

2019 SAN FRANCISCO WRITING FOR CHANGE SCHEDULE

Saturday, September 14th, 2019

First Unitarian Universalist Center-SF (Geary at Franklin)



- 8:30 am** **CHECK-IN DESK OPENS**
Pick up badge and ongoing sign-up for an editor consult
- 8:45 am** **Welcome**
SFWC/SFW4C Director Laurie McLean
- 9:00 am** **How You Can Change the World Through Your Writing**
The O.G. Rev Harry Louis Williams II
Michael Warr
Moderator: Laurie McLean
- 10:15 am** **How Women Writers Can Change the World**
Gina Mulligan
Melissa Hart
Mary Rakow
Moderator: Joey Garcia
- 11:25 am** **A Prayer for Change**
The O.G. REV
- 11:30 am** **Lunch** (optional box lunch \$15 must be ordered in advance)
- 12:30 pm** **KEYNOTE**
Brooke Axtell
- 1:15 pm** **Becoming an Agent for Change**
Nina Amir
Peter Beren
Meghan Stevenson
Moderator: Brenda Knight
- 2:30 pm** **How to Build a Fan Base**
Jim Azevedo
Brenda Knight
Karly Caserza
Moderator: Melissa Hart
- 3:45 pm** **Ask the Pros**
Nina Amir, Jim Azevedo, Peter Beren, Karly Caserza, Joey Garcia, Tanya Egan Gibson, Melissa Hart, Brenda Knight, Laurie McLean, Gina Mulligan, Mary Rakow, Meghan Stevenson, Wendy Tokunaga, and O.G. Rev Harry Louis Williams II.

As of 8-8-19 For Updates and Registration go to: www.SFWritingforChange.org

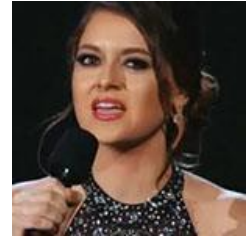
San Francisco Writing for Change is produced by the San Francisco Writers Conference, a 501(c)3 nonprofit.
SFWC, PO Box 326, Oakley, CA 94561 Office and Registration questions: (925) 420-6223

Our Speakers for the 2019 San Francisco Writing for Change

Full bios are online at www.SFWritingforChange.org

KEYNOTE SPEAKER:

BROOKE AXTELL is the Founder and Director of [She is Rising](#), a healing community for women and girls overcoming rape, abuse and sex-trafficking. Her work as a human rights activist led her to speak at The 2015 Grammy Awards, The United Nations and the U.S. Institute for Peace. She is a member of the Speaker's Bureau for [Rape, Abuse, Incest, National Network](#), the largest antisexual assault organization in the U.S., and an Advisor for Freedom United, global initiative to end human trafficking.



Her work as a writer, speaker, performing artist and activist has been featured in the *New York Times*, *LA Times*, *Rolling Stone*, *Time Magazine*, *Wall Street Journal* and CNN. Brooke has published several award-winning poetry books and released three CDs of original music to critical acclaim.



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. Amir is the author of *How to Blog a Book*, *The Author Training Manual*, and *Creative Visualization for Writers*. She created the Author of Change Transformational Coaching Program and founded National Nonfiction Writing Month (NaNonFiWriMO), the Nonfiction Writers' University (NFWU), and two training programs, one for authors and coaches who want to plan all aspects of their careers.



JIM AZEVEDO is the marketing director at Smashwords, a leading distributor of self-published ebooks serving over 140,000 independent authors, publishers, and literary agents. Since 2008, Smashwords has helped authors around the world release more than 500,000 titles to top ebook retailers, subscription services, and public libraries. Jim, a convert from Silicon Valley's tech industry, brings a unique perspective to Smashwords' indie ethos cultivated from his 17 years drumming, recording and touring with a local hard rock band. For best practices: Smart Author Podcast at smashwords.com/podcast.

@smashwords, Jim@jazzervedo.



MELISSA HART is the author of *Better with Books: 500 Diverse Books to Ignite Empathy and Encourage Self-Acceptance in Tweens and Teens* (Sasquatch, 2019) and the award-winning middle-grade novel *Avenging the Owl*. She is also a contributing Editor at *The Writer Magazine*. Her essays have appeared in *The Washington Post*, *The Los Angeles Times*, *The Boston Globe*, *The Advocate*, *Hemispheres*, *The Chicago Tribune*, and many other periodicals. She started publishing at 14, with two poems in *Cat Fancy* and a story in *Scholastic Voice Magazine* which taught her never to name her characters after her crush.



BRENDA KNIGHT is the acquiring editor at Mango Media. Brenda 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*.



GINA MULLIGAN began her writing career as a freelance journalist and is the author of two novels; *Remember the Ladies* and *From Across the Room*, and the non-fiction *Dear Friend: Letters of Encouragement, Humor, and Love for Women with Breast Cancer*. After her own diagnosis, Gina founded Girls Love Mail, a national charity that collects handwritten letters of encouragement for women with breast cancer. She was honored for her work on The NBC Nightly News with Lester Holt, The Steve Harvey Show, People.com, Today.com, and *Woman's Day Magazine*.



MICHAEL WARR—Michael’s books of poetry include *Of Poetry & Protest: From Emmett Till to Trayvon Martin*, *The Armageddon of Funk*, and *We Are All The Black Boy*. In 2017 he was named a San Francisco Library Laureate. He received a Creative Work Fund award for his digital poetry project “Tracing Poetic Memory in Bayview-Hunters Point,” where he spent his early childhood. Other honors include a Black Caucus of the American Library Association Award, and an NEA Fellowship for Poetry. His poetry is being translated into Chinese as part of the “Two Languages / One Community” project in collaboration with poet and translator Chun Yu.

.Michael is the former Deputy Director of the Museum of the African Diaspora.



O.G. REV HARRY LOUIS WILLIAMS II was born in Brooklyn, New York and raised in Asbury Park, NJ. He holds a B.A. degree from Kean University and a Master of Divinity Degree from Palmer Theological Seminary. Reverend Williams (known in the community as O.G. Rev) serves as the Interim Minister of Compassionate Care at the historic Glide Memorial Church in the San Francisco’s Tenderloin. He’s a board member for Homies Empowerment which provides guidance to gang impacted youth. On Father’s Day, 2019, the Adamika Village Stop The Violence Collective presented him with the Nipsey Hussle Father Of The Hood Award. Williams is the author of 8 books including the bestselling novel, *Straight Outta East Oakland*. Harvard University Professor Dr.

Cornel West wrote: "Harry Williams is a wise, courageous and compassionate guide through our chocolate cities with a focus on the precious humanity of our neglected and abandoned fellow citizens!"

AGENTS:



PETER BEREN is a member of the Association of Authors’ Representatives (AAR) and a book publishing consultant to authors, self-publishers and independent publishers. Formerly Vice-President of Publishing at Insight Editions, Publisher of Sierra Club Books, Publisher of VIA Books, an Acquisitions Editor for Jeremy Tarcher and Executive Editor at And/Or Press, Inc., he has more than four decades of experience in the book publishing industry. At Sierra Club he received three Benjamin Franklin Awards from the Independent Book Publishers Association (IBPA), at VIA Books, the book publishing division of the California State Automobile Association. Beren was awarded the Merit Award for

Excellence in Communication by the International Association of Business Communicators (IABC).



KARLY CASERZA is an associate agent at Fuse Literary. A freelance graphic designer for over 10 years, Karly creates book covers for Short Fuse and promo graphics for Fuse authors. She began her career in the publishing industry as a reader at Fuse Literary and as part of the production team of Short Fuse. Karly is the marketing coordinator of the SFWC, an Adobe Technical Trainer, Young Adult author, video game geek, and art noob. Karly has a deep love for characters with a strong voice and seeks out stories she can get lost in. Diversity in genre fiction is a major bonus. She specializes in middle grade/YA

genre fiction (fantasy, science fiction, and contemporary).



Laurie McLEAN is the co-founder/partner of Fuse Literary, actively creating the literary agency of the future and igniting author careers. Laurie ran her own eponymous publicity agency for 20 years and then spent 8 years as an agent before forming Fuse in 2013. She specializes in adult/YA/middle grade genre fiction, but also listens to pitches at conferences for the entire agency of 10 agents. Laurie is the Director of the San Francisco Writers Conference. Query her at Laurie@FuseLiterary.com.

EDITOR & BOOK COACH CONSULTATIONS by:

Nina Amir and **Gina Mulligan** will also offer consults. Sign up at the registration desk and see the available times. Please, one consult per attendee!



JOEY GARCIA is a book coach who helps writers bring their ideas into reality. She is an author herself and her print and online advice column “Ask Joey” has inspired 300,000 readers each week for more than 21 years. She is a Relationship Expert for a network television station and an iHeart Media talk show host. Born in Belize, she is the founder of the Belize Writers’ Conference. www.joeygarcia.com



TANYA EGAN GIBSON is the author of the novel *How to Buy a Love of Reading*, a freelance editor, consultant, and writing teacher. She has written for such magazines as *The Writer*, *Parents*, and *Writer’s Digest*, which published her article, “10 Things Your Freelance Editor Hasn’t Told You—But Should”.



WENDY TOKUNAGA is an award-winning writer, independent editor for novels and memoirs, writing teacher and acclaimed cat servant. Her novels include *Midori by Moonlight*, *Love in Translation*, *Falling Uphill*, *His Wife and Daughters* and *No Kidding*. Her non-fiction title is *Marriage in Translation: Foreign Wife, Japanese Husband*. She received her MFA from University of San Francisco and teaches for Stanford’s Certificate Program in Novel Writing. Her latest book is the first in a series of short story collections called *Postcards From Tokyo*.



MEGHAN STEVENSON worked as an editor at Simon & Schuster (Touchstone) and Penguin (Hudson Street Press and Plume) before launching her business in 2012. With an MS in Publishing from Pace University, and BA in Communication Studies and English Writing from Winona State University, her mission is to help people transform their stories and expertise into books that readers enjoy and benefit from. “I have spent the last decade helping authors navigate every stage of the publishing process, from cultivating book ideas and querying agents to fine-tuning a manuscript before it goes to press”.



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, thisiswhybook.com.