

Writers' League of Texas

# Agents Conference



Hyatt Regency Austin

JUNE  
10-12,  
2011



**The Writers' League of Texas** is a nonprofit professional organization that is dedicated to elevating the art and enterprise of writing and includes 1,200 members throughout the United States. For more, visit the League's Web site at [www.writersleague.org](http://www.writersleague.org).

## Contents

Meet the Agents .....	1
Meet the Editors .....	3
Meet the Speakers and Panelists .....	4
Conference Luncheon .....	6
Conference Program Sessions	
Friday .....	5
Saturday .....	5-7
Sunday .....	8
Conference Fast Facts	
Exhibitors .....	3
Consultations .....	9
General Tips .....	11

## PR BY THE BOOK

PR CAMPAIGNS AND CONSULTING SERVICES



PR by the Book is a boutique publicity firm specializing in literary media relations campaigns, publishing consultation, small business publicity, and publicity tours for authors and experts.

call [512.501.4399](tel:512.501.4399) x701

email [info@prbythebook.com](mailto:info@prbythebook.com)

twitter [@prbythebook](https://twitter.com/prbythebook)

blog [prbythebook.com/blog](http://prbythebook.com/blog)

[www.prbythebook.com](http://www.prbythebook.com)

## From the WLT

Welcome to one of the premier agents conferences in the country. At the heart of the WLT conference are literary agents and editors representing some of the top talent in publishing, and the good news is that they're all looking for great books and new writers!

With all of the changes in publishing, we hope the conference will give you a sense of what's going on and how best to position yourself to succeed as an author. We're delighted to present **Jane Friedman**, the former publisher of *Writer's Digest* and a top industry expert, as our keynote speaker (see page 6).

This year's conference has some new components designed to help you:

**First Pitch and Last Pitch:** To make the pitching process more fun, we're debuting "performance" pitching, in which a panel of agents respond to anonymous pitches drawn from a box (see page 7).

**Consultations with Publishing Experts and PR & Marketing Pros:** With such a stellar lineup of experts, we wanted to give you the chance to meet with them individually (see pages 4 & 10).

**Tracks on PR & Marketing, Publishing 2.0, Craft, and Children's Books:** Each breakout time slot will include workshops on these tracks, as well as sessions by agents and editors.

**Taco Tweetup:** Kick off Saturday by tweeting your burning questions to our panel of experts (see page 5).

**Continue the Conference Conversation:** Tweet about it via [#WLTCon](https://twitter.com/WLTCon) and at the Writers' League's Facebook page and your own blog — and you might win a great prize!

The publishing experts may be the stars of the show, but don't overlook one of the most valuable opportunities you'll have this weekend: meeting other writers and developing relationships that can last long after the conference.

So get your pitch ready, and have a wonderful conference.

**Cyndi Hughes**  
WLT Executive Director

## Meet the 2011 Agents

Before contacting agents, please review each agency's website for submission guidelines.

### Jenny Bent The Bent Agency



Jenny Bent is interested in commercial and literary fiction, women's fiction, mystery, thriller, romance, historical, narrative nonfiction

and memoir, and middle-grade and young adult fiction, among others. She founded The Bent Agency in 2009 after over 15 years in the industry. She has represented the #1 bestsellers *The Sweet Potato Queen's Big Ass Cookbook* and *Financial Planner* by Jill Conner Browne, *The Red Hat Society Fun and Friendship Over Fifty* by Sue Ellen Cooper, and *Vampires Are Forever* by Lynsay Sands, and over 25 other *New York Times* bestselling titles.

[www.thebentagency.com](http://www.thebentagency.com)  
[info@thebentagency.com](mailto:info@thebentagency.com)  
Twitter: @jennybent

### Amy Burkhardt Kimberley Cameron & Associates



Amy Burkhardt represents both fiction and nonfiction projects for the adult market as well as select young adult fiction. Amy

looks for literary and commercial fiction, upmarket women's fiction, smart thrillers, mysteries with a twist, historical fiction, and contemporary YA. In nonfiction, she seeks narrative nonfiction and memoirs as well as prescriptive nonfiction written by experts in their field. Her most recent book to hit bookstore shelves is *The Safe Food Handbook* by Dr. Heli Perrett.

[www.kimberleycameron.com](http://www.kimberleycameron.com)  
[amy@kimberleycameron.com](mailto:amy@kimberleycameron.com)  
Twitter: @AmyKCA

### Susanna Einstein LJK Literary Management



Susanna Einstein is interested in crime fiction, historical fiction, and women's fiction, as well as the occasional nonfic-

tion book. She is particularly interested in finding wonderful books for middle-grade or young adult readers. Susanna's clients include Lincoln Agnew and Katie van Camp, Maggie Anton, Tim Davys, Bruce DeSilva, Ree Drummond (aka The Pioneer Woman), David Ellis, Rachael Herron, Cecelia Holland, Jenny Wingfield, and Lara Zielin. Susanna is one of the founding agents and the director of foreign rights at LJK Literary Management.

[www.ljkliterary.com](http://www.ljkliterary.com)

### Ryan Fischer-Harbage The Fischer-Harbage Agency



Ryan Fischer-Harbage is interested in literary and commercial fiction, women's fiction, mystery, thrillers, and historical. He

is interested in a wide range of nonfiction, as well as young adult fiction, picture books, and chapter books. He represents *New York Times* bestselling nonfiction authors Robert Graysmith, Aliya King, and Edward Klein; widely lauded writers such as James Brown, Susan Shapiro, p.g. sturges, and Amy Sullivan; and award-winning novelists Jackson Taylor and Thad Ziolkowski. He founded The Fischer-Harbage Agency in February 2007.

[www.fischerharbage.com](http://www.fischerharbage.com)  
[ryan@fischerharbage.com](mailto:ryan@fischerharbage.com)  
Twitter: @ryanharbage

### Jim McCarthy Dystel & Goderich Literary Management



Jim McCarthy is an avid fiction reader, and his interests encompass both literary and commercial works. He is particularly

interested in literary women's fiction, underrepresented voices, mysteries, romance, paranormal fiction, and anything unusual or unexpected. In addition to fiction, he is also interested in narrative nonfiction, humor, memoir, paranormal

nonfiction, and anything related to architecture, planning, or real estate. He interned for DGLM while studying urban design. Upon graduating, Jim realized he would much rather continue working with books.

[www.dystel.com](http://www.dystel.com)

### Victoria Marini Gelfman Schneider Literary Agents



Victoria Marini is looking for middle-grade and YA fiction (particularly science fiction, thriller, horror, paranormal, and

edgy contemporary). She is also seeking women's fiction, urban fantasy, romantic suspense, and pop-culture nonfiction. Victoria is currently an associate agent and digital backlist manager. As the digital backlist manager, she assists all her clients in exploiting digital rights, transmedia opportunities, and branding initiatives. Her growing list of clients includes JB Lynn, whose debut, *The First Victim*, is due out from Carina Press this June.

[www.gelfmanschneider.com](http://www.gelfmanschneider.com)

### Rebecca Oliver William Morris Endeavor Entertainment



Rebecca Oliver represents a wide variety of authors and book projects, including women's fiction (*The Lace Reader* by Brunonia

Barry), memoir (*Where's My Wand* by Eric Poole), cookbooks (Sheryl Crow and Chuck White), humor (*Awkward Family Photos*), lifestyle (*Tracy Anderson's 30-Day Method*), and, occasionally, YA fiction (*The Daughters* series by Joanna Philbin). Prior to working with William Morris Endeavor Entertainment, Rebecca was an agent at Endeavor and, before that, worked for 11 years inside publishing houses.

[www.wma.com](http://www.wma.com)  
[ROliver@wmeentertainment.com](mailto:ROliver@wmeentertainment.com)

# Meet the 2011 Agents

Before contacting agents, please review each agency's website for submission guidelines.

## Kathleen Ortiz Nancy Coffey Literary and Media Representation



Kathleen Ortiz is interested in women's fiction and romance; nonfiction in the areas of current events, pop culture, family/parenting and self-help; young adult fiction and nonfiction, and middle-grade fiction and nonfiction. As a former online editor and interactive designer, she uses her experience in online marketing to help authors build their communities and promote themselves and their books. Her client Jaime Reed's debut YA paranormal romance, *Living Violet*, comes out by Kensington in January 2012.

[www.nancycoffeyliterary.com](http://www.nancycoffeyliterary.com)

## David Patterson Foundry Literary + Media



David Patterson is looking especially for the most prominent and talented journalists, scholars, and personalities in a wide variety of fields, with either outstanding narratives and/or idea-driven works of nonfiction. Books that he published while at PublicAffairs and Henry Holt include Nate Blakeslee's *J. Anthony Lukas award-winning Tulia: Race, Cocaine, and Corruption in a Small Texas Town*, and books from Larry L. King, Jan Reid, Lou Dubose, Peter Manseau, Thurston Clarke, Charlie Peters, and many other writers.

[www.foundrymedia.com](http://www.foundrymedia.com)

## Ellen Pepus Signature Literary Agency



Ellen Pepus is actively seeking all types of mysteries and crime fiction. Other areas of interest are historical, women's, and literary fiction, and nonfiction in the areas of pop culture, history,

true crime, diet and health, business advice, science and nature, travel, and food. She is owner of Signature Literary Agency, whose clients include Riley Adams (*Delicious and Suspicious*), Jess Haines (*The Others* urban fantasy series), Carla Malden (*Afterimage*), and Charles Yu (*How to Live Safely in a Science Fictional Universe*).

[www.signaturelit.com](http://www.signaturelit.com)  
[ellen@signaturelit.com](mailto:ellen@signaturelit.com)

## Laura Rennert Andrea Brown Literary Agency



Laura Rennert specializes in all categories of children's books, from picture books to young adult. She also specializes in up-market women's fiction/literary fiction, crossover fiction (works that come out in the YA market and cross into the adult market, or vice versa), and narrative nonfiction. Laura represents award-winning and bestselling authors, including *New York Times* bestsellers Ellen Hopkins, Jay Asher, and Maggie Stiefvater, and National Book Award finalist Kathleen Duey, as well as brand-new, first-time authors.

[www.andreabrownlit.com](http://www.andreabrownlit.com)

## Steve Ross Abrams Artists Agency



Steve Ross is interested in nonfiction in the areas of current events, biography, memoir, pop culture, lifestyle, self-help, and narrative nonfiction. He is expanding the Abrams Artists Agency's involvement in the book agenting and publishing field, and also running Abrams Author Services. A 22-year veteran of the industry, Ross has been involved in publishing such bestselling authors as Barack Obama, Arianna Huffington, Russell Brand, Joni Mitchell, Gene Simmons, Erik Larson, Max

Brooks, Michael Jordan, Derek Jeter, Pete Sampras, and Spike Lee.

[www.abramsartists.com](http://www.abramsartists.com)  
[steve.ross@abramsartny.com](mailto:steve.ross@abramsartny.com)

## Susan Schulman Susan Schulman: A Literary Agency



Susan Schulman established her literary and dramatic agency specializing in contemporary fiction and nonfiction for adult readers and both picture books and general fiction and nonfiction books for children and young adults. In addition, the agency represents the film, television, and allied rights for its own clients as well as authors published by BenBella Books, Fairview Press, Mid-List Press, and Academy Chicago Publishers. Properties sold include *The Artists' Way* and many other titles by Julia Cameron, *Will I Ever Be Good Enough* by Karyl McBride, *Parents Who Cheat* by Ana Nogales, and more. Films sold include *Cocoon*, *The English Patient*, *Holes*, and *The Color of Money*.

[www.susanschulmanagency.com](http://www.susanschulmanagency.com)  
[schulman@aol.com](mailto:schulman@aol.com)  
Twitter: @SusanSchulman

## Joseph Veltre The Gersh Agency



Joseph Veltre is head of the Books Department at The Gersh Agency, where he represents writers to publishers and filmmakers. Previously, he served as director of development for Miramax Films, and held senior editorial positions at HarperCollins and St. Martin's Press. He joined Gersh after running his own successful literary agency for six years. Veltre works with a wide range of bestselling writers and partners with other literary agents and publishers to represent their authors' work in the film and television world.

[www.gershagency.com](http://www.gershagency.com)  
Twitter: @veltr

# Meet the 2011 Editors

## Lucy Herring Chambers Bright Sky Press



Lucy Herring Chambers is interested in nonfiction in the areas of history, biography, memoir, lifestyle, and family/parenting, among others. She is also interested in picture books and children's nonfiction. Chambers worked as a book designer, a literary agent, and a freelance writer and editor before coming to Bright Sky Press in 2008. As editorial director, Chambers edits, rewrites or hires appropriate editorial talent and oversees the process. Her goal is to maximize authors' ability to express their visions and voices and convey them to the broadest market possible.

[www.brightskypress.com](http://www.brightskypress.com)

## Emily Griffin Grand Central Publishing



Emily Griffin is interested in commercial and literary fiction, women's fiction, and mystery. In nonfiction, her interests include narrative nonfiction, current events, biography, memoir, pop culture, and essays. Some nonfiction highlights include *Oogy: The Dog Only a Family Could Love* by Larry Levin, which spent ten weeks on the *New York Times* bestseller list; *The Science of Kissing* by Sheril Kirshenbaum, from a prominent science journalist and researcher; and the soon-to-be-released *This Won't Hurt a Bit: My Education in Medicine and Motherhood* by Michelle Au, M.D. She has also edited four novels by the popular novelist Claire LaZebnik.

[www.hachettebookgroup.com](http://www.hachettebookgroup.com)

## Jerry Gross Gerald Gross Associates, LLC



As president of Gerald Gross Associates, Jerry has been a freelance editor working with agented and unagented authors, as well as editors, agents, and publishing executives. He is interested in upmarket commercial and literary fiction, upmarket women's fiction, historicals, mysteries, thrillers, and young adult fiction. In nonfiction, interests include pop culture, current events, parenting, history, memoir, and biography. He has been critiquing and line editing fiction and nonfiction for more than 40 years, serving as VP and editorial director of Warner Books, VP and associate editor in chief of New American Library, editor in chief of Everest Books, and senior editor of Dodd, Mead & Company.

[GrosAssoc@aol.com](mailto:GrosAssoc@aol.com)  
[www.bookdocs.com/jerry\\_gross.htm](http://www.bookdocs.com/jerry_gross.htm)

## Beena Kamlani Viking Penguin



Beena Kamlani is interested in literary fiction, mysteries, and historical fiction, as well as narrative nonfiction, history, biography, and essays. She has worked in book publishing for over twenty-five years—at Oxford University Press, Harper & Row, Random House, and both the Viking and Penguin imprints of the Penguin Group. In her more than two decades at Viking Penguin, she has edited and developed a wide range of books. She has worked with Saul Bellow, Terry McMillan, Garrison Keillor, Margaret George, Peter Kramer, Diane Middlebrook, Bob Shacochis, Sir Peter Medawar, Maira Kalman, David Leavitt, and Blanche Weisen Cook.

[www.penguin.com](http://www.penguin.com)



## Visit Our Exhibitors

1 to 5 p.m. Friday  
1st Floor

9 a.m. to 4:45 p.m. Saturday  
9 to 10:30 a.m. Sunday  
Texas Ballroom 4

**Author Media:** Author websites and social media coaching

**Author Solutions:** Author services, publishing services, and the Author Learning Center

**The Author's Assistant:** Editing and social media promotion

**Barnes & Noble Booksellers:** Books on writing and getting published, along with books by Conference presenters

**Friesens:** Complete book manufacturing

**PR by the Book:** Literary PR and consulting services for authors and publishers

**Shelton Interactive:** Digital marketing, social media, and web design for authors and publishers

## Tweet All About It!

 **The WLT Agents Conference Tweetup** (#WLTCon): Share your thoughts on the conference through Twitter!

**Be sure to tweet** your questions for agents, editors, and publicists during the **Taco Tweetup**, 8:30 to 10 a.m. Saturday (see page 5 for details).

# Meet the 2011 Speakers and Panelists

## Jay Ehret



Jay Ehret is Chief Officer of Awesomeness for The Marketing Spot, a small business marketing coaching and consulting firm he

founded in 2001. He is a marketing coach, consultant, speaker, and blog author. He helps entrepreneurs build marketing plans based on the four essential spots of marketing: Branding, Experience, Conversation, and Promotion. He empowers his clients with knowledge, giving them a course in marketing, transforming entrepreneurs into marketers. Jay authors *The Marketing Spot* small business marketing blog and hosts and produces the *Power to the Small Business* podcast.  
[www.themarketingspot.com](http://www.themarketingspot.com)

## Marika Flatt



Marika Flatt launched PR by the Book, LLC in 2002, combining her love of the media and public relations. After hosting two cable

television shows (*The Teen Report* and *The College Report*) in San Antonio, reporting for her college newspaper, producing for her college TV station, and working with the NBC affiliate in Dallas, Marika spent seven years leading the publicists of an Austin-based book publicity firm. She served as director of the publisher services division, handling the company's key publicity campaigns and serving as the company's spokesperson.  
[www.prbythebook.com](http://www.prbythebook.com)

## Keynoter Jane Friedman



Jane Friedman is an industry authority on commercial, literary, and emerging forms of publishing. She has lectured at more than

200 events nationwide and is known for helping writers and creative organizations succeed in the face of transforma-

tional change for the written word. Her popular publishing industry blog, *There Are No Rules*, has more than 50,000 monthly visitors, and was featured by *Publishers Weekly* as a model to follow for using social media effectively. Jane sits on the advisory board of *Digital Book World*, and is a contributing editor to *Writer's Digest*. (See page 8 for Keynote Presentation details.)

[janefriedman.com](http://janefriedman.com)

Twitter: @JaneFriedman

## Justin Manask



Justin Manask is a literary manager representing writers and artists in Hollywood. Native to California and the entertainment business, Justin joined Michael Ovitz's Artists

Management Group, where he began selling books to Hollywood. In ten years, Justin has placed over 150 intellectual properties, including Richard Russo's Pulitzer Prize-winning *Empire Falls* to HBO, Sam Kashner and Nancy Schoenberger's *Hollywood Kryptonite* (Focus Features' Hollywoodland), Naomi Novik's *Temeraire* to Peter Jackson, and Daniel Wilson's *Robopocalypse* to Dreamworks Studios/Steven Spielberg.

## Rusty Shelton



The president and CEO of Shelton Interactive, an interactive agency focused on authors and publishers, Rusty Shelton works with clients

to design and develop digital platforms focused on generating more media attention and better social media buzz. Prior to founding Shelton Interactive, Rusty spent more than seven years at one of the nation's oldest and most respected literary publicity firms. His company has promoted more than 40 bestsellers, winning several PR awards and earning wide recognition as one of the top PR agencies in publishing.

[www.sheltoninteractive.com](http://www.sheltoninteractive.com)

## Kevin Smokler



Kevin Smokler is the editor of *Bookmark Now: Writing in Unreaderly Times* (Basic Books) which was a

*San Francisco Chronicle* Notable Book of 2005. His writing has appeared in the *LA Times*, the *San Francisco Chronicle*, *Fast Company*, and on National Public Radio. He lives in San Francisco and is the CEO of BookTour.  
[booktour.com](http://booktour.com)

## Thomas Umstadt Jr.



Thomas Umstadt Jr. built his first website at the age of 13 and has been helping people with the web ever since. He runs Author

TechTips.com, a website that helps authors use technology to sell more books and build their online platforms. Thomas is an award-winning speaker on the subject of marketing and technology, and is in the process of publishing a book on the dangers of digital gaming.

[www.authormedia.com](http://www.authormedia.com)

## Additional Panelists

**Shana Burg**, *A Thousand Never Evers*

**Suzette Conway**, Author Solutions & Author Learning Center

**Bill Crawford**, Greenleaf Book Group

**Colleen Devine Ellis**, University of Texas Press

**Rhiannon Frater**, *As the World Dies* trilogy

**Barbara Henrick**, Cave Henricks

**P.J. Hoover**, *Solstice*

**Cindy Jones**, *My Jane Austen Summer*

**John Pipkin**, *Woodsburner*

**Lynda Rutledge**, *Faith Bass Darling's Last Garage Sale* (forthcoming in 2012)

**Suzy Spencer**, *Breaking Point*

**Valerie Walley**, Random House

**Jennifer Ziegler**, *How Not to Be Popular*

# Friday, June 10 Conference Sessions

Programs and speakers are subject to change; please see the Program Schedule for updates.

## 1-5 p.m.

### Registration & Pitch Box

Pick up your badge and conference materials. The Registration Desk is also where you can:

- Purchase on-site tickets for the Friday Pre-Conference Workshops (\$60 on-site) and the Keynote Luncheon (\$40 on-site)

- Drop your one-page (250 words max) pitch in the Pitch Box to see if yours will be drawn at the First Pitch/Last Pitch general sessions!

Hotel Lobby (1st Floor)

## Second-Chance Consultations

\$60 per consultation (limit 1 per category person)

Want a second consultation? Stop by the Registration Desk to see which agents, editors, or publicists have additional slots available on Saturday and Sunday morning. Tickets will be sold on a first-come, first-served basis till the open slots are gone.

Registration Desk (1st Floor)

## Exhibit Hall

We invite you to visit our Conference exhibits (see page 3 for the full list) and browse their services. Be sure to check out the selection of books on writing and publishing, as well as books by Conference authors, at the Barnes & Noble booth. (Note: The Exhibit Hall moves to the second floor on Saturday.)

Hill Country Foyer

## 3:30-4:45 p.m.



### Pre-Conference Workshops

Get ready for the conference with these pre-conference sessions. A limited number of tickets may be available Friday at the Registration Desk from 1 to 3:30 p.m. (\$60 on-site).

### Avoiding the Most Common Mistakes Writers Make

Jerry Gross of Gerald Gross Associates  
Hill Country A

### Which Comes First? The Book or the Movie?

Justin Manask of The Office of Literary Adaptation  
Hill Country B

### Ask an Agent: Got Questions? Jenny Bent Has the Answers

Jenny Bent of The Bent Agency  
Hill Country C

### Prep Your Pitch

Rebecca Oliver of William Morris Endeavor Entertainment and Joseph Veltre of The Gersh Agency  
Hill Country D

## 5 to 7 p.m.

### Opening Night Reception

Complimentary hors d'oeuvres & cash bar  
Texas Ballroom 1-3

# Saturday, June 11 Conference Sessions

Programs and speakers are subject to change; please see the Program Schedule for updates.

## 8 a.m.-11:30 a.m.

### Registration & Pitch Box

Pick up your badge and conference materials. The Registration Desk is also where you can:

- Purchase on-site tickets for Keynote Luncheon (\$40 per person)

- Drop your one-page (250 words max) pitch in the Pitch Box to see if yours will be drawn at the First Pitch/Last Pitch general sessions!

Texas Ballroom Foyer (2nd Floor)

## Second-Chance Consultations

\$60 per consultation (limit 1 per category per person)

Want a second consultation? Stop by the Registration Desk to see which of our experts have additional slots available on Saturday and Sunday morning. Tickets will be sold on a first-come, first-served basis till the open slots are gone.

Texas Ballroom Foyer (2nd Floor)

## 8:30 a.m. to 4:45 p.m.

### Exhibit Hall

Texas Ballroom 4

## 8:30 to 10 a.m.

### Opening Session:

### Welcome & Taco Tweetup

### Sponsored by Shelton Interactive

### Complimentary Breakfast Taco Buffet

Join WLT Executive Director Cyndi Hughes for a quick overview of how to make the most of the weekend. Then Rusty Shelton of Shelton Interactive will emcee our Taco Tweetup over breakfast tacos. Tweet your questions about agenting, publishing, writing, or marketing using #WLTCON, and Rusty will ask our esteemed panel of experts for their answers.

Panelists: Emily Griffin of Grand Central Publishing, Marika Flatt of PR by the Book, Ellen Pepus of Signature Literary Agency, and Susan Schulman of Susan Schulman: A Literary Agency

Texas Ballroom 1-3

## 10 to 10:15 a.m.

### Coffee Break

Enjoy refreshments while visiting the Conference exhibitors.

Texas Ballroom 4

(continued on next page)

## Saturday, June 11 Conference Sessions, continued

Programs and speakers are subject to change; please see the Program Schedule for updates.

10:15 to 11:35 a.m.



### Consultations

Your name badge will include tickets for any consultations scheduled in advance. Please bring your ticket and check in at the Consultations Registration Desk at the Big Bend Foyer at least 15 minutes before your scheduled appointment.

Big Bend Rooms A-D

10:15 to 11:35 a.m.

### Breakout Sessions

AGENTS & EDITORS

#### Agent Q&A: Why We Still Love Fiction

Panelists: Jenny Bent of The Bent Agency, Ryan Fischer-Harbage of The Fischer-Harbage Agency, and Victoria Marini of Gelfman Schneider Literary Agents

Moderator: TBA

Texas Ballroom 5

AGENTS & EDITORS

#### Meet the Editors: The Art of Acquiring Books

Panelists: Emily Griffin of Grand Central Publishing and Lucy Herring Chambers of Bright Sky Press

Moderator: TBA

Texas Ballroom 6

PUBLISHING 2.0

#### Welcome to the e-World: What It Means for Authors

Susanna Einstein of LJK Literary Management, Publishing Consultant Jane Friedman, and Kevin Smokler of BookTour.com

Moderator: TBA

Texas Ballroom 7

CHILDREN'S BOOKS

#### Kid Lit: One Sizzling Market

Panelists: Laura Rennert of Andrea Brown Literary Agency and Authors TBA

Moderator: TBA

Hill Country A&B

CRAFT OF WRITING

Topic TBA

Author Suzy Spencer

Hill Country C

PR & MARKETING

#### What the Heck Is a Platform, and Why Do Authors Need to Build One?

Jay Ehret of The Marketing Spot, Justin Manask of The Office of Literary Adaptation, and Thomas Umstadt Jr. of Author Media

Moderator: TBA

Hill Country D



## Agents Conference Keynote Luncheon

11:30 a.m. to 1 p.m. Saturday, June 11  
Texas Ballroom 1-3

Presentation of the 2011 WLT Manuscript Contest Winners

### Jane Friedman Is the Book Dead? Who Cares!

Everyone's predicting the death of something in publishing—the publisher, the agent, the editor, the bookstore, even the book itself. While it's true that publishing is undergoing an irreversible transformation, what does it really mean for authors? What's myth and what's reality?



As the former publisher and editorial director of *Writer's Digest*, Jane Friedman is an industry authority on commercial, literary, and emerging forms of publishing. She is a visiting professor of e-media at the University of Cincinnati, and is a contributing editor to *Writer's Digest*. She offers advice for writers at her award-winning blog, *There Are No Rules* ([jane.friedman.com/blog/](http://jane.friedman.com/blog/)). She

is the author of the new e-book *The Future of Publishing: Enigma Variations*, as well as the *Beginning Writer's Answer Book* (*Writer's Digest*, 2006).

Advance registration required; a limited number of tickets may be available at the Registration Desk on Friday and Saturday morning for \$40.

## Saturday, June 11 Conference Sessions, continued

Programs and speakers are subject to change; please see the Program Schedule for updates.

1 to 4:30 p.m.

### Consultations

Please check in at the Consultations Registration Desk at the Big Bend Foyer at least 15 minutes before your scheduled appointment.

Big Bend Rooms A-D

1 to 2 p.m.

### Breakout Sessions

AGENTS & EDITORS

#### Sum It Up: Writing a Killer Synopsis

Agent TBA

Texas Ballroom 5

AGENTS & EDITORS

#### Agent Q&A: What Agents Wish Authors Knew

Panelists: Rebecca Oliver of William Morris Endeavor Entertainment, Justin Manask of The Office of Literary Adaptation, Steve Ross of Abrams Artists Agency, Susan Schulman of Susan Schulman, A Literary Agency

Moderator: TBA

Texas Ballroom 6

PUBLISHING 2.0

#### Big House, Indie House, My Own House: What Type of Publisher Is Right for You?

Suzette Conway of Author Solutions, author Rhiannon Frater, and Beena Kamlani of Viking Penguin

Moderator: TBA

Texas Ballroom 7

CHILDREN'S BOOKS

#### YA or Not? How to Tell if Your Book Is for Adults or Teens or Both

Panelists: Kathleen Ortiz of Nancy Coffey Literary, author Shana Burg, and author Jennifer Ziegler

Moderator: TBA

Hill Country A&B

CRAFT OF WRITING

Topic TBA

Author TBA

Hill Country C

PR & MARKETING

#### Book Publicity in an "E" World: Techniques and Tools for Aspiring Authors

Marika Flatt of PR by the Book

Hill Country D

Texas Ballroom 4

2 to 2:15 p.m.

### Break

Enjoy refreshments while visiting the Conference exhibitors.

Texas Ballroom 4



## Wind up for that pitch!

4:45 to 6:15 p.m. Saturday & 10:45 a.m. to Noon Sunday

Drop your one-page (250 words max) pitch in the Pitch Box at registration to see if yours will be drawn at the First Pitch/Last Pitch general sessions!

2:15 to 3:15 p.m.

### Breakout Sessions

AGENTS & EDITORS

#### Nonfiction? No Problem: Crafting a Book Proposal

David Patterson of Foundry Literary + Media

Texas Ballroom 5

AGENTS & EDITORS

#### Next Steps: Preparing Submissions for Agents

Panelists: Amy Burkhardt of Kimberley Cameron & Associates, Susanna Einstein of LJK Literary Management, and Jim McCarthy of Dystel & Goderich Literary Management

Moderator: TBA

Texas Ballroom 7

PUBLISHING 2.0

Topic TBA

Kevin Smokler of BookTour.com

Moderator: TBA

Texas Ballroom 7

CHILDREN'S BOOKS

#### Tots to Teens: Writing Children's Books

Panelists: Ryan Fischer-Harbage of The Fischer-Harbage Agency and authors TBA

Moderator: TBA

Hill Country A&B

CRAFT OF WRITING

#### How's Your Hook? A Second Look at Your First Page

Author Lynda Rutledge

Hill Country C

PR & MARKETING

#### 7 Secrets of Amazing Author Websites

Thomas Umstadt Jr. of Author Media

Hill Country D

Texas Ballroom 4

3:15 to 3:30 p.m.

### Break

Enjoy refreshments while visiting the Conference exhibitors.

Texas Ballroom 4

## Saturday, June 11 Conference Sessions, continued

Programs and speakers are subject to change; please see the Program Schedule for updates.

**3:30 to 4:30 p.m.**

### Breakout Sessions

#### AGENTS & EDITORS

##### **Tales From the Trenches: What Happens After You Land an Agent?**

Panelists: Lucy Herring Chambers of Bright Sky Press, author Cindy Jones, and Joseph Veltre of The Gersh Agency

Moderator: TBA

Texas Ballroom 5

#### AGENTS & EDITORS

##### **The Ties That Bind: The Author/Agent/Editor Relationship**

Panelists: David Patterson of Foundry Literary + Media, Laura Rennert of Andrea Brown Literary Agency, author PJ Hoover, and Jerry Gross of Gerald Gross Associates

Moderator: TBA

Texas Ballroom 6

#### PUBLISHING 2.0

##### **Why Doing It Yourself Is Still a Team Effort**

Panelists: Bill Crawford of Greenleaf Book Group, author Rhiannon Frater, and other panelists TBA

Moderator: TBA

Texas Ballroom 7

#### CHILDREN'S BOOKS

##### **Being a Kid Again: Writing Believable Fiction for Younger Audiences**

Panelists: Amy Burkhardt of Kimberley Cameron & Associates,

Victoria Marini of Gelfman Schneider Literary, and authors TBA

Moderator: TBA

Hill Country A&B

#### CRAFT OF WRITING

Topic TBA

Author TBA

Hill Country C

#### PR & MARKETING

##### **Back to the Future: Where Social Media Meets Traditional Literary Publicity**

Panelists: Rusty Shelton of Shelton Interactive and Barbara Henricks of Cave Henricks Communications

Moderator: TBA

Hill Country D

**4:45 to 6:15 p.m.**

### General Session: First Pitch

#### Refreshments and Cash Bar

Emcee Cyndi Hughes will read queries drawn from our Pitch Box, and our panel of experts will offer a rapid-fire reaction/critique. You never know who will be selected, so don't miss this!

All pitches will be anonymous.

Panelists: Rebecca Oliver of William Morris Endeavor Entertainment,

Kathleen Ortiz of Lowenstein Associates, Joseph Veltre of The Gersh Agency, and author John Pipkin

Texas Ballroom 1-3

## Sunday, June 12 Conference Sessions

Programs and speakers are subject to change; please see the Program Schedule for updates.

**9 to 10:45 a.m.**

### Exhibit Hall

Texas Ballroom 4

**9 to 10:30 a.m.**

### Agent & Editor Consultations

Please check in at the Consultations Registration Desk at the Big Bend Foyer at least 15 minutes before your scheduled appointment.

Big Bend Rooms A-D

**9:30 to 10:30 a.m.**

### General Session: The Birth of a Book

Get a glimpse on how a book comes into being then gets published with this panel of experts.

Emcee: Jerry Gross

Panelists: Author TBA, agent Steve Ross of Abrams Artists Agency, Editor Beena Kamlani of Viking Penguin, Colleen Devine Ellis of University of Texas Press, Marika Flatt of PR by the Book, Random House Sales Rep Valerie Walley, Frank Campbell of Barnes & Noble, Industry Expert Jane Friedman

Texas Ballroom 1-3

**10:30 to 10:45 a.m.**

### Break

**10:45 a.m. to Noon**

### Closing Session: Last Pitch

See General Session: First Pitch description above.

Panelists: Jenny Bent of The Bent Agency, Susanna Einstein of LJK Literary Management, Ryan Fischer-Harbage of The Fischer-Harbage Agency, and Jim McCarthy of Dystel & Goderich Literary Management

Texas Ballroom 1-3

What writers saw in the days before blinking cursors

2011  
**THE MAYBORN**  
*Literary Nonfiction Conference*  
**Living inside the story**

No matter what era you come from, writer's block is a common occurrence with storytellers. Digging deep and living inside the story makes the hammer hit the page or the cursor reveal the next letter. Join us July 22-24, 2011 in Grapevine, TX for the chance to learn about immersion journalism and how to avoid staring at a blank page for hours on end. For information on this year's speakers and to register visit [journalism.unt.edu/maybornconference](http://journalism.unt.edu/maybornconference).

**MAYBORN** | Frank W. Mayborn  
Graduate Institute of Journalism

**UNT**  
UNIVERSITY OF NORTH TEXAS  
Discover the power of ideas.

# Consultations Fast Facts

**Where:** All consultations will be held in the Big Bend rooms on the first floor of the Hyatt.

**Scheduling:** If you scheduled consultations in advance, you should have received an e-mail notice before the Conference about the date and time of your appointment(s) and the name(s) of the consultant(s). A ticket for each of your consultations with the consultant's name, day, and time will be included with your badge.

**Second Chance Consultations:** Additional appointments may be available on site at the Conference for \$60; please check at the Conference Registration Desk for information.

**Checking In:** Please check in at the Consultations Desk in the Big Bend Foyer at least 15 minutes before your appointment is scheduled to start. **IMPORTANT!** If you are late and miss your appointment, you will NOT be given another appointment.

## Length of Appointments:

Consultations vary in length:

- Agents: 10 minutes
- Editor Critiques: 20 minutes
- Social Media Analysis with **Thomas Umstadt Jr.:** 30 minutes
- Other Consultations: 15 minutes

A volunteer will be on hand to time your session and will cue you as your time nears its end. Once you receive that cue, please wrap your meeting up promptly. Because other attendees are scheduled after you, ending on time is EXTREMELY important. Occasionally, consultants will get off schedule; please be patient if that is the case.

## Agent Consultations

**What to Do in Your Consultation:** Most agents want to hear only your verbal pitch at the Conference; if interested, they will ask that you submit something to them after the Conference. The best thing to prepare is your short pitch about your book and then be prepared to explain more when asked.

Please do NOT bring a manuscript with you. If the agent is interested in your work, he or she will tell you how to send it after the Conference.

Occasionally, agents will update their categories list without telling us. If the agent you meet with says he or she does not represent your type of book, use the time to get information about why the agent is not interested and what you can do to make your idea more saleable. You can also talk about other ideas you have or ask for suggestions of other agents who might be interested.

## Editor Critiques

**What to Do in Your Consultation:** The session will be an informal critique/discussion based upon the five pages you submitted in advance. The format of the session is up to the editor. Because editors are in a position to actually buy manuscripts, be sure to keep an open mind and listen to his or her comments and ideas.

## Other Consultations

Other experts may be available for 15-minute one-on-one consultations:

- **Jane Friedman** (general publishing questions; on-the-spot critiques of pitches and queries)
- **Kevin Smokler** of BookTour.com
- **Marika Flatt** of PR by the Book (PR & marketing, platform, social media)
- **Rusty Shelton** of Shelton Interactive (PR & marketing, platform, social media)
- **Jay Ehret** of The Marketing Spot (PR & marketing, platform, social media)
- **Thomas Umstadt Jr.** of Author Media (website/social media analysis, 30 minutes)

**What to Do in Your Consultation:** This is your chance to learn more about publishing in general, building your author platform, publicity and marketing, and social media. Use these sessions as a chance to discuss your book, get tips on what you can do now to promote yourself, ask for advice on using social media and preparing to do interviews, etc.

## Other Opportunities to Meet Agents & Editors

Agents and editors will attend the cocktail reception on Friday evening. In addition, many of the agents lead and/or sit on panels throughout the Conference or stop by the bar or exhibits.

Agents and editors welcome informal pitches and will be glad to talk with you throughout the weekend. Remember that pitching in this format should be more casual than in your one-on-one consultation. PLEASE REMEMBER to be respectful of their time; keep your conversations short and to the point (we recommend three to five minutes maximum). And be willing to talk to agents who aren't on your list; you never know which agent might have a sudden interest in your idea!

We also recommend that you talk to the editors over the weekend to learn more about how they acquire books and what happens once a book is purchased.



## What NOT to do in Consultations

**DO NOT** stress out about making your pitch; just be prepared to speak intelligently and engagingly about your book.

**DO NOT** take it personally if an agent or editor tells you your book is not right for him or her. All kinds of reasons may be behind that decision. Simply thank them for their time and then ask any other questions you have about your pitch or working with agents and publishers. You will have opportunities to meet other agents and editors throughout the weekend.

**DO NOT** try to talk an agent into taking your book after he or she has said no. Thank him or her for their time and see what you can learn to apply to your next pitching opportunity.

**DO NOT** argue with an agent or editor. Listen to what he or she has to say and see what you can apply to your next pitching opportunity.

**DO NOT** keep pitching your book if an agent says, "I like it! Send me 50 pages." Say thank you, get instructions on how to submit whatever they've requested, then move on and be sure to follow up after the conference.

**DO NOT** hand your entire manuscript to an agent or editor.

**DO NOT** monopolize an agent's time outside the consultations room. Please try to keep your discussions to three to five minutes maximum, especially if others are lined up behind you.

**DO NOT** pitch an agent or editor when they're taking some time off (such as having a meal in a restaurant or talking with other agents).

**NEVER EVER** pitch an agent or editor in the rest room or on the elevator.

# General Conference Fast Facts

## Ticketed Events

The following Conference events require advance reservations:

**Pre-Conference Workshops** (Friday)

**Conference Luncheon** (Saturday)

## Consultations

If additional consultations become available, tickets will be sold for \$60 each at the Conference Registration Desk. Once you purchase a ticket, please present that at the Consultations Check-In Desk.

## General Conference Tips

### Badges

Your name badge allows you entrée to all Conference workshops, events, and your consultations. You cannot attend any Conference-related event without it.

If you lose your name badge, go to the Conference Registration Desk to request a replacement. Replacement name badges will cost \$10 and may take up to 30 minutes to produce.

### Guests

Family or friends staying with you cannot attend Conference events. All conference events require paid registration.

### Parking

Attendees staying overnight at the Hyatt receive discounted self-parking at \$6 per day; check with the hotel about using the card-access lot.

Conference attendees who are not staying at the hotel will receive discounted self-parking at \$6 per day. As you leave the parking lot, tell the attendant that you were at the Writers' League conference, and you will receive the discount. Valet parking is NOT discounted.

NOTE: On Saturday, the parking lot may be full, and you may be directed to overflow parking. PLEASE ALLOW EXTRA TIME if you're arriving later on Saturday in case it takes you longer to park. Overflow parking options:

- The Chamber of Commerce lot by the Hyatt entrance drive (check with parking attendant or valet attendant to confirm that that lot is open for use)
- Embassy Suites parking garage
- Street parking
- The Long Center at Riverside and Barton Springs (parking is \$7 per day).

## Dining

Restaurants within walking distance of the hotel include:

**SWB/Southwest Bistro** (Hyatt, 2nd Floor): Breakfast, lunch, and dinner featuring regional and wood-fired cuisine

**Perks Coffee & More** (Hyatt, 1st Floor): Breakfast pastries, salads, sandwiches, desserts, and coffee/tea (5:30 a.m. to 11 p.m.)

**Threadgill's World Headquarters** (301 W. Riverside Dr.): Home-style Southern cooking, enormous portions of vegetables, and live music

**Aussie's Bar & Grill** (306 Barton Springs Rd.): Burgers, beer, and beach volleyball

**Zax Pints & Plates** (312 Barton Springs Rd.): Fresh fare with a multitude of beer selections

**Hooters** (425 W. Riverside Dr.): Burgers, beers, and...

**Freebirds World Burrito** (515 S. Congress Ave.): Made-to-order burritos, tacos, and salads

**Sandy's Hamburgers** (603 Barton Springs Rd.): Old-fashioned locally owned burger/frozen custard stand

**Dominican Joe's Coffee** (515 S. Congress Ave.): Free trade coffee house and a local hangout for writers.

## Austin Nightlife

**Threadgill's World Headquarters** (301 W. Riverside Dr.): The closest spot for great Texas music.

**Bat Watching:** The Congress Avenue bridge next to the Hyatt hosts the largest urban bat colony in North America! Each evening around sunset the Congress Avenue bats emerge from the crevices of the bridge.

**Second Street and the Warehouse District:** Just across from Lady Bird Lake is one of Austin's top entertainment districts with even more dining and music!

**South Congress (SoCo):** Walk a few blocks south on Congress, and you'll be in the heart of funky shopping, more great restaurants, and live music.



## About the Hyatt Regency Austin

### ATM

An automated teller machine is in the hotel lobby near the Perks Coffee Shop.

### Business Services

The Business Center (second floor) has computers, Internet access, and a printer available to guests 24 hours a day. High-speed wireless Internet is available via T-Mobile Hotspot Wireless throughout the hotel for \$9.95 per day. Internet service in guest rooms is available for \$9.95 per day.

### Check-out

Check-out time is noon.

### Parking

**Self-parking** is available to Conference attendees for \$6 per day. **Valet parking** is \$20 per day (discounts do not apply). For details, see "Parking."

### Restaurants & Bar

**Perks Coffee & More** (First Floor): 5:30 a.m. to 11 p.m. daily

**SWB/Southwest Bistro** (Second Floor): Breakfast: 6 to 11 a.m., Lunch: 11 a.m. to 4 p.m., Dinner: 5 to 10 p.m.

**Marker 10 Spirits & Cuisine Bar** (First Floor)

### Fitness Center & Recreation

The Hyatt has a 24-hour, state-of-the-art fitness center, as well as an outdoor pool and whirlpool (first floor).

The City of Austin's Hike and Bike Trail on Lady Bird Lake is next to the hotel, and mountain bikes are available for rental to hotel guests.

### Privacy Policy

The Hyatt respects guests' privacy; calls will not be forwarded to hotel guests without the caller knowing the guests' name and room number.

## The Authors' Assistant

Mindy Reed  
Danielle Hartman  
512-907-1821  
www.authorsassistant.com  
theauthorsassistant@gmail.com



manuscript editing  
proofreading author  
ghostwriting  
indexing  
publicity  
book marketing

**Friesens**  
AMERICA

**BOOKS**  
HOW & WHEN  
YOU WANT THEM

### Complete Book Manufacturing

- *B&W Books*
- *Color Books*
- *Soft/Hard Cover Books*
- *High Volume – Short Run Printing*
- *Specialty Binding*
- *Eco-Friendly Books*

Your local sales representative:  
Coral Gates 918.252.9816  
email: coralg@friesens.com  
friesens.com



## WRITERS' LEAGUE OF TEXAS SUMMER WRITING RETREAT



SUL ROSS STATE UNIVERSITY  
**JULY 25-29, 2011**  
**ALPINE, TEXAS**

Are you ready  
to take your writing  
to the next level?

Get away from it all and head to scenic West Texas for a week of writing. The 2011 WLT Summer Writing Retreat at Sul Ross State University in Alpine is the perfect summer escape. There's something about the stunning landscape of mountainous West Texas — not to mention the refreshing afternoon showers and cool summer evenings — that inspires writers to simply write.



Carol Dawson James L. Haley Karleen Koen Scott Wiggerman

Intensive writing workshops taught by four of Texas' premier authors featuring:

- Intimate classes (20 students maximum)
- Personalized instruction
- Time dedicated for writing

**Tuition** \$299 WLT members / \$359 nonmembers

Note: Tuition does not include room and board. Discounted rates will be available at the SRSU residence halls and Alpine hotels.

View complete course description and register online at [www.writersleague.org](http://www.writersleague.org)

**Special Offer for 2011 Agents Conference Registrants!**  
Register online at [www.writersleague.org](http://www.writersleague.org) by July 15 and receive **\$100 OFF** the regular price!  
Use Coupon code CONFERENCE to sign up at the special rate of \$199

Thank you to our sponsors!



Program design by Sharpe Design    Printing courtesy Friesens

# Writers' League of Texas

UPCOMING  
EVENTS



## Summer Writing Retreat

July 25-29, 2011/Sul Ross State University, Alpine

## Secrets of the Agents Workshops

Fall and spring / Austin & Houston

## WLT YA A to Z Conference

Spring 2012 / Austin

## 2012 WLT Agents Conference

June 22-24, 2012 / Austin



WRITERS'  
LEAGUE  
OF TEXAS

### Board of Directors

Sheila Allee  
Eric Behrens  
Susan Blount  
Louis Brusatti  
Laura Castro  
David Ciambrone  
David A. Furlow  
Nina Godiwalla  
Rick Guzmán  
Larry Norwood  
Evelyn Palfrey  
James Pounds  
Beth Sample  
Frances Townsend  
Karen Trikilis

### Advisory Board

Sally J. Baker  
Sarah Bird  
Mary Margaret Farabee  
Robert Flynn  
Karleen Koen  
Ann McCutchan  
Barbara Minton  
Debra Monroe  
Kathleen Niendorff  
John G. Pipkin  
Angela Smith

### Staff

Cyndi Hughes, Executive Director  
Sara Koceck, Program Manager  
Kate Meehan, Bookkeeper  
Amy Rose Capetta, Administrative Assistant

611 S. Congress Avenue, Suite 130  
Austin, Texas 78704  
512-499-8914

writersleague.org  
@WritersLeague

Scribe blog:  
WritersLeagueofTexas.wordpress.com