

## Make Plans Now To Attend

This **FWF** event offers **FWA** members and non-members the opportunity to learn from

### **The Best of the Best**

All workshops will be held October 21, 2010

at **The Orlando Marriott, Lake Mary**

1501 International Parkway

Lake Mary, Florida 32746

Toll-free 1-800-380-7724

**Early Bird Registration: until 8/31**

**FWA** members - \$90.00 Non members - \$110.00

**Late Registrations: 9/1 or after**

**FWA** Members - \$110.00 Non Members - \$130.00

Registration fee includes: 2 Snack Breaks, Buffet Lunch and applicable workshop handouts

Registration fees are considered a donation to

**FWF**, 501(C)3 Charitable Foundation

Attendees receive a letter to that effect

(No refunds for any reason)

**Class Sizes Are Limited So Register Early**

All workshops run from 9 a.m. until 5 p.m. except

Molli's, which will run from 10 a.m. until 5 p.m.

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Name \_\_\_\_\_

Address \_\_\_\_\_

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

FWA Member [ ] Non FWA member [ ]

Make checks payable to FWF. Mail fee and form to:

PO Box 66069, St. Pete Beach, Fl. 33736 - 6069

### **Workshop Selection:**

1st choice \_\_\_\_\_

2nd choice \_\_\_\_\_

For Questions Contact Chrissy Jackson at

ChrissyJ@earthlink.net

## **We Are**

### *The Florida Writers Foundation, Inc.*

a 501(c)3 non-profit corporation specifically formed to promote literacy, as well as enhancing the writing skills of children, youth, and adults. Our volunteers have already started to make a difference by visiting elementary schools for reading days, sponsoring poetry contests, donating books to under-privileged schools, and contributing funds to middle school writing contests. We partner with Lawyers for Literacy, the Florida Writers Association, Friends of the Library, and the Florida Literacy Coalition on some of these projects. One exciting new project is FWF's "Meet the Authors" video series that we will be giving to the Florida Department of Education to help encourage reading and writing among our Florida students.

President - Karen Lieb

Vice President- Chrissy Jackson

Secretary - Shara Smock

Treasurer - Anne Linne

Florida Writers Foundation, (FWF)

3432 Pheasant Court

Melbourne, FL 32935

IRS 51-0659615 - Fl Reg. CH24950



*Florida Writers Foundation, Inc.*

**PRESENTS**

**2nd Annual FWA Pre-conference**

**Full Day Writer's Workshop**

**October 21st, 2010**

**Orlando Marriott Lake Mary**

**Lake Mary, Florida**

**Industry professionals**

**share the secrets**

**that bring success**

**From concept to completion**

**\* Novels - Screenplays**

**\* Securing an agent**

**\* Marketing & Promotion**

**\* Social Networking Tools**

**Learn from the best**

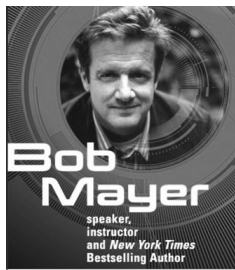
**during this full day**

**Intensive Learning Experience**

## Warrior Writer

This workshop focuses on educating and turning fiction and non-fiction writers into authors. Warrior Writer is a holistic

approach encompassing goals, intent, environment, personality, change, courage, communication and leadership, giving the writer a road map to become a successful author. Warrior-Writer fills a critical gap in the publishing industry paradigm. While there are numerous workshops focused on just the writing, this is the only one focusing on the strategies, tactics and mindset a writer needs to develop in order to be a successful author. A West Point grad, Bob Mayer is in demand as a team-building, life-change, and leadership speaker and consultant. With 40 books published and more than 3 million in print, he is a NYT Best Selling Author, Special Forces A-Team leader and teacher at the JFK Special Warfare Center and School.



## From Query to Pitch

Former publisher, Time-Life editor and five-time published author, **Molli Nickell** will teach two sessions. The morning session will help writers organize and write the first draft of your query letter. The afternoon session helps you turn your query into a



verbal "pitch" for agents/acquisition editors/publishers.. You'll need both skills for meetings with industry professionals at the conference and beyond. Taught by Molli Nickell, former publisher and Time-Life editor, now Director of the Get Published Now Online Academy: helping writers become authors. [www.getpublishednow.biz](http://www.getpublishednow.biz). Molli has over 25 years of experience—come learn from the best of the best!

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## How and Why to use Social Networking Tools

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### Novel in a Day

*Writers today face an uphill climb with fierce competition and a steep learning curve. There is no magic wand, but by learning the basic techniques for crafting a novel, the beginning writer can quickly flatten the learning curve.*



Award winning novelist, Vic DiGenti packs a year's worth of learning into a day-long, interactive session filled with practical advice and solid instruction. This workshop provides beginners and more advanced pros with new insights and the tools needed to grab a reader's attention and keep them turning the pages. After 35 years in Public Broadcasting, Vic turned to his first love - writing. His highly successful series, featuring the feline hero *Windrusher*, has won multiple awards and attracted a large audience encompassing all ages. "Vic's unpublished mystery/suspense novel, *Matanzas Bay*, was selected as the Book of the Year in last year's RPLA."



You've got your book. Now, how do you reach potential readers with a limited budget? **Chris Hamilton** and **Mary Ann de Stefano** present an expanded tutorial on how to use social networking tools to reach your readers. Learn how to create an online presence in just a few hours a week, reaching readers and helping them pass the word about your work and appearances. Learn about Facebook, blogging, email marketing, Twitter, and the FWA Network, an online community just for FWA members. Discover BlogTalkRadio and YouTube. *This workshop will show you just how easy marketing on the Internet can be.*

## Screenwriting: From Idea to Big Screen

Have you dreamt of seeing your novel turned into a screenplay? Do you have a stack of them in a drawer? Are you just starting out? Then this full-day screenwriting workshop is for you! **AJ Robinson**, accomplished screenwriter, will begin the day by guiding you from concept to full story; **Chantelle Osman**, owner of **A Twist of Karma Entertainment**, screenwriting consultants, will give you tips and tricks for getting it on the big screen, including writing a tagline, logline, and synopsis; and Attorney **John Castellano** will discuss those important legal details, such as protecting your ideas, acquisition and sale of rights, production financing agreements, distribution, investor financing, and optioning your work.

**Andrew J. Robinson** is a Civil Engineer by day and a writer, filmmaker by night. He has written three novels and nearly a dozen screenplays. His first script, **Wiccans Lair**, was made into a movie by **PC Productions** and is now seeking distribution.



**Chantelle Osman** is currently developing and co-producing several films. As former head of business affairs and development for a Hollywood production company, Ms. Osman has experience in many aspects of the entertainment industry. An attorney, she deals with agents, studios and script submissions.



**John Castellano** is an attorney and consultant specializing in Entertainment and Sports law. A negotiator for book deals with publishers and video game companies, he was also counsel for the PBS Destination Driving TV series as well as a globally distributed music magazine.

