

## Conference Schedule

### **FRIDAY, May 31**

- 2:00 – 6:00 pm WisRWA Board Meeting  
3:00 – 5:00 pm Registration & Hotel Check-in  
5:30 – 6:45 pm Dinner buffet  
6:45 – 7:00 pm WELCOME  
7:00 – 8:00 pm **OPENING GENERAL SESSION**  
The Power of Emotive Conflict  
Speaker: DiAnn Mills  
8:15 – 9:00 pm **AGENT/EDITOR PANEL**  
9:15 – 10:00 pm WisRWA's GOT TALENT

(one page public critiques – to be turned in at check-in; will be taken in order received)

### **SATURDAY, June 1**

- 7:00 – 8:30 am Breakfast buffet  
8:30 – 8:45 am **ANNOUNCEMENTS**  
8:45 – 11:45 am **GENERAL SESSION**  
Story Mastery Part 1  
Speaker: Michael Hauge  
12:00 – 1:45 pm WisRWA AWARD LUNCHEON  
2:00 – 3:00 pm **AFTERNOON WORKSHOPS**

#### **(SELECT ONE)**

- \_\_\_\_\_ Novel, Screenplay...or Both? - Michael Hauge  
\_\_\_\_\_ Firecracker Backstory - DiAnn Mills  
\_\_\_\_\_ Public Speaking for Authors - Laura Breck  
\_\_\_\_\_ Turn Those Research Hours into Dollars - Loree Lough

- 3:15 – 5:00 pm **BOOK-SIGNING EVENT**

#### **OPEN TO THE PUBLIC**

- 5:00 – 9:00 pm Dinner on Your Own  
9:00 – 10:00 pm WisRWA **AFTER DARK** WORKSHOPS

#### **(SELECT ONE)**

- \_\_\_\_\_ Writing for Harlequin Heartwarming - Loree Lough  
\_\_\_\_\_ Writing Sexy Sex Scenes - Laura Breck

### **SUNDAY, June 2**

- 7:00 – 8:30 am Breakfast buffet  
8:30 – 9:00 am State Of WisRWA  
Anne Parent, WisRWA President  
9:00 – 12:00 pm **GENERAL SESSION**  
Story Mastery Part 2  
Speaker: Michael Hauge

-----Conference Adjourns 12:00 Noon-----

## **Agent / Editor Appointments**

If you would like an agent/ editor appointment(s) choose two(2) and number in order of preference. Every effort will be made to accommodate your first choice. Second appointments will be given on available first come, first served basis.  
(Pitch appointments will be held on Saturday from 9:00 am – 4:00 pm)

### **Literary Agents / Editors**

- \_\_\_ Mary Sue Seymour, Seymour Agency
- \_\_\_ Laura Bradford, Bradford Agency
- \_\_\_ Sarah Younger, Nancy Yost Agency
- \_\_\_ Elizabeth Poteet, St. Martins Press
- \_\_\_ Julie Skervan, Red Rose Publishing
- \_\_\_ Cheryl Yeko, Soul Mate Publishing

### **Consultants**

#### YA & Flash Fiction Authors' Consultant

*Conference attendees may sign up for 15 minute consultations in addition to their editor and/or agent appointments.*

- \_\_\_ Travis Thrasher, YA Authors' Consultant
- \_\_\_ Ben Erlichman, Flash Fiction Consultant

***Note: You will receive an email confirmation along with agent/editor appointment time PLUS a 20% Off Spa Services coupon with your registration!***

Hotel (separate reservation required!)  
Call: 1-800-558-9573 to book your room  
\$99 per night per room: Mention WisRWA to get this discounted rate  
Online Reservations: <http://www.olympiaresort.com>

## Conference Registration Form

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone # \_\_\_\_\_

Email \_\_\_\_\_

WisRWA Member \_\_\_ Yes \_\_\_ No

**Conference Fees:**

**\$160 – WisRWA Members**

**\$200 – Non-members**

**Literacy Fundraiser Basket Raffle Tickets**

15/\$10    30/\$20    50/\$30

Total # of \_\_\_\_\_ Raffle Tickets

\_\_\_\_\_ WisRWA authors wishing to participate in the Book-Signing for Literacy on Saturday afternoon (fee \$5.) Authors must bring their books and take care of their own returns.

Raffle Tickets \$ \_\_\_\_\_

Book Signing for Literacy Participant \$ \_\_\_\_\_

Registration Fee \$ \_\_\_\_\_

**TOTAL AMOUNT ENCLOSED**      \$ \_\_\_\_\_

Mail registration form and check or money order to  
Anne Parent,  
WisRWA Conference Chair  
3731 North Bay Drive  
Racine, WI 53402

*Registration Deadline: May1, 2013*

*A \$10 late fee will be assessed after May1, 2013.*

*A \$25 fee will be charged for all NSF checks.*

*Please Note: In the event of attendee cancellation, notice must be made by 5/21/13.*

**Questions? Contact Anne Parent (aparent@me.com)**

## *Presenters' Bios and Workshop Descriptions*

### **Michael Hauge**

MICHAEL HAUGE is a story consultant, author and lecturer who works with screenwriters, novelists, filmmakers, executives and film funding agencies both in Hollywood and around the world. He has coached writers, producers, stars and directors on projects for every major studio and network, most recently I AM LEGEND, HANCOCK and THE KARATE KID for Overbrook Entertainment, MASTERS OF THE UNIVERSE for SONY, and MORTAL INSTRUMENTS: CITY OF BONES for Constantin Film and Screen Gems.

Michael is the best selling author of *Selling Your Story in 60 Seconds: The Guaranteed Way to Get Your Screenplay or Novel Read*, as well as the new 20<sup>th</sup> Anniversary Edition of his classic book *Writing Screenplays That Sell*.

Michael will present his Story Mastery series, parts 1 & 2, for the general assembly on Saturday and Sunday morning. He will also present a Saturday afternoon workshop.

In addition, Michael will take private appointments once the conference adjourns on Sunday afternoon.

Find out more about Michael at [www.storymastery.com](http://www.storymastery.com)

#### General assembly workshop (8:45am - 11:45am Saturday): **STORY MASTERY PART 1**

The key to great storytelling is the ability to combine the protagonist's outer journey of achievement with a deeper inner journey of transformation. In this first installment of his two-part workshop, Hollywood Script Consultant and story expert Michael Hauge will use both movies and romance fiction to reveal the essential elements of any successful story, his 6-Stage approach to structuring the Outer Journey, the most powerful methods for creating empathy with your hero and heroine, and provide an invaluable template for defining your story concept.

#### Saturday afternoon workshop (2:00pm - 3:00pm): **NOVEL, SCREENPLAY, or BOTH?**

Have you ever considered adapting one of your novels into a screenplay? Do you wonder whether your new story concept would have better success as a movie? Or would you like to know what story elements would make the film rights to your novel appealing to the film industry? Then you will want to hear Hollywood Script Consultant Michael Hauge discuss the key elements that turn a story into movie material, why most romance fiction is never adapted into film, and how to decide whether creating your own screenplay is a journey you want to take.

#### General assembly workshop (9:00am - 12:00pm Sunday): **STORY MASTERY PART 2**

Michael Hauge continues his exploration of the Hero's 2 journeys by revealing the elements of the inner journey: longing and need; wound and fear; identity and essence. You will learn to employ inner conflict to add depth to your story and to seamlessly intertwine the structure of the outer and inner journeys. Most important, these tools and principles will enable you to create compelling love stories that are romantic, believable, emotionally gripping and commercially successful.

## **DiAnn Mills**

Bestselling author DIANN MILLS creates action-packed, suspense-filled novels. Her titles have appeared on the CBA and ECPA bestseller lists and have won placements through the ACFW and Inspirational Reader's Choice awards. DiAnn won the Christy Award in 2010 and 2011. She is a founding board member of ACFW.

Find out more DiAnn at [www.dianmills.com](http://www.dianmills.com)

### **Friday Night general assembly workshop (7:00pm - 8:00pm): THE POWER OF EMOTIVE CONFLICT**

Novels are about confrontation and that involves stress, conflict, and tension. These necessary ingredients are impossible to incorporate unless the writer fills the pages with character emotions – those emotions constantly in conflict. Discover how to balance your story with powerful conflict.

### **Saturday afternoon workshop (2:00pm - 3:00pm): FIRECRACKER BACKSTORY**

Backstory is defined as all the events of a character's life before chapter one, line one of a story. Learn how to use backstory to create unique characters and exciting plot twists - and launch you onto the bestseller list. Hands-on fun!

## **Loree Lough**

Best-selling author LOREE LOUGH has 4 million books in circulation (fiction and non-fiction for kids and for adults). Three of Loree's novels have been optioned for movies and more of her books are slated for release in 2013.

Find out more about Loree at [www.loreelough.com](http://www.loreelough.com)

### **Saturday afternoon workshop (2:00pm - 3:00pm): TURN THOSE RESEARCH HOURS INTO DOLLARS**

During the first half of this interactive workshop, award-winning author Loree Lough will show you how she earned \$22,945.00 (over a 2-year period) writing articles based on research and interviews from just one of her 100 published novels. During the second half, she'll use examples from *your* research to suggest ways you can do the same! (Handouts provided.)

### **WisRWA *After Dark* workshop (9:00pm - 10:00pm): WRITING FOR HARLEQUIN HEARTWARMING**

Multi-published, award-winning author Loree Lough helps define the needs and requirements of Harlequin's new "Heartwarming" line by explaining what type of stories the editors have contracted...and why. (Handouts provided.)

## **Laura Breck**

Minnesota author, LAURA BRECK says, “One of the primary goals of my writing is to give readers a world into which they can escape the stress of life. And a fun read for lounging on the beach or cuddling up with a blanket and a cup of tea. ~Smart Women ~Sexy Men ~Seductive Romance.”

Laura will be teaching a workshop on Saturday afternoon called “Public Speaking for Authors” and a WisRWA *After Dark* workshop called “Writing Sexy Sex Scenes.”

For more about Laura, go to [laurabreck.com/](http://laurabreck.com/)

### **Saturday afternoon workshops (2:00pm - 3:00pm): PUBLIC SPEAKING FOR AUTHORS**

In this interactive workshop, writers will be taught exercises developed for actors to loosen the vocal cords, as well as techniques used by Toastmasters to relax the mind. She will address the most common misconceptions about public speaking, and give the participants the skills and the confidence to become better, more effective presenters. Speaking exercises during the workshop will give each writer a chance to practice these newly learned techniques.

### **WisRWA *After Dark* workshop (9:00pm - 10:00pm): WRITING SEXY SEX SCENES**

Keep your readers engrossed in your stories by creating love scenes that are romantic, emotional, and sensually descriptive. In this interactive, hands-on workshop, we will focus on: 1) building sexual tension throughout your book, 2) producing physical love scenes and climaxes that are emotional, unique, and unforgettable, and 3) ways to give your readers the impact they crave during the quiet moments of afterglow snuggling. You'll learn to ask yourself two easy questions as you write, and the answers to these questions will make every scene emotionally gripping, sensually gratifying, or both!

## *Fiction Consultants*

### **Travis Thrasher**

TRAVIS THRASHER is the author of over 20 works of fiction in a variety of genres. He has collaborated with musicians and filmmakers. His stories all feature broken characters on journeys toward redemption. Upcoming books for 2013 include the novelization of *Home Run* and *Are You Gonna Kiss Me Or Not?* co-authored with the band Thompson Square. Travis and his wife, Sharon, live in a suburb of Chicago and have three daughters.

Find out more about Travis at <http://www.travisthrasher.com/>

Travis will be taking consultations (15 minutes each) with writers interested in YA fiction.

### **Ben Erlichman**

BEN ERLICHMAN is the founder and executive editor of *Splickety Magazine*, which publishes flash fiction stories of 1,000 words or less and has featured best-selling authors Brandilyn Collins and Robert Liparulo. Future issues will host Eva Marie Everson, Susan May Warren, James L. Rubart, DiAnn Mills and others.

Find out more about *Splickety Magazine* on its Facebook page located at [www.facebook.com/SplicketyMagazine](http://www.facebook.com/SplicketyMagazine)

Connect with Ben online at [www.facebook.com/ben.erlichman](http://www.facebook.com/ben.erlichman)

## *Professional Photographs*

### **Danah Zoulek Photography**

DANAH ZOULEK will be at the conference on Saturday June 1st, taking professional head-shots that writers can use for their business cards, web pages – and more. Talk to Danah about designing your next book cover!

Walk-ins welcome, but to ensure you get an appointment sign up early on Danah's website at <http://www.danahzoulek.com>. Click on the EVENT tab  
Or call: 262-720-8570