



Welcome to the 2020  
Summer Picnic for Writers!

## Catalog

Our flexible pricing means you can choose your picnic. Come to one session or come to them all!  
\$39/member per class; \$49/nonmember - Student Discount 20%. Bundles of 6, 12 or 20 classes.  
Agent Appointments - \$125.

## Course Offerings

**Writing Your Tomorrows: Tools for Women in Transition with Judy Huge – A Four-Part Series**  
**Tuesdays, June 9, 16, 23, 30 – 11:00 am – 12:00N ET**

As Susan Tiberghien says, in times of transition like these, "We get to cast off what has imprisoned us in the old order so we can enter the portals of our new tomorrows." By digging inside our remembered pasts, our own personal Lost and Found Departments, we'll use writing as a tool for uncovering the maps we'll be needing to guide us into "our new tomorrows." It's said that the words author and authenticity share the same root, which means: *genuine*. This writing webinar uses writing as a tool for women seeking the most genuine form for the lives into which they will be emerging.

**Meet the Agents/Editors – Wednesday, June 17 – 5:00-6:00 pm ET**

Four agents/editors are offering private appointments this summer. We are welcoming Lucy Cleland, Jess Dallow, Jane Kinney Denning and Sorche Fairbank to our Summer Picnic, and you have an opportunity to get to know them and submit your work for consideration. Join us on Wednesday, June 17 online at 5:00 pm ET to hear what each agent is looking for and to ask your questions.

**Reading Like a Writer – Arielle Silver**

**Thursdays, June 18, July 16, August 20 – 2:00 pm ET; 11:00 am PT**

Over three seminars in the Reading Like A Writer series, we will train our eyes on fiction and nonfiction excerpts from critically acclaimed writers like Mary Karr, Tim O'Brien, Cheryl Strayed, and Anthony Doerr. By closely observing masterfully executed craft elements, attendees will come away with sharper eyes, inspiration, and fresh perspectives for crafting their own stories, poems, and memoirs.

**SoulCollage®: Take Dictation from your Soul – Judith Prest**  
**Wednesdays, July 1, July 15, July 29 3:00-4:15pm ET**

SoulCollage® cards are handmade small collages usually made on a 5 x 8 piece of matte board or backing board. Over the course of this three-session class, you will learn the basics of the SoulCollage® process, make cards, reflect and write from your cards, and share your writing. You are encouraged to continue your card making between classes. You will receive a list of materials needed and suggestions for where to purchase the backer boards and plastic sleeves.

**Words of Protest, Words of Freedom – June Gould – Wednesday, July 8 – 7:00-8:30 pm ET**

Writing can nail the loose stuff of our current reality to the page. We will read poems related to protests, (I will send them to you prior to our workshop,) we will write our own protests in response to the problems of illness, isolation and social distancing. I will invite you to share your drafts with our webinar.

**Life Writing: Creating Characters in fiction and nonfiction – Charlotte Gordon**  
**Wednesday, July 22 – 7:00-8:00 pm ET**

All writers are “life writers,” whether we are writing fiction, nonfiction, biography, memoir or a novel. Our job is to embrace the extraordinary and the everyday, to use our imaginations and our emotions, our research skills and our analytical abilities. But what happens when we write the lives of women? Are there special challenges to writing about women?

**KidLit 101 – Jen Malone – Wednesday, August 12 – 7:00 pm ET**

This webinar will offer an birds’ eye overview of the children’s book market, from defining the qualities that distinguish the picture book, chapter book, middle grade and young adult categories, to the considerations one needs to make in writing for and marketing to a young reader. Plenty of Q&A time will ensure your specific interests are addressed. Jen Malone has authored over a dozen books for ages 5-21 and published with children’s book imprints at Simon & Schuster, HarperCollins, Random house Penguin, among others.

**The Writer’s Roadmap – Leigh Shulman – Wednesday, August 26 – 7:00-8:00 pm ET**

Do you have a plan for your writing life? I mean a really clear one. Silly question, I suppose. Considering everything feels so up in the air these days. But there are still ways to focus and know what you want. You can find a clear path for yourself in spite of the chaos. This workshop is based on ten years of working with clients and is the basis of my book *The Writer’s Roadmap: Paving the Way To Your Ideal Writing Life*. It has helped thousands of writers find their way in the writing world. We’ll talk about knowing what you want so you can create a path to get there.

# Friday Free Writes – 1:00 pm ET

\*These sessions are 30 minutes – all the rest are 60 minutes.

**Friday – June 12 – Free Write with Yun Wei** – 1:00-1:30 pm\*

Topic is Writing through Time: From Flashbacks to Foreshadowing

**Friday – June 19 – Free Write with Leslie Neustadt** – 1:00-2:00 pm

Topic is Poetry as Prayer

**Friday – June 26 – Free Write with Dorothy Randall Gray** – 1:00-2:00 pm

Topic is Soul Between the Lines

**Friday – July 10 – Free Write with Jan Gary** – 1:00-2:00 pm

Topic is The Building Blocks of Memoir

**Friday, July 17 – Free Write with Juanita Kirton** – 1:00-2:00 pm

Topic is Ekphrastic writing

**Friday, July 24 – Free Write with Linda Leedy Schnieder** – 1:00-1:30 pm\*

Topic is The Wonder of Words

**Friday, July 31 – Free Write with Georgia Popoff** – 1:00-2:00 pm

Topic is When "I" Is Not "Me" - Inspiring Persona Poetry

**Friday, August 7 – Free Write with Linda Bergman** – 1:00-2:00 pm

Topic is Free Write Unplugged: Lock Your Mental Editor Outside

**Friday, August 14 – Free Write with Lisa Freedman** – 1:00-2:00 pm

Topic is Hot Fun in the Summertime: A Sultry Body-Centric Meditation and Free Write

**Friday, August 21 – Free Write with Lisa St. John** – 1:00-2:00 pm

Topic is Making Time for Words: The Power of Poetry

**Friday, August 28 – Free Write with Marj Hahne** – 1:00-2:00 pm

Topic is Expressing Emotions in Your Writing Without, Well, Emoting

# Writing as Business

Our ***Writing as Business Series*** covers key elements every writer will encounter on the way to publication, whether traditionally published or not, plus some extras to help you navigate the often-daunting world of book promotion.

**Caridad Pineiro** – The Path to Publication - **Monday, June 15th 7:00 - 8:00 pm**

Review the various publishing options (traditional path for fiction and non-fiction, hybrid presses pros and cons, decision to self-publish), and how to decide what approach is best for you.

**Paula Scardamalia** – Querying and Pitching - **Monday, June 22nd 7:00 - 8:00 pm**

A pitch and a query are publishing sales tools for convincing an agent or editor to read pages of your manuscript and consider representing or publishing your book. Learn about submission guidelines, techniques for standing out and how to develop a relationship from the start, plus a few tips for feeling confident when pitching or querying.

**Lynne Barrett** – **What Editors Want** - **Monday, June 29th 7:00 - 8:00 pm**

Learn about the process of submitting short fiction, nonfiction, and poetry to magazines (print and online), including how to find and assess journals, record-keeping, understanding rejections, persistence, and making the most of publication when it happens.

**Caridad Pineiro** - Contract Issues for Writers - **Monday, July 13th 7:00 - 8:00 pm**

Learn about the different kinds of terms writers may encounter in traditional publishing contracts as well as terms of service and contracts for self-publishing venues

**Sharla Wailes** – Designing the Perfect Book Cover – **Monday, July 20<sup>th</sup> 7:00-8:00 pm**

Your book cover is one of your most effective sales tools, and it has to convey the story in a way that generates interest and curiosity. In this presentation with graphics designer Sharla Wailes, learn what decisions are key in designing a book cover as a harmonious blend of font types, technical specifications, and art.

**Paula Scardamalia** – Building Your Platform while Writing your Book – **Monday, July 27<sup>th</sup> 7:00-8:00 pm**

Whether you are self-publishing or publishing with a traditional house, you are the one responsible for creating your brand and building a platform. You need to decide who you are to your audience, who your readers are, and how to reach and engage them *as you write your book*. Learn about the various tools to help you build that platform and which ones might be the best fit for you.

**Cathleen O'Connor** - Steps to a Book Launch – Monday, August 3<sup>rd</sup> 7:00-8:00 pm

Learn how to plan for and run a successful book launch whether you have an online presence or not, whether you are traditionally published or self-published. Timelines and planning goals will be reviewed.

**Caridad Pineiro** – Protecting Your Work - Monday, August 10<sup>th</sup> 7:00 - 8:00 pm

Learn how to protect your work from infringement and how to avoid third-party claims that you are infringing their materials.

**Leah Komaiko** - Your Story is Your Brand – Monday, August 17<sup>th</sup> 7:00-8:00 pm

Author and Brand Consultant, Leah Komaiko believes that your brand is to be found in the story you tell. If you craft a compelling story that readers relate to, remember, and share with others, then you have discovered your brand. Learn how to think about what your brand truly is and how to best embody that for greatest success.

**Cathleen O'Connor** – Promoting Your Book – Monday, August 24<sup>th</sup> 7:00-8:00 pm

Learn how to use Social Media to promote your book including the demographics of the different social media sites (Facebook, Instagram, Twitter, etc.) and how to target your audience. Includes suggestions for resources like social media influencers to expand your reach.