

Saturday, September 30 - Workshop Tracks

CCWC	9:00 - 10:00 am	10:15 - 11:15 am	11:30 am - 12:30 pm	12:30 - 1:45 pm	2:00 - 3:00 pm	3:15 - 4:15 pm	4:30 - 5:30 pm	8:00 - 10:00 pm
Track	Workshops	Workshops	Workshops	Lunch	Workshops	Panel	Keynote	Special Event
Beginning Writing	Michael Stackpole - 21 Days To A Novel	Ed Cobleigh - Why Do We Write?	Eldonna Edwards - The Hook: Make A Promise To Your Reader (And Keep It!)	Buffet Lunch - Dine with Your Favorite Teacher. (Add on price of \$18) A literary theme based meal made by the amazing ChipWrecked. Featuring flavored chips, salads and sandwiches for everyone. Dessert and flavor infused water included.	Mary Weber - Writing Tips For New Writers	Find Your Courage Here Natalie Obando-Desai, Michael Stackpole	Jean Steel - Run Wild Do you know we can prime our brains to focus on positivity? That the outcome of each day often depends on the choices we make? We know happiness is an inside job – it is our decisions on how we live our life that determines our personal and professional success. As a writer, you may spend time in creating someone else’s journey; it is now time to learn how to write your own! Changing attitudes, taking responsibility, making authentic choices, and finding inspiration are not always easy. With an engaging mix of personal experiences, real life examples, and surprising facts, Jean shares her tips on becoming positive and shows us how to step up, run wild and live our precious lives to their fullest.	George Saunders Keynote at Cal Poly (Add on price of \$TBD) The beloved cult author known for surreal short stories about American nuttiness — is the master of joy bombs: little explosions of grin-stimulating genius that he buries throughout his deeply thoughtful, endlessly entertaining flights of imagination. His fourth story collection, Tenth of December, brims with laboriously constructed nuggets that will make you beam with unmitigated glee. . . . an irresistible mix of humor and humanity. George was selected by Entertainment Weekly as one of the 100 top most creative people in entertainment, and by The New Yorker in 2002 as one of the best writers 40 and under. In 2006, he was awarded both a Guggenheim Fellowship and a MacArthur Fellowship. In 2009 he received an Academy Award from the American Academy of Arts and Letters. His novel <i>Lincoln In The Bardo</i> is out now and taking the country by storm.
Marketing	Dakota Shane - From Facebook To Forbes: How To Use Social Media To Get Your Writing Featured On Major Publications	Kendra Aronson - Self Publishing From Scratch	Ed Cobleigh - How To Not Go Broke Writing		Eldonna Edwards - I Wrote A Novel, Now What?	Finding and Interfacing With Fans Dakota Shane, Mary Weber, Jay Asher		
Poetry	Matthew Woodman - “Be-Mused”: Designing Exercises And Experiments To Spark Inspiration And Imaginative Writing	Kevin Clark - To Go Slow Or To Go Fast: Elegy And Velocity In Our Poems	Kim Addonizio - Getting The Blues In Poetry		Peter Dunne - Why Am I Me? Legacy And Mystery	The Strength In Memoir Kim Addonizio, Peter Dunne, Eldona Edwards		
Creativity	Jay Asher - No Book Marks Allowed	Mary LoVerde - You Can Do It Too	Chantelle Aimee Osman - The Keys To Courage		Raymond Mullikin - Creative Writing Exercises	Ways to Wake Up The Muse Chantelle Aimee Osman, Raymond Mullikin, Jonathan Maberry		
Agents and Editors	Lisa Abellera - Getting More Out Of Social Media: New Ways To Query And Pitch Your Book	Mary C. Moore - Commercial Fiction: Polishing Your Prose To Make It Submission Ready	Carlisle Webber - The Dreaded Query Letter		Ken Sherman - Moving Your Book To Film And Television	Getting The Most Out Of Your Agent Mary Moore, Carlisle Webber, Lisa Abellera		
Publishing	Brain Talley - Self Publishing Journey	Natalie Obando-Desai - Get Your Book Published!	Greg Fields & Bill Evans - Publishing The First One		Doug Richardson - Publishing? Now You Have Choices. Traditional Versus Self-Publishing.	Self Publish Vs Traditional Publishing Brian Talley, Bill Evans, Greg Fields		
Writing for Screen	Ross Brown - Principles Of Good Dialogue	Jeanne Veillette Bowerman - Navigating Hollywood From Outside Of L.A.	Ross Brown - Character, Character, Character		Michael Stackpole - Build And Break Some Characters	Creating Stunning Dialog Jeanne Veillette Bowerman, Ross Brown, Doug Richardson		
Making Money with Words	Ken Sherman - The Business Of Writing For Screen, Television, And The Book Industries	Jonathan Maberry - Writing And Selling Short Stories	Jamie Lewis - Mother Tongue: The Parent As Writer		Kendra Aronson - Pre Order Campaign On Kickstarter	Anthologies, Magazines and Blogs Kendra Aronson, Jamie C. Lewis		
Characters	Paul T. Scheuring - The Creative Spirit Behind Creative Writing	Diane Drake - Keys To Creating A Sympathetic Hero	Paul T. Scheuring - Writing For The Screen		Marilyn Atlas - Crafting Authentic Vs. Cardboard Characters: Operating From Multiple POV	Creating Lasting Characters Marilyn Atlas, Diane Drake, Paul T. Scheuring		