready. No matter the path of your manuscript, these editing tips will increase your chances of getting read by a wider audience.

Conference Room

Voice Lessons: Finding Your Voice Amongst Millions of Voices

Panelists: Terra McVoy, Colleen Oakley, Ricki Schultz

Moderator: Lauren Vogelbaum

What is an “original” voice? How can a writer find theirs in an industry with millions of voices? Can a writer's voice benefit from reading a draft aloud? Three writers who excel in creating a memorable voice to their work offer their thoughts on how to best create a voice that befits your story.



3:00 p.m. – 4:15 p.m.

Auditorium

Rejected: Mistakes That Drive Agents Crazy

Panelists: Victoria Selvaggio, Latoya Smith

Moderator: Zachary Steele

Getting too many rejections? Do you know the writing mistakes that will instantly send your manuscript into the garbage heap? Despite the potential of your writing, certain basic writing mistakes make your manuscript a non-starter for agents and editors. To avoid these elementary mistakes, learn from our panel of accomplished agents and editors who will give you the inside scoop.

4:15 p.m. – 4:30 p.m.

Closing Remarks

Zachary Steele

Broadleaf Writers Association

Board of Directors & Conference Committee

Zachary Steele, Executive Director

Bill Bridges

Collin Kelley

Yong Takahashi

Kevin Howarth

Benjamin Carr

Matt Franklin

Will Young

Moderators

Ian Campbell

Mauree Culberson

Joe Davich

Alayna Tucker

Nicki Salcedo

Carmen Slaughter

Suzanne Van Atten

Lauren Voglebaum



Speakers

Keynote Speaker



Mary Kay Andrews is the *New York Times* bestselling author of 24 novels including *The Weekenders*, *Beach Town*, *Ladies' Night*, *Summer Rental*, *Deep Dish* and *Hissy Fit*. After a 14-year career working as a reporter at newspapers including *The Savannah Morning News*, *The Marietta Journal* and *The Atlanta Journal-Constitution*, where she spent the final ten years of her career, she left journalism in 1991 to write fiction.



New York Times Bestseller **Joshilyn Jackson** is the author of seven novels and a novella: *The Opposite of Everyone*, *Someone Else's Love Story*, *Gods in Alabama*, *Between*, *Georgia*, *The Girl Who Stopped Swimming*, *Backseat Saints*, *A Grown-Up Kind of Pretty*, and the novella *My Own Miraculous*. Her books have won SIBA's novel of the year, three times been a #1 Book Sense Pick, twice won Georgia Author of the Year, and three times been shortlisted for the Townsend prize.



Michael Morris is the bestselling author of the award winning novel, *A Place Called Wiregrass*, and *Slow Way Home*, named one of the best novels of the year by *The Atlanta Journal-Constitution* and the *St. Louis Post-Dispatch*. *Publishers Weekly* named *Man in the Blue Moon*, a best book of 2012. Morris's essays have appeared in the *Los Angeles Times*, *The Dallas Morning News* and the *Minneapolis Star-Tribune*.



Colleen Oakley's debut novel *Before I Go* was a *People Magazine* Best New Book Pick in January 2015, an *Us Weekly* "Must" Pick, and a *Publisher's Lunch Buzz Book*. Formerly the senior editor of *Marie Claire* and editor-in-chief of *Women's Health & Fitness*, Colleen's articles, essays, and interviews have been featured in *The New York Times*, *Ladies' Home Journal*, *Marie Claire*, *Women's Health*, *Redbook*, *Parade*, and *Martha Stewart Weddings*.



Ricki Schultz is the author of *Mr. Right Swipe*, published June 2017 by Grand Central Press. A teacher, speaker, editor and writer, Ricki earned a B.A. in English and an M.Ed. in Secondary Education from John Carroll University in Cleveland, Ohio.



JD Jordan an award-winning designer, design educator, and historian. When he's not operating the design agency, J+E Creative, he's working a scuff thriller and a sequel to his debut novel, *Calamity*.



A self-described late-bloomer, **Susan Sands** began writing on her fortieth birthday. Her first Southern women's fiction title, *Again, Alabama*, was published a mere eight years later, with the second, *Love, Alabama*, and her latest, *Forever, Alabama*, following closely behind. She now creates stories about the quirky characters and fascinating relationships that are uniquely Southern.



Soniah Kamal is a Pushcart Prize nominated essayist and fiction writer. Her debut novel *An Isolated Incident* was a finalist for the Townsend Award for Fiction, the KLF French Fiction Prize, and is an Amazon Rising Star pick. Soniah's work is or will appear in *The New York Times*, *Tedx*, *The Guardian*, *Catapult*, *The Missing Slate*, *BuzzFeed*, *The Atlanta Journal Constitution*, *Huffington Post*, *Literary Hub*, *The Rumpus*, *The Normal School*, *Arts ATL* and more.





Laurel Snyder is the author of many books for children. Her most recent titles include *Orphan Island*, *Charlie and Mouse*, and *The Forever Garden*. A graduate of the Iowa Writers' Workshop, she also sometimes writes essays and poetry for adults. Find her online at laurelsnyder.com or follow her on Twitter @laurelsnyder.



Terra Elan McVoy is the author of eight novels for young people, including *This is All Your Fault*, *Cassie Parker*, and the Edgar Award finalist *Criminal*. She has taught both adults and young people in a variety of courses, including the Yale Writers Workshop, Smith College Young Women's Writing Workshop, The Atlanta Young Writers Institute, and Agnes Scott College's Agnes Writes program, among others. You can learn more about Terra and her books at terraelan.com.



Lynn Cullen has lived in Atlanta for the past 33 years. Her novel, *Mrs. Poe*, a national bestseller, has been named a Book of the Week by *People Magazine*, a Target Book Club Pick, an NPR 2013 Great Read, an Indie Next List selection, the book of the month at Costco, an Oprah Book of the Week, and Best of 2013 by *Atlanta Magazine*. Her most recent novel, *Twain's End*, was a Townsend Prize finalist, and was featured, as was *Mrs. Poe*, in the *New York Times Book Review* Shortlist.



Zachary Steele is the author of *Anointed: The Passion of Timmy Christ*, *CEO and Flutter: An Epic of Mass Distraction*. He has been featured by NPR, *The Atlanta Journal-Constitution*, *Publishers Weekly*, *Baby Got Books*, *Shelf Awareness*, and was nominated for the 2010 Sidewise Award for Alternate Fiction. Currently, he is hard at work finalizing *The Fallen Hero*, a middle-grade fantasy, while at work on his next project, *Ashes*. You can follow his ramblings on writing and life at zacharysteele.com/.





Before joining the L. Perkins agency, **Latoya C. Smith** was an editor for over thirteen years working at publishing houses such as Kensington Publishing, Hachette Book Group, and Samhain Publishing.

Latoya is seeking romance, erotica, erotic fiction, women's fiction, women's thriller, LGBTQ romance and erotic fiction, along with advice/how-to/memoir submissions. Latoya tends to shy away from sci-fi/fantasy, historical, steam-punk, and urban fantasy, however if she happens to fall in with projects within those genres, she is happy to represent them.



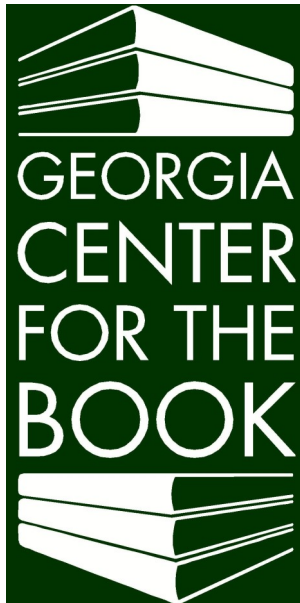
Victoria A. Selvaggio (The Jennifer De Chiara Literary Agency) served as a Regional Advisor for SCBWI: Northern Ohio, with over 9 years of actively working on the executive board. Drawn to the publishing scene first as an author, with her most recent publication in the 2015 Children's Writer's and Illustrator's Market, Vicki's passion for honing the craft carried over into reading manuscripts for the agency. Currently, Vicki is looking for "board books, picture books, chapter books, middle grade, young adult, new adult, and adult. I am also interested in fiction and non-fiction in all genres. I especially love thrillers and all elements of weird, creepy stuff. If it's out of the box, and it will make me think and think, long after I'm done reading, send it to me. On the flip side, I yearn for books that make me laugh, cry, and wonder about the world."



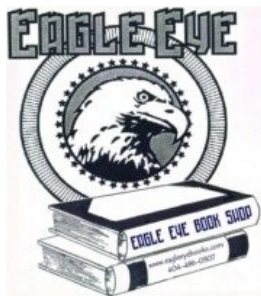
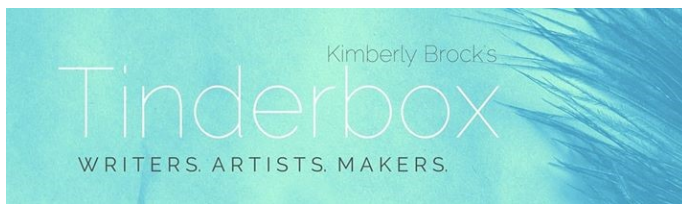
Over the course of a 20-year career in advertising, marketing, and new media **John Adcox** has held a number of titles including Executive Producer, Vice President of Digital Media, Creative Director, Vice President of Marketing and Creative Services, and CEO. A few of his clients have included AT&T, Mercedes-Benz, Holiday Inn, Coca-Cola, UPS, SCANA, AutoTrader.com, Time Warner, Disney, Delta Airlines, 3M, Ford, and many more.

John is now concentrating on storytelling—he is the author of *Blackthorne Faire* and has a screenplay and TV pilot in development—and maintains a laser focus on Gramarye Media and its film and television content development and production arm.

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