



The 2012 Regional Conference

Feb. 17 – 18, 2012

St. Edwards University Austin, Texas



Conference Schedule

FRIDAY – FEBRUARY 17TH:

5:30 p.m. to 7:00 p.m. – Wine and Cheese Reception with Cash Bar (3rd floor-Mabee Ballroom A)

- Portfolio Gallery and Silent Auction (3rd floor-Mabee Ballroom B)
- Book Store (3rd floor-Mabee Ballroom C)

7:00 p.m. to 8:30 p.m.

- Readings by Lisa Yee, Diane Muldrow, Ammi-Joan Paquette, Anastasia Suen, Donna Jo Napoli (1st floor-Jones auditorium)

SATURDAY – FEBRUARY 18TH:

General Assembly Sessions (GA) are being held on the 1st floor in the Jones Auditorium.

Small Group Intensive Sessions (SG) are being held on the 3rd floor in designated classrooms.

8:00 a.m. to 8:45 a.m.	Registration and Coffee Bar (3 rd Floor Alcove)
8:45 to 9:00	Opening Remarks (1 st Floor-Jones Auditorium)
9:00 to 10:00	(GA) Key Note - Lisa Yee: <i>From Slushpile to Bestseller - Hear about Lisa's strange adventures in the publishing world and why it took forever to become an overnight success</i>
10:15 to 11:15	(GA) Jill Corcoran and Anastasia Suen: <i>Finders, Minders, and Grinders – The Agent/Client Relationship</i> (SG) Kristen Kappy: <i>Shameless Self Promotion</i> (Bain 330) (SG) Erin Murphy & Ammi-Joan Paquette: <i>The EMLA Agency and YOU!</i> (Room 338) (SG) Patti Ann Harris: <i>An Art Director's Search for Excellence</i> (Lucas 301)
11:30 to 12:15	Lunch (2 nd floor Alcove) – Bookstore/Portfolio Gallery/Networking (3 rd floor-Mabee Ballroom B & C)
12:15 to 12:30	Awards and Announcements (1 st Floor-Jones Auditorium)
12:30 to 1:30	(GA) Donna Jo Napoli: <i>How Writing About Terrible Things Makes Your Reader a Better Person</i>
1:45 to 2:45	(GA) Sarah Davies: <i>From Ordinary to Extraordinary: The Art of Creating a Great Saleable Story and the Craft of Teasing Out Its Full Potential</i> (SG) Jill Corcoran: <i>Crafting a Stellar Query & Synopsis</i> (Bain 330) (SG) Anastasia Suen: <i>Perfecting the Picture Book</i> (Room 338) (SG) Tricia (PJ) Hoover: <i>Design a Dynamic Book Trailer</i> (Lucas 301)
3:00 to 4:00	(GA) Diane Muldrow and Patti Harris: <i>The Editor/Art Director Relationship</i> (SG) Barry Furrow: <i>Contract Negotiations</i> (Bain 330) (SG) Bonnie Bader: <i>Leveled Readers & Chapter Books</i> (Room 338) (SG) Erik Kuntz: <i>Creating a Stellar Web Persona</i> (Lucas 301)
4:15 to 5:00	(GA) Editor/Agent Panel
5:00 to 7:00	Wine and cheese Reception with Cash Bar/Autograph Party/Silent Auction & Prizes (3 rd floor-Mabee Ballroom A)