



The San Francisco Writers Foundation presents

**The 10<sup>th</sup> San Francisco Writing for Change Conference:  
Writing to Make a Difference  
For Fiction, Nonfiction & Children's/YA Writers**

**Saturday, September 8th 8:00 a.m.-5:00 p.m.  
Unitarian Universalist Center, 1187 Franklin at Geary**

- 8:00 a.m. **CHECK-IN** / Coffee, tea & pastries  
Snacks, coffee, and tea available throughout the day.
- 8:30-8:40 **WELCOME/INTRODUCTIONS: Laurie McLean** and the agents of change!
- 8:40-8:55 **3 STEPS TO BECOMING A CHANGE AGENT**  
**Nina Amir**, *The Author Training Manual*
- 9:00-3:00 **FREE EIGHT-MINUTE EDITORIAL CONSULTATIONS**  
**Tanya Egan Gibson, Mary Knippel, Mary Rakow** or **Monica Wesolowska**.  
Bring copies of the beginning of your book to share with other attendees and an editor.  
Please understand that consultations, especially with speakers, are limited. Limit one consult per attendee. Sign up at the registration table.
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- 9:00-10:00 **UNDERSTANDING CHANGE AS A WRITER: How To Change the World Through Your Writing**  
**Joan Gelfand**, *You Can Be A Winning Writer*  
**Brigid O'Farrell**, *She Was One of Us: Eleanor Roosevelt and the American Worker*  
Moderator: **Brenda Knight**, Publishing Consultant, Mango Media
- 10:15-11:30 **AVENUES FOR CHANGE: Publishing Opportunities to Effect Change**  
**Barbara Santos**, *Practice Aloha*  
**Tanya Egan Gibson**, *How to Buy a Love of Reading*  
**Monica Wesolowska**, *Holding Silvan: A Brief Life*  
Moderator: **Mary Knippel**
- 11:45-12:15 **KEYNOTE: Dismantle the Doomsday Machine!**  
**Daniel Ellsberg**, *The Doomsday Machine: Confessions of a Nuclear War Planner*  
Interviewed by **David Landau**  
Followed by a Q&A and signing
- 12:30-1:30 **BOX LUNCH (\$15 paid in advance) or BYO or eat at a local restaurant**
- 1:30-2:30 **HOW TO BUILD PLATFORM: Create an Audience Through Savvy Marketing**  
**Jim Azevedo**, Smashwords  
**Cristina Deptula**, Authors Large and Small  
**Brenda Knight**, Publishing Consultant  
Moderator: **Laurie McLean**, Fuse Literary
- 2:45-3:30 **WRITING & PUBLISHING A BOOK THAT WILL CHANGE THE WORLD**  
**Nina Amir**: *Creative Visualization for Writers*

3:30-5:00 **SPEED DATING WITH THE PROS:** A Pitch-and-Learn Session  
You may ask questions or pitch your book for three minutes to **Nina Amir, Jim Azevedo, Cristina Deptula, Brenda Knight, David Landau, Laurie McLean, Mary Rakow, and Monica Wesolowska**

5:00 p.m. **CONTINUING THE CONVERSATION:** (An optional post event dinner)  
If you wish to keep the spirit of community going, please join us for a host-free dinner at a nearby restaurant. The cost is \$20 in cash (includes food, tax, and tip). Volunteers and speakers will be guests of Advisory Board member Harvey Pawl. Simply sign up and pay at the registration desk by 2:00.

### HELPFUL INFORMATION

- **A FREE EDITORIAL CONSULTATION**—Your consultation may focus on your work, advice about getting published, or feedback on your pitch. Please sign up at registration for **Tanya Egan Gibson, Mary Knippel, Mary Rakow** or **Monica Wesolowska**. One consult per attendee. (As editors' schedule permits.)
- **HANDOUTS**--We encourage presenters to prepare handouts about their talks which will be available for attendees on our website at <http://sfwritingforchange.org>. We hope you'll review the handouts before the event. You can also print them out and bring them with you to help follow the speakers and ask questions.
- **BOOKSTORE**—Bookshop West Portal will sell books. You're welcome to bring three copies of your self- or traditionally published book on consignment for the store to sell. Be sure to settle up by 5 pm.
- **RESOURCE TABLE**—Presenters and nonprofits will have literature available on the resource table. Items of interest to writers welcome. Please ask at registration before adding items to the table.
- **PARKING & PUBLIC TRANSPORTATION**—The UCC website at <http://www.uusf.org/contact> has a good overview of options.

### The Conference Team

Director Laurie McLean  
Registration Director Richard Santos    Marketing Director Barbara Santos  
Onsite Event Coordination: Lissa Provost  
Hospitality Coordination: Tessa Bertoldi    AV Manager: Aaron Provost  
Onsite Bookstore: BookShop West Portal

### KEYNOTE PRESENTER



**Daniel Ellsberg**, best known as the man behind the Pentagon Papers, is a bestselling, award-winning author of four books: *The Doomsday Machine: Confessions of a Nuclear War Planner* (2017), *Secrets: A Memoir of Vietnam and the Pentagon Papers* (2002) *Risk, Ambiguity and Decision* (2001) and *Papers on the War* (1971). He was awarded the Right Livelihood Award, in Stockholm, Sweden, “. . . for putting peace and truth first, at considerable personal risk, and dedicating his life to inspiring others to follow his example.”

A Senior Fellow of the [Nuclear Age Peace Foundation](#), he is a committed activist on the dangers of the nuclear era and the urgent need for whistleblowing.

He earned his Ph.D. in Economics at Harvard in 1962 with his thesis, *Risk, Ambiguity and Decision*. His

research leading up to this dissertation—in particular his work on what has become known as the “Ellsberg Paradox,” first published in an article entitled Risk, Ambiguity and the Savage Axioms—is widely considered a landmark in decision theory and behavioral economics.

## 2018 SAN FRANCISCO WRITING FOR CHANGE CONFERENCE PRESENTERS



**Nina Amir** is an international speaker, award-winning blogger and journalist, bestselling author, and one of 300 elite Certified High Performance Coaches in the world. Known as the Inspiration to Creation Coach, she helps people Achieve More Inspired Results. Amir is the author of *How to Blog a Book*, [The Author Training Manual](#), and *Creative Visualization for Writers*, and she has 12 ebooks to her name as well. She created the Author of Change Transformational Coaching Program and founded National Nonfiction Writing Month (NaNonFiWriMO) and the Nonfiction Writers’ University (NFWU). She also developed two proprietary training programs, one for aspiring authors and author coaches and another for authors who want to plan all aspects of their careers.



**Jim Azevedo** is the marketing director at Smashwords, the largest distributor of self-published ebooks serving over 130,000 independent authors, publishers, and literary agents. Since 2008, Smashwords has helped authors around the world release more than 470,000 titles to top ebook retailers, subscription services, and public libraries.. For best practices: Smart Author Podcast at [smashwords.com/podcast](http://smashwords.com/podcast) or another podcasting service, @smashwords, Jim@jazzervedo.



**Cristina Deptula** is a creative writer, former science and technology journalist, and editor of the literary magazine *Synchronized Chaos*. She leads the literary publicity team of Authors, Large and Small, which helps writers of all sorts find and reach audiences for their work.



**Joan Gelfand** Joan Gelfand's reviews, stories and poetry have appeared in over 100 national and international literary journals and magazines including *Rattle*, *Prairie Schooner*, *Kalliope*, *California Quarterly*, *the Toronto Review*, *Marsh Hawk Review* and *Levure Litteraire*. She has been a featured reader at numerous venues in the United States and Mexico including Bowery Poetry Club, the Southern Festival of Books, The Public Library of New York, and Litquake. Development Chair of the Women’s National Book Association, a member of the National Book Critics Circle and a juror for the Northern California Book Awards, Joan blogs for the Huffington Post and coaches writers.



**Tanya Egan Gibson** is a freelance editor and the author of the novel *How to Buy a Love of Reading* (Dutton), in which a bibliophobic girl’s entire life changes in the weeks leading up to her Sweet 16 because of a book her parents buy her—one she absolutely does not want. Tanya’s articles have appeared in *Writer’s Digest*, *The Writer*, and *Parents*, and her short fiction has been nominated for a Pushcart Prize. [www.tanyaegangibson.com](http://www.tanyaegangibson.com)



**Brenda Knight** began her career at HarperCollins, working with Marianne Williamson, Huston Smith, and Paolo Coelho. Brenda was Publisher of Cleis Press and was awarded IndieFab's Publisher of the Year in 2014. She is the author of *Wild Women and Books*, *Be a Good in the World*, and *Women of the Beat Generation*, which won an American Book Award. She is the cofounder of *PI: Promotional Intelligence for Authors, Publisher and other Creatives* and publishing consultant for Mango Media.



**Mary E. Knippel**, Writer Unleashed, author, publisher, and speaker, is committed to helping women in transition claim their voice...to Live a Life Unleashed! A two-time breast cancer survivor, Mary chronicles moving from survive to thrive in her upcoming book, *The Secret Artist*. She has served as president of the WNBA-SF chapter and past board member of CWC-Peninsula branch. Visit <http://yourwritingmentor.com> to learn about coaching, classes and workshops.



**David Landau** has been a recognized writer all his adult life. In 1971, as managing editor of *The Harvard Crimson*, he struck up a friendship with Daniel Ellsberg before the release of the Pentagon Papers. Since then, David has been a journalist, novelist, publisher and playwright. Because of its magical power to transform even the best writing, editing is his greatest passion.



**Laurie McLean, Partner, FUSE LITERARY**

Laurie McLean spent 20 years as the CEO of a PR agency and 8 years as an agent before co-founding Fuse Literary in 2013. Laurie specializes in MG, YA and Adult genre fiction. She's also the Director of the San Francisco Writers Conference. Find out more at [FuseLiterary.com](http://FuseLiterary.com), subscribe to the agency newsletter, and follow the agency on Twitter @FuseLiterary and @AgentSavant. [Email: Laurie@FuseLiterary.com](mailto:Laurie@FuseLiterary.com).



**Brigid O'Farrell**, author of *She Was One of Us: Eleanor Roosevelt and the American Worker*, is an independent scholar affiliated with the Eleanor Roosevelt Papers, George Washington University. Her writing in sociology and labor history focuses on changing public policy and gender equality in the workplace. Earlier books include *Beyond Gender: The New Politics of Work and Family* with Betty Freidan. Publications span academic journals, newspapers, magazines, and on-line. National Writers Union, UAW 1981: [mbrigidofarrell@gmail.com](mailto:mbrigidofarrell@gmail.com)



**Mary Rakow, Ph.D.**'s name appears in the acknowledgments of Garth Greenwell's *What Belongs to You*, long-listed for the National Book Award, and Gregory Boyle's Amazon bestseller *Barking to the Choir*. "Rakow is a legendary editor," says Tupelo Prize winner Ilya Kaminski. A San Franciscan, Mary also meets with clients. Her latest novel, *This Is Why I Came*, received outstanding reviews in the *Washington Post*, *Boston Globe*, *Atlantic*, *Harvard Divinity Bulletin*, and *Christian Century*, [maryrakow.com](http://maryrakow.com), [thisiswhybook.com](http://thisiswhybook.com).



**Barbara Santos** helps writers connect with the right people. As the marketing director of the San Francisco Writers Conference and former co-director of the Maui Writers Conference, she has worked with the biggest names in publishing. She has written and edited two cookbooks and, along with co-author Mark Ellman, created a guide to living Hawaiian style with the anthology, *Practice Aloha*. It features essays (and even a few recipes!) from contributors who agree that if people lived their life with aloha, the world would be a much better place.



**Monica Wesolowska** is an author, teacher, and independent editor. Her memoir, *Holding Silvan: A Brief Life*, was named a "Best Book of 2013" by *Library Journal* and *The Boston Globe*. She publishes fiction and essays and has a children's picture book forthcoming from Scholastic. She teaches at UC Berkeley Extension, Stanford Continuing Studies and elsewhere and has worked one-on-one as an editor for over a decade. Read more at [www.monicawesolowska.com](http://www.monicawesolowska.com).

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Thank you for joining us at the 2018 San Francisco Writing for Change conference. We hope you use what you learned today to make your own writing change the world for the better.

[www.SFWritingforChange.org](http://www.SFWritingforChange.org)

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The **2019 San Francisco Writers Conference** will be held February 14-17 at the Hyatt Regency Embarcadero. SFWC Master Classes February 14 & 18. We hope to see you there.

For details and registration, go to [www.SFWriters.org](http://www.SFWriters.org)

ALSO: SFWC-MIL CLASSES are year-round at the Mechanics' Institute.