

2018 Cedar Falls Christian Writers Workshop Speakers and Their Session Topics

Jocelyn Green, our 2018 Keynote Speaker, inspires faith and courage as the award winning and bestselling author of numerous fiction and nonfiction books, including *The Mark of the King; Wedded to War; The 5 Love Languages Military Edition*, coauthored with bestselling author Dr. Gary Chapman; as well as other collaborative works. In 2017, she released *Free to Lean: Making Sense of Your Lopsided Life*, and her fiction title, *A Refuge Assured*, was released in February 2018. Her books have garnered starred reviews from Booklist and Publishers Weekly, and have been honored with the Christy Award, the gold medal from the Military Writers Society of America, and the Golden Scroll Award from the Advanced Writers & Speakers Association. She graduated from Taylor University in Upland, Indiana, with a B.A. in English, concentration in writing. Jocelyn lives with her husband Rob and two children in Cedar Falls, Iowa. Visit her at www.jocelyngreen.com

Jocelyn Green's sessions:

The Key to Being a Successful Writer – DAY 1

In a world already full of books, magazines, and digital content, do you ever wonder what more we could possibly add that hasn't already been written? What makes any writer successful? Hear from readers, writers, editors, and publishers in this session as we explore what success could mean for you. Hint: it may not be what you think!

9 Ways to Bolster Historical Research – DAY 1 BREAKOUT

When it comes to writing historical fiction, the better the research, the better the book. Anchor your reader in immersive and believable story worlds that will make history feel alive. This workshop will show you what to look for, where to look, how to incorporate your golden details, and offer pointers on avoiding pitfalls common to the historical novelist.

Note: While this workshop is designed primarily for the historical novelist, the tools will also translate for those who write memoir, history-related nonfiction, and journalism that encompasses historical context.

The 5 Love Languages for Writers – DAY 2

Let's face it. We don't all feel loved by the same expressions. While one person feels valued with quality time, another feels loved mostly by words of affirmation. Understanding the five primary love languages, as distinguished by Dr. Gary Chapman, will help novelists, memoir writers, and biographers tap into untold layers of relationships. The lessons learned here will apply within the context of marriage or romance, parent-child, friendships, co-workers, etc. Not only will you be able to increase believable tension and conflict in your writing, you'll be equipped to decrease it in your personal relationships after this workshop.

Promotion Pizazz! Partnering with Authors and Influencers to Get Your Message Out – DAY 2 BREAKOUT

Do you shy away from self-promotion? Are you such a committed introvert that marketing makes you shudder? Never fear. If you answered yes (and even if you didn't), this workshop will show you how to manage pressure-free marketing for your book by teaming up with fellow authors in your genre and by mobilizing influencers to spread the word for you. You'll come away with fresh ideas from case studies and examples from real marketing campaigns.

The Author E-newsletter: The What, How and Why of the Writer's Most Valuable Marketing Tool – DAY 3

Publishers agree, whether you write fiction or nonfiction, the most helpful aspect of the writer's platform is the author e-newsletter. This workshop will tell you why, then offer several ideas on how to build your subscription list, how often to send it, what to include, and what happens when readers don't open your emails. We'll take a look at sample emails from a variety of authors to get your creative juices flowing.

Shelly Beach is co-founder of the Cedar Falls Christian Writers' Workshop in Cedar Falls, Iowa, and the Breathe Christian Writers' Workshop in Grand Rapids, Michigan. Winner of multiple writing awards, she is also the author of twelve books and co-author of numerous others, including *Precious Lord, Take My Hand*, a collection of meditations for caregivers; *Ambushed by Grace: Help and Hope on the Caregiving Journey*; and the multiple award-winning *Love Letters from the Edge*, written with co-author Wanda Sanchez. Shelly's first contemporary Christian novel, *Hallie's Heart*, won a Christy Award. She is also the author of *The Silent Seduction of Self-Talk: Conforming Deadly Thought Patterns to the Word of God*. Shelly works as a freelance author, editor, and writing consultant. She served as managing editor for the *NIV Hope in the Mourning Bible* and also contributed to the *Mosaic Bible* and is one of three writers for the *NIV Stewardship Bible*. She is a favorite guest of top radio hosts and an engaging speaker across the nation for Daughters of Destiny women's prison ministry. With friend and colleague Wanda Sanchez, Shelly is also co-founder of PTSDPerspectives.org, consulting on post-traumatic stress disorder (PTSD), the issue of trauma-informed care and the importance of addressing trauma in faith-based organizations. She can be found at <http://shellybeachonline.com> and <http://ptsdperspectives.org>

Shelly Beach's sessions:

How to Create a Personal Brand - DAY 1

Learn why branding is a non-negotiable for a writer, as well as the basic steps to achieve your personal brand. There's a lot more to achieving great personal branding than tricking the algorithms. According to a Jobvite survey of recruiters, 95 percent of those polled viewed a competitive personal brand as an essential differentiator for attracting the best applicants in today's workplace. Your branding through your online presence, in combination with proposals and personal communication, are essential to distinguishing yourself from a myriad of other authors. You will learn: reasons why branding will help make you a more successful writer, the importance of image, and steps for building your brand.

Electronic Media Kits – DAY 1 BREAKOUT

Every author needs an electronic media kit. This session will teach the essentials of what media kits should include, why writers need them, and how to build them.

Screenplay Basics – DAY 2 BREAKOUT

Learn the key elements of screenplay writing and how screenplay writing can enhance your novel structure. You will learn 1.) beat sheet structure, 2.) screenplay layout and tools, and 3.) how to think like a screenwriter.

Mary Potter Kenyon is a graduate of UNI and a certified grief counselor. Librarian by day, workshop presenter, community college instructor and public speaker by night. Mary is widely published in magazines, newspapers, and anthologies, including six Chicken Soup books. She is the author of six nonfiction books, including the award-winning *Refined By Fire: A Journey of Grief and Grace*. *Expressive Writing for Healing* was released in April 2018. Familius will publish her book on creativity in 2019. www.marypotterkenyon.com

Mary Kenyon's sessions:

Creativity IS Your Legacy – DAY 1

Mary shares how her mother's legacy and a "magic pencil" prompted her to take her writing seriously. She delves into the science behind the study of creativity, and the Biblical perspective that each of us has an inherent artisan soul. Mary will inspire and encourage with writing exercises and concrete ways to incorporate creativity into everyday life. It's never too late to take back your crayons, reconnect with your childhood, and live your own creative legacy. Attendees will receive their own magic pencil to jumpstart their creative endeavors.

Proposal Writing for Non-Fiction Books – DAY 2, during consultations

Ninety-percent of non-fiction books are sold by a book proposal that includes two or three completed chapters, not a completed manuscript. The book proposal is the business plan that sells the book concept to a publisher or agent. This intensive, 90-minute power-point lab is not for the faint-hearted writer. It is for anyone who is ready to pitch a non-fiction project. The power point includes actual examples from Mary's proposals that have resulted in book contracts, along with generous handouts. Attendees will leave this session with one of the most crucial parts of their proposal: a synopsis of their work in progress.

Mary E Knippel, author, speaker, and Your Writing Mentor, is committed to guiding people to take pen in hand to unleash their story worth writing. She believes everyone's story matters. She views writing as a powerful companion, advisor, and healing tool. Marriage, raising a family, moving across country...twice...and breast cancer...twice...have given her plenty of journal material and the basis for her book, *The Secret Artist*, part memoir and part self-help, as it chronicles the pivotal role creativity played in her recovery from breast cancer. With 30-years' experience as a journalist, she helps writers craft their story and share it in a powerful way, so they feel validated and seen. As the San Francisco Writers Conference Independent Editor Coordinator for the past seven years, she has helped hundreds of aspiring writers gain clarity and confidence in the concept of their particular project and articulate their audience and essence of how their project will change the world. Her website is <http://yourwritingmentor.com>

Mary Knippel's session:

The Pen's in Your Hand – Unleash Your Story Worth Writing – DAY 1

Explore taking pen (or magic pencil) in hand to unleash your story worth writing. Step into your story and claim your legacy. Yes, Legacy, because all of our experiences in our daily lives create the foundation of our impact on the world...the legacy we leave behind. Be inspired, informed, delighted and empowered in this session to take ownership of your true purpose message, claim your voice and assert the power you possess in your unique story. Learn fun, fast and effective tips and techniques to ignite your writing spark and create your personal empowerment strategy to unleash your inner writer.

Jolene Philo is the author of five books for the special needs community. She is currently collaborating with Dr. Gary Chapman on a book about using the 5 love languages in special needs families. She connects with parents of kids with special needs at her blog, www.DifferentDream.com, and co-hosts the Home Again Podcast. She speaks about writing, special needs parenting, special needs ministry, and post-traumatic stress disorder around the country and internationally.

Jolene Philo's session:

Beyond Vanity Publishing: 10 Creative Ways to Publish What You Write – DAY 1 BREAKOUT

Many writers believe the only ways to get their work in front of an audience are through a traditional publishing house or self-publishing venues that may not have the author's best interest at heart. This workshop redefines publishing by helping writers determine who they're writing for and explores creative ways to deliver content to their audience, with such keepsakes as family cookbooks, children's books through a print-on-demand online publisher, books copied and bound at Copyworks, and other alternatives to vanity self-publishing.

Anne Philo Fleck lives in Iowa with her husband, Kailen, and two young children. She edits novel manuscripts as part of the Literary Midwives book coaching service at www.differentdream.com/literary-midwives-book-coaching/. Anne and her mom, Jolene, launched the Home Again Podcast about their grand experiment with intergenerational living in September of 2017. To hear how the experiment is going, visit

the Home Again Website at www.jolenephilo.com

Jolene Philo and Anne Philo Fleck's session:

A Blog for Your Ears: Podcast Basics – DAY 2 BREAKOUT

What is podcasting and what can it do for you as a writer? Anne and Jolene will answer that question and more in this workshop about the audio delivery system that came on the scene in the early 2000s that was being used by 30 percent of Americans in 2016. You'll learn how podcasts can be used to build your platform and content as well as what you need to get started.

Kailen Fleck holds a Master of Fine Arts in acting/directing from University of Wisconsin-Madison. He taught voice and speech for three years at UW-Madison. He recently finished teaching a semester of Oral Interpretation at Iowa State University. He is a company member of Iowa Stage Theatre Co. in Des Moines.

Kailen Fleck's session:

Performing Your Work – DAY TWO BREAKOUT

You know your work, but do you know how to perform your work? You know how to talk about your work with others, but what if performing your work for others gave them a more complete experience? These are skills that audio book readers and professional speakers develop, and we're going to scratch the surface in this coaching session. Bring a sample of your work and Kailen will show you how to strengthen your skills for reading aloud to others.

Cherie Dargan retired in 2016 after teaching at Hawkeye Community College for over 25 years. She is a writer, blogger, geek, and family historian. You can read her blogs at www.geekygrandma.org and www.bloggingbasicswithcherie.blogspot.com

She serves as Webmaster for the Ruth Suckow website, www.ruthsuckow.org. Her chapter, "The Realistic Regionalism of Iowa's Ruth Suckow," was included in *The Midwestern Moment*. Cherie also wrote an essay about her mother ("Know Where You Came From!") for a book entitled *Our Mothers' Daughters: 9 Women Who Made a Difference*. She is currently at work on a second chapter about the Midwestern Mind, and her first novel. Shortly after retirement, she joined a group of volunteers to plan the Cedar Falls Authors Festival, which celebrates the five best-selling authors of Cedar Falls, Iowa (Bess Streeter Aldrich, Ruth Suckow, Nancy Price, James Hearst, and Robert James Waller). She does presentations about the Festival and serves as Webmaster for www.cfauthorsfestival.org.

Cherie Dargan's session:

Going Google! How Using Gmail and Google Apps can make you more productive – DAY 1, during consultations

Whether you are writing articles for a church bulletin, putting together your family history for your children, submitting articles for publication, thinking about starting your own blog, or working on your first book, Gmail and Google Apps can help keep you organized and help you be more productive. I will demonstrate how I use Google Docs/Drive as well as Google Calendar, Gmail, and Google Photos. You will learn: tips for using Gmail and the calendar more effectively to track deadlines (bonus: view them with apps on mobile devices) and how to set up folders in Google Drive to organize information, keep project documents backed up online, and give you access to them from any place with Wi-Fi. Also, we will cover how to use Google Photos (hint: you might not know you have this app automatically if you have a Gmail account and take pictures with your smartphone)

Mary Jedlicka Humston is an author and speaker. Her poetry and essays have been widely published locally and nationally. She has won numerous poetry awards and has had a poem published every year since 2005 in the Iowa Poetry Association's *Lyrical Iowa* book. Thirty of her poems have been published in the *Iowa City Press-Citizen* newspaper. One poem was displayed on the 2014 Krakow Wall of Poetry in conjunction with the Krakow UNESCO City of Literature. She has spoken on numerous topics, such as letter writing, poetry, writing, chronic illness, prayer, and the Little Free Library movement. She is coauthor with Mary Potter Kenyon of *Mary & Me: A Lasting Link Through Ink*. Mary posts her poetry and writing on her

Mary Jedlicka Humston Facebook Author page.

Mary Jedlicka Humston's session:

When Life's Challenges Challenge Your Writing – DAY 2 BREAKOUT

You never planned for it to happen. Tragedies, changes in family situations, others dependent on your help, accidents, injuries, job loss... the list goes on and on. How do you carve out writing time when you're shoulder-deep into exhausting life situations? What is God calling you to do? Find writing-time no matter what? Or, can you accept it if the answer is to wait? This workshop explores how to discern God's path when writing and life collide and vie for your precious time. You will learn helpful examples of the different choices other writers have made when dealing with life's challenges, how to come to peace (not guilt) with waiting given different ages and stage of life. Also, you'll learn to prioritize what's important during difficult times and to figure out what you're capable of achieving.

Gail Kittleson taught college expository writing, English as a Second Language, and has focused on her own writing later in life. Her memoir, *Catching Up With Daylight*, launched her into fiction writing, as well. With four of her World War II novels published, a fifth novel awaits in the wings. Gail enjoys historical research and connecting with readers who cheer for her make-do characters. She facilitates memoir and creative writing workshops in the Midwest, and in Arizona during the winter months. See more at <http://www.gailkittleson.com/> and <http://amazon.com/author/gailkittleson>

Gail Kittleson's session:

Incorporating Irony in our Writing – DAY 2 BREAKOUT

We all experience irony in our everyday lives...those instances when we look at each other and exclaim, "How weird is that?" Using irony in our writing can increase depth in our plot and characters, add tension, and even add humor. What's not to love about irony? In this session, you will learn to recognize and appreciate irony, increase your understanding of irony, create a personal definition, and find motivation to employ irony in personal writing.

Lyn Vandebroke is an award-winning published writer and photographer. Her work has appeared in *Focus on the Family*, *Homelife*, *Baptist Press*, *Mountain Living*, *Positive Living*, *Resource*, *the Summit*, *the Times*, and others. For a number of years Lyn was a missionary on the Navajo reservation, living in Tse Bonita, New Mexico, and Window Rock, Arizona, where she wrote programs for Overcomers as well as other drug and alcohol therapy groups. Lyn has taught Effective Communication - Creative Writing on a college level. She wrote the textbook for her class making it culturally relevant for a diverse student group. When not traveling, Lyn lives in her one-room Amish-built log cabin she-shed on a 27-acre Iowa farm with a variety of animals including her donkey, Sugar. Lyn's latest book project is *The Shaping of a She-Shed - Creating Personal Space*, which includes the story of her traveling she-shed, a glamper scamper camper. Lyn's website is: www.lynvandebroke.com

Lyn Vandebroke's sessions:

Travel Writing - How to Tax Deduct Your Way Through Your Next Great Adventure – DAY 2 BREAKOUTS

Ever think about traveling the world *and* getting paid for your fun trips? Lyn's travel writing class offers how-to steps for making this dream job a reality.

Part I - Where/How to begin

- Find the story, write the story, sell the story
- Credentials. Press Pass. 'Backstage' Access.
- Building your expertise

Part II - The Business of Writing: Getting your next adventure to pay for itself

- Around the world with one under-the-seat carry-on. How-to demonstration.
- Airport security. Travel safety.
- Advice/hand-out from IRS-endorsed Tax Attorney
- Keeping records/memories that build a future, secure invitations, produce an income

Note: As of this writing, Lyn is on a two-week travel writing/photography trip to Iceland, London, Scotland and Iverness Highlands. On her itinerary list is spending a night in a castle, a whiskey distillery, and a little fishing village, while traveling by puddle jumper plane, fishing boat, and sleeper train along the way.

Darcy (Daugherty) Maulsby, Iowa's Storyteller, is most passionate about food, farming and history. As an author-preneur, business owner, marketing specialist and ag activist, Darcy knows the power of effective writing to tell a great story, connect with others and amplify your impact. Darcy offers writing, storytelling and branding workshops across the Midwest. She is also proud to be part of a farm family that operates a Century Farm in Calhoun County near Lake City and Yetter, where she also runs her own marketing/communications company, Darcy Maulsby & Co. Media outlets including *USA Today*, the INSP television network, *Des Moines Register*, Iowa Public Radio and others seek Darcy's input on food, farming, business, writing and history topics. Darcy earned her undergraduate degrees in journalism/mass communication and history from Iowa State University (ISU) in 1996, and her master's degree in business administration and marketing at ISU in 2004. Darcy is the author of *Calhoun County; A Culinary History of Iowa: Sweet Corn, Pork Tenderloins, Maid-Rites and More*; and *Dallas County*. Visit Darcy online at www.darcymaulsby.com.

Darcy Maulsby's session:

Writing to Make a Social Statement – DAY 2 BREAKOUT

How did we get so rude? What can you as a writer do about the troubling trend of demonization, which involves a shift from debating issues to attacking people? Plenty! Darcy will tap into her 20-year writing career to share her top 10 essential tips for success when writing to make a social statement—along with the one fatal error to avoid. Darcy has applied these proven strategies from her columns and *Des Moines Register* op-eds to her testimony before the U.S. Senate. You'll 1.) discover the most surprising way to clarify your beliefs, 2.) the most effective ways to write with a distinctive voice that amplifies your impact, whether you're crafting essays, blog posts, social media posts, op-eds or letters to the editor and 3.) how to become a force for good that can influence and inspire others.

Jonathan Stull is a graduate of Upper Iowa University and The Iowa Writers' Workshop. Jon taught high school for forty years and has read his poems across the state of Iowa. His work has been published in *The North American Review*, *Christianity and Literature*, *The Briar Cliff Review* and many other publications. He was also nominated for the Pushcart Prize.

Jonathan Stull's session:

The Poem as Parable – DAY 2 BREAKOUT

Comparing the similarities of poetry and the Parables found in the Bible can further the understanding of the power of metaphor and develop confidence in reading the definable and the indefinable. This session will address the complexities and (simplicities) of the Word, empowering readers to both feel at home in the expansiveness of the Mystery and to discover more meaning in our walk through the everyday world.

Sara Broers (replacing Katelyn Soult) is a social media enthusiast, who resides in North Iowa with her husband, Todd. They have two grown sons and live on the family farm. Sara is the owner of Social Connections, LLC, co-owner of Home Grown Social Media, co-founder of Midwest Travel Bloggers and is the CEO of Travel With Sara. She hopped on Twitter in 2008 and has never looked back when it comes to embracing social media. She is passionate about helping others be safe and smart online. Sara is also the founder of the North Iowa Social Media Breakfast Club, co-founder/co-host of the #MWTravel Twitter Chat and the social media instructor at World Wide College of Auctioneering. When Sara is not traveling, she can be found teaching a class about social media, consulting with a business, or exploring North Iowa with her husband in tow. See more about Sara at <http://socialsaraconnections.com/> and midwesttravelbloggers.com/ and travelwithsara.com/

Sara Broers' session:

How to Leverage Social Media to Grow Your Audience – DAY 2

As a writer, you have the opportunity to promote yourself and your writing online, offer value for prospective readers and clients, and create a community. How? The answer: social media. In this session, learn how to stand out on several popular platforms and create a strategy to grow your presence. Sara will share creative examples and best practices to effectively manage mainstream social media platforms, including strategies to grow your following. You will also gain tips for creating social media content that speaks to your ideal audience. We have added time for interactive Q & A with Sara and other speakers/authors using social media.

Jean Vaux's career morphed from mom to non-traditional college student to graphic designer, print broker, and various positions in communication arts, marketing, sales and management. After discovering her love for writing, she became Managing Editor of the former publications *Waterloo-Cedar Falls Area Magazine* and *Cedar Valley Christian News/Iowa Christian Chronicle* newspaper, Wellness Editor of the former *Cedar Valley Athlete* magazine, and a contributing writer for the *Waterloo/Cedar Falls Courier*. Later, along the way from body burnout to pursuing her passion of natural health and wellness coaching, she took some roads less traveled: director of a church small groups ministry and car saleswoman. She loves her path now as a life and health coach, speaker and writer. A teacher at heart, Jean enjoys using her writing to create story-filled speeches and coaching curriculum for her clients and workshops. She is published in *Chicken Soup for the Soul: Messages from Heaven* and is working on three book projects. Jean has been co-director of the workshop since 2005. Each year, she enjoys working with workshop co-coordinator Sue Schuerman and helping people set goals for next actions before they leave the workshop. Jean is from Cedar Falls. See more about her at www.jeanvaux.com

Jean Vaux's session:

Using Word Power to Break Through Blocks – DAY 3

Since writers are wired for words, why not use that lens to solve issues? Learn four simple strategies using word power to break through blocks in writing and in life.