

**3:30-4:15 p.m.**

*"When the Villain is Not a Person or Place,"* Bale

Discover how you can deepen story lines, reenergize your plot and turn your story into a page turner by using a non-traditional villain. By using this technique, delve deeper into your hero's point of view and force the main characters to take actions a reader would never expect. Hear about strategies to build your most powerful, unforgettable story.

**4:15-5 p.m.**

*"Is Print on Demand Right for Your Book?"* Meyer

Deciding to take your manuscript to a POD publisher is much more than paying a fee. Using POD is similar to starting a business! Gain an understanding of POD to determine if this publishing method is right for you. Walk through the POD process and find out how to select a publisher, along with marketing and promotion tips, creating a business plan and more.

**Register before March 19 and save \$10!**

Don't miss this opportunity to hear from our panel of experts and gain the tools you need to get your writing published. The full-day conference costs \$99—but register before March 19 and take \$10 off the conference price! Conference tuition does not include the sack lunch (an additional \$12) or the optional private 15-minute session with one of our speakers (\$29). Due to demand, conference participants may only register for one private meeting.

To register, go to <http://wdce.tmcc.edu> and click on classroom courses. Or call 775-829-9010 or send in this registration form with your payment. Cancellation policy: If you cancel more than two weeks prior, you will receive a full refund minus a \$10 processing fee. If you cancel between 8 and 14 days prior, you will receive a 50% refund minus a \$10 processing fee. If you cancel 7 days or less, you will not receive a refund.

Name \_\_\_\_\_

Address \_\_\_\_\_

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

Day Phone \_\_\_\_\_ E-mail \_\_\_\_\_

Birthdate (mm/dd/yy) \_\_\_\_\_

I'm including \$99 for conference registration (or \$89 if prior to March 19)

**Yes,** I would like a one-on-one meeting with the following professional for an additional \$29. Limit one meeting per participant. Please list your first and second choice. These slots fill quickly; space cannot be guaranteed for mailed-in registrations.

\_\_\_\_ Leigh Bale \_\_\_\_ Sheree Bykofsky \_\_\_\_ Mark Coker \_\_\_\_ Mary Kole

\_\_\_\_ Susan Palwick \_\_\_\_ Robert Leonard Reid \_\_\_\_ Ted Weinstein

**Yes,** I would like to purchase a sack lunch for \$12. If you prefer a vegetarian meal, please indicate.

\_\_\_\_ Total amount enclosed

Make checks payable to the **Board of Regents.**

Credit card number \_\_\_\_\_

Expiration date \_\_\_\_\_ Security Code (on back of card) \_\_\_\_\_

Signature \_\_\_\_\_

Please send this form with payment to:

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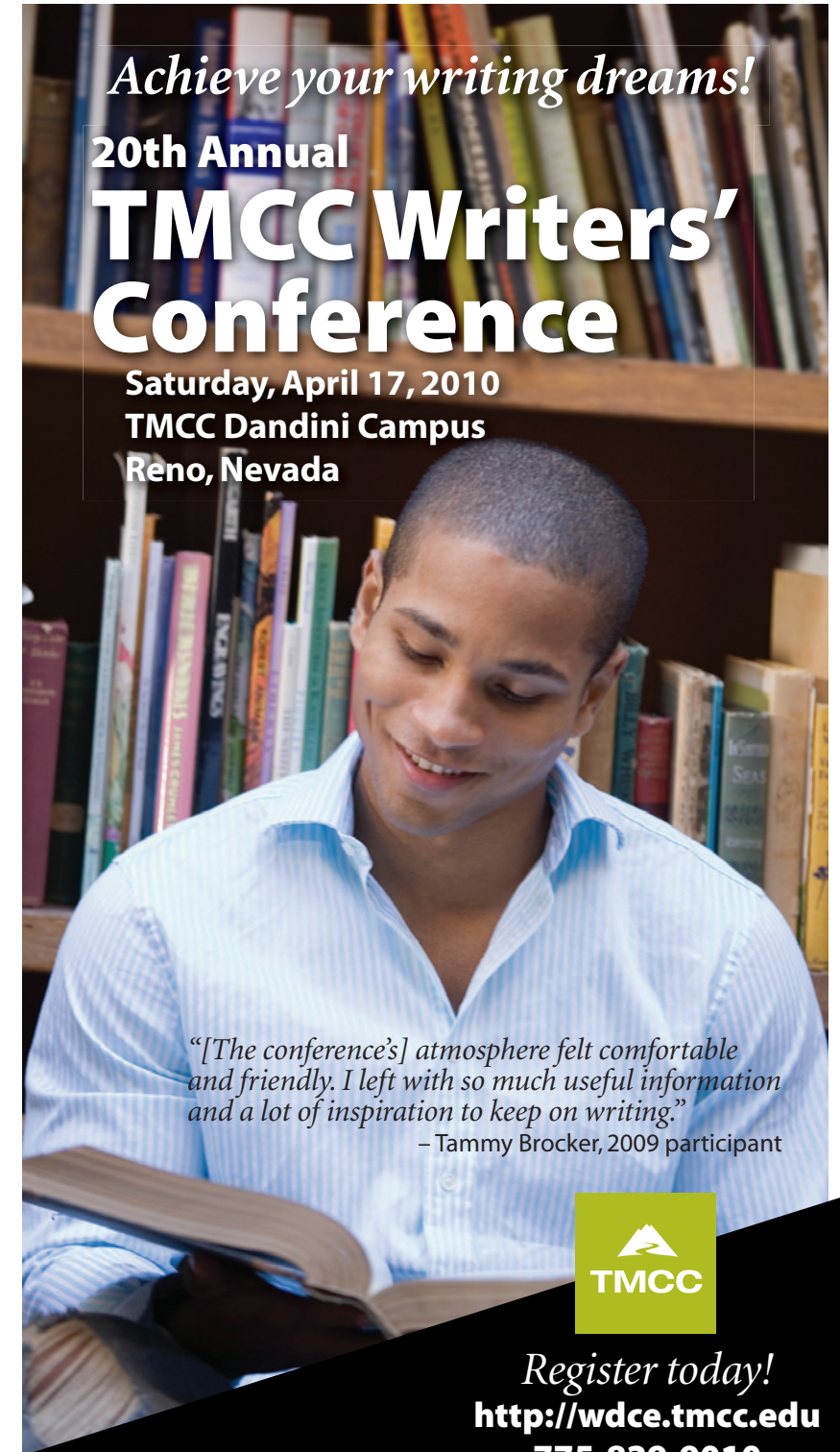
*Achieve your writing dreams!*

**20th Annual  
TMCC Writers'  
Conference**

**Saturday, April 17, 2010**

**TMCC Dandini Campus**

**Reno, Nevada**



*"[The conference's] atmosphere felt comfortable and friendly. I left with so much useful information and a lot of inspiration to keep on writing."*

- Tammy Brocker, 2009 participant



*Register today!*

<http://wdce.tmcc.edu>

**775-829-9010**

## Gain the tools you need to succeed!

Writing is a solitary endeavor; publishing isn't. Gain the contacts and information you need to see your work in print. Meet agents specializing in fiction, nonfiction and young adult books. Drink in information on the latest publishing trends: ebooks and print on demand. Strengthen your writing through insightful presentations by science fiction, inspirational romance and memoir authors.

For two decades, the TMCC Writers' Conference has been dedicated to providing writers with the support and information they need to achieve their dreams. Take in the lectures and schedule an optional 15 minute private meeting (\$29 for conference participants only) with one agent, publisher or author of your choice.

**Sign up today as the spaces fill up quickly!**

## Featured Literary Professionals

This year's event features the most diversified group of professionals in its history.

### Sheree Bykofsky

East coast literary agent/author

Sheree runs Sheree Bykofsky Associates, Inc. and has authored about 25 books, including the bestselling *The Complete Idiot's Guide to Getting Published*, now in its fourth edition. As an agent, she primarily represents mysteries, novels with a bestseller potential, along with topics in popular reference, business, self-help/psychology, humor, games, women's interest, spiritual and more. In addition, Sheree is an adjunct assistant professor of publishing at NYU, a travel writer, Scrabble expert and poker pro. Among her accomplishments, Sheree won \$34,000 on TV's "Wheel of Fortune."

### Leigh Bale

Inspirational romance novelist

Leigh is the author of four novels, including *The Forever Family* and *The Healing Place* (a Golden Heart Award winner) from Steeple Hill's Love Inspired and *The Heart's Warrior*. She belongs to the Romance Writers of America, the American Christian Fiction Writers and various chapters of RWA, including the Faith, Hope and Love chapter and the Golden Network. Her latest book, *The Road to Forgiveness* will be released in May.

### Mark Coker

Ebook publisher

Mark is the founder of Smashwords, an online publisher and distributor of more than 4,000 ebooks from over 2,000 independent authors around the world. Smashwords has gained international attention for its simple but radical idea: provide a free service that enables any author anywhere to publish their ebook in seconds, making it available for immediate sampling, sale and distribution to a worldwide audience via major online retailers. Mark is a contributing blogger to the Huffington Post's new books section, where he blogs about ebooks and the future of publishing.

### Mary Kole

Young adult literary agent

Mary came to children's literature from a writer's perspective and joined the Andrea Brown Literary Agency to see what it was like on the other side of the desk. In her quest to learn all sides of publishing, she has also worked in the children's editorial department at Chronicle Books and is currently earning her MFA in creative writing at the University of San Francisco. At this time, Mary is only considering young adult and middle grade novels and truly exceptional picture books.

### Don Meyer

Mystery novelist, print on demand specialist

Don spent two years with a literary agency and worked as a summer intern at a major chain bookstore to better understand book selling in the retail world. Don, who has used five different POD publishers, is the author of *POD'd The How to Guide... and conversely why you shouldn't*. In addition, he has published three other books—*Winter Ghost*, *Jennifer's Plan* and *The Protected Will Never Know: A Vietnam Memoir*. His latest mystery, *Mckenzie Affair*, will be released this summer.

### Susan Palwick

Science fiction/fantasy author

Susan, a UNR associate professor of English, teaches fiction writing and literature. She has published three novels—*Flying in Place*, *The Necessary Beggar* and *Shelter* all from Tor Books—and a story collection, titled *The Fate of Mice* from Tachyon Publications. Her honors and awards include a Crawford Award from the International Association for the Fantastic in the Arts, an Alex Award from the American Library Association and a Silver Pen Award from the Nevada Writers Hall of Fame. Susan has also been a finalist for the World Fantasy Award and the Mythopoeic Award.

### Robert Leonard Reid

Natural world memoirist

Robert is the award-winning author of three memoirs: *Arctic Circle*, a meditation inspired by his journeys to Alaska and the Yukon; *Mountains of the Great Blue Dream*, an inquiry into the philosophical and spiritual aspects of mountain climbing; and *America, New Mexico*, a guide to afflictions plaguing that state. In addition, he wrote the anthology, *A Treasury of the Sierra Nevada*, more than 100 articles and essays and more. He has received artist grants from the Sierra Arts Foundation and the Nevada Arts Council and in 2009, was awarded the Silver Pen Award from the Nevada Writers' Hall of Fame.

### Ted Weinstein

Nonfiction agent

Ted is a San Francisco-based literary agent representing a broad range of adult non-fiction. His clients include former *Wired* editor Leander Kahney (author of the bestseller *Inside Steve's Brain*), NPR's "Math Guy" Keith Devlin, leading investigative journalist Nena Baker (*The Body Toxic*), personal finance expert Charlie Farrell (*Your Money Ratios*), cartoonist and

"I've attended a few conferences over the years. TMCC hits the mark with substance and cost."  
– Bill H. Moore, 2009 participant

Web sensation Jessica Hagy, and many others. Ted's areas of focus include journalism and narrative nonfiction, popular science, biography and history, current affairs, business and personal finance, health and medicine, food and cooking, and more.

## Event Schedule

Private meetings with the speakers will be held throughout the day.

**8:30–9 a.m.** Check-in  
**9–9:10 a.m.** Welcome by Kathy Berry, conference manager  
**9:10–10:10 a.m.** "The Six Secrets of Successfully Published Authors," Bykofsky

Gain solid advice to help you achieve your publishing dreams. Find out what publishers are looking for, how publishing has changed, why a literary agent is important, and how getting published is just like becoming a contestant on Wheel of Fortune.

**10:10–10:55 a.m.** "The Rise of Ebooks: How to Publish, Promote and Distribute Ebooks," Coker

Ebooks are the fastest growing segment of the book publishing industry. Find out how you can benefit from this trend and reach the millions of readers who now prefer to read digitally. Gain clear expert advice on how to develop a smart ebook publishing strategy from pricing and promotion to distribution.

**11:05–11:50 a.m.** "Delayed Gratification: Perfecting Your Writing," Reid

At a time when blogging, texting and one-draft best-sellers suggest that thinking before you write is passé and multiple drafts are a waste of time, here is a passionate defense of slow, steady, careful writing. To write effectively, you need time to observe, decide what you hope to achieve, find connections among your themes, and wait for brainstorm, and that's only the beginning. Discuss a host of ideas and techniques for improving your writing through patient and deliberate effort, plus a detailed look at the key to vibrant writing: revision.

**11:50 a.m.–12:40 p.m.** Lunch (on own or \$12 for TMCC brown bag lunch), book sales, networking

**12:40–1:25 p.m.** "The Business of Publishing and the Art of Nonfiction," Weinstein

Publishing is a business and authors who understand the ins-and-outs of the industry have the best chance to succeed, whether they are writing fiction, memoir or nonfiction. Gain an overview of the state of the publishing industry and the entire publishing process, with particular focus on writing a great book proposal. By the end of the session attendees will have a clear picture of how to successfully navigate the challenging path from book idea to author tour.

**1:35–2:20 p.m.** "Writing Effective Dialog," Palwick

Susan will provide tips and pointers on how to write dialog that sounds realistic and furthers your plot. Come learn about speech tags, the dreaded said-bookisms, and the infamous "Chicken Little School of Dialog!"

**2:35–3:20 p.m.** "The Coolest (and Hottest) Market in Publishing: Writing for Kids, Tweens and Young Adults," Kole

Whether you've got a manuscript in the works or are curious about children's books, learn what's hot in the marketplace from a children's-only literary agent. Get tips and tricks and discover how to hone your all-important writing voice.