

Marketing Mavericks

Conference Schedule

(Note: All information subject to change)

Friday, October 24

- 8:00-8:30 am – Registration for tour
- 8:30-1:30 pm – Tour of the Alamo, Menger Hotel, the Riverwalk and La Villita
- 10:00-11:00 am – Early Registration
- 10:30 -12:00 pm – **Veteran Writers Talk About How They Got Published**
- 1:00-6:00 pm – Regular Registration
- 2:00-2:15 pm – Welcome by WWW President Kathleen Ernst
- 2:15-3:30 pm – **Are You Really Ready to Pitch?**
–Mike Farris, Farris Literary
- 3:30-5:15 pm – Agent/Editor Appointments
- 3:45-5:15 pm – **Walk on the Wild Side, Journaling to Tell Your Personal Story** – Waynetta Ausmus
- 5:15-5:30 pm – Green Dots meeting for first time conference attendees
- 6:30-10:00 pm – **Networking Reception** – Buffet/ Cash Bar. Short Story Competition Winner announced / WILLA Readings

Saturday, October 25

- 7:30 am – CONTINENTAL BREAKFAST
- 8:00 am – Registration
- 8:15 am – Greetings and introductions by WWW President Kathleen Ernst

8:30-10:30 am – **Meet the Agents, Editors & Publishers**, with Mike Farris, Stefanie Von Borstel, Ron Chrisman, Lee Emory, Mark Stepp and others

9:00-6:00 pm – Bookstore Open, The Twig

10:30-10:45 am – BREAK

10:45-12:00 pm – **Getting Books Made Into TV Shows and Movies**, with David W. Balsiger, Grizzly Adams Productions

12:15-2:00 pm – WILLA FINALISTS LUNCHEON: Jacque Boyd, WILLA Chair; Keynote Speaker, **Waynetta Ausmus**, “Storytelling, Writing Out Loud”

2:00-2:15 pm – BREAK

2:15-5:30 pm – Editor and Agent appointments

2:15-3:45 pm – CHOOSE YOUR WORKSHOP

Writing Small Town & Regional Histories – Velda Brotherton, Gail Jenner, Cynthia Leal Massey

What’s New in the Children’s/Young Adult Market – Diana Lopez & Stefanie Von Borstel

What’s New In Electronic Publishing - Carol Buchanan

3:45-4:00 pm – BREAK

4:00-5:30 pm – CHOOSE YOUR WORKSHOP

Taking the Mystery Out of Writing Historical Mysteries – Donis Casey, Ann Parker, Florence Weinberg

Putting the Creative in Nonfiction – Julianne Couch & Irma Ned Bailey

Marketing Mavericks – Lee Emory

5:30 – 6:00 p.m. WILLA Book Signing

7:00-10:00 pm – WILLA WINNERS BANQUET: Jacque Boyd, WILLA Chair; Keynote Speaker, **Elizabeth Crook**, “Plundering the Past With A Clean Conscience”

Sunday, October 26

7:30 am – CONTINENTAL BREAKFAST

8:00-10:00 am – **Everything You Ever Wanted to Know About WWW**: Annual Business Meeting with President Kathleen Ernst, and introduction of new 2009 board members

10:00-10:15 am – BREAK

10:15-11:30 am – **Veteran Writers Talk About How They Got Published**

Conference Adjourns

HOTEL RESERVATIONS

Book your room by September 23 to assure room availability and our rate of \$113/single or double. Rates good for two days prior and two days after meeting dates. Call Central Reservations at 1-800-843-6664, or book via the hotel web site:
<http://www.omnihotels.com/FindAHotel/SanAntonio/MeetingFacilities/WomenWritingtheWest08AnnualConference10.aspx>

Complimentary round-trip transportation to and from the airport on the Omni Hotel courtesy van. Those driving to the conference will find free, on-site self-parking.