

**Participants are asked to email their query letters, first pages, and titles ahead of time to [acwevents@gmail.com](mailto:acwevents@gmail.com) so they can be available for discussion at the conference. **\*\*All materials must be received by SEPTEMBER 30.****

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## CONFERENCE SCHEDULE

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### 8:30-9:00 am, Registration

#### 9:00-10:15 am, “First Pages”- *Betsy Lerner.*

The first few pages of any manuscript are arguably the most important. Lerner will lead a workshop on how to write those pages so an editor will want to see more. Participants' first pages will be workshopped.

**10:30-11:45 am, “Title: What Is My Work Really About?” - *Betsy Lerner.*** Pitching your book effectively starts with having a solid title. Finding that title means looking closely at your book to discover exactly what it is about. Participants' titles will be workshopped.

### 12:00-1:00 pm, Lunch (provided).

#### 1:00-2:15 pm, “Query Letters” - *Betsy Lerner.*

The all-important one-page entry into the world of publishing, this single piece of writing can be the most critical yet terrifying letter you will write. Lerner will guide you through the process, what should be in the letter and what shouldn't. Participants' query letters will be workshopped.

#### 2:30-3:45 pm, “How to Make a Name for yourself and still live in the Adirondacks” - *Jeffrey Lependorf*

will discuss how a writer living in the woods can build a national audience. He will discuss publishing through literary magazines and small presses, virtual touring, and how to use things like online social media to reach your readers.

#### 4:00-5:15 pm, “The Nuts & Bolts of Self-Publishing” - *Gary Van Riper*

will lead you along every step you need to take in order to self-publish your book. He will discuss time and money saving measures as well as tricks to being successful at self-publishing. He will share a comprehensive outline of vital considerations and real numbers based on his own series of self-published books, helping writers who are considering taking the plunge to make an informed decision.

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## PRESENTERS

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**Betsy Lerner** worked as an editor for 16 years at major trade publishers including Simon & Schuster and Houghton Mifflin and as Executive Editor at Doubleday. Lerner was the recipient of the Tony Godwin Publishing Prize. She holds an MFA from Columbia University and is the author of *Food & Loathing* and *The Forest for the Trees: An Editor's Advice to Writers*. After working as an editor, she became an agent and is a partner with Dunow, Carlson and Lerner Literary Agency. Betsy Lerner gives talks, workshops, and online discussions on all aspects of the publishing process at Columbia University, Emerson College, Goucher College, Breadloaf Writers Conference, Radcliffe Publishing Course, Goddard College, Tin House Summer Conference, Miami Book Fair, LA Times Book Fair, Florida Writer's Conference, Denver Publishing Institute, Lighthouse Publishing Conference, and Aspen Writers Conference, among others.

**Jeffrey Lependorf** serves as the shared Executive Director to Small Press Distribution ([www.spdbooks.org](http://www.spdbooks.org)) and the Council of Literary Magazines and Presses ([www.clmp.org](http://www.clmp.org)), both national non-profit organizations serving the community of independent literary publishers. He has served as consultant to countless literary publishers and has over twenty years' experience in fundraising and strategic planning. Past positions include Development Director for the Creative Capital Foundation, Bette Midler's New York Restoration Project, the Poetry Society of America, and In the Life Media. He is also active as a composer, is a "certified master" of the shakuhachi (traditional Japanese bamboo flute), and serves as Director of Music Omi, an international music residency program in upstate New York. His Masterpieces of Western Music audiocourse is available through Barnes and Noble's "Portable Professor" series.

**Gary Van Riper** has been writing for most of his adult life and for seven years published a community newspaper, winning awards in journalism and photojournalism before writing award-winning books for children with his son,

Justin, and becoming a senior pastor with the Wesleyan Church. He and his wife, Carol, (who draws the interior illustrations for the series) are also therapeutic foster parents and were recently appointed foreign correspondents for Global Partners, the missionary arm of the Wesleyan denomination. Gary also hosts *Adirondack Journal* for the weekly television show, *Mohawk Valley Living*. There are now 10 titles in The Adirondack Kids® series with some 100,000 copies sold. [www.adirondackkids.com](http://www.adirondackkids.com) Both Gary and his son, Justin, speak regularly at schools and at conferences inspiring young people to read and write and to help writers who aspire to self-publish.

*This program was made possible through the generosity of the **New State Council on the Arts.***



### Directions to Great Camp

**Sagamore: From Albany (2½ hours)** Take the Warrensburg Exit #23 off the I-87 (not the thruway - 90!). Follow Rte. 9 through Warrensburg to Rte. 28. Follow Rte. 28 through the towns of Wevertown, North Creek, North River, Indian Lake, and Blue Mountain Lake. At the “T” in Blue Mountain Lake, Rte. 28 makes a left turn. Follow Rte. 28 into the village of Raquette Lake.

### In the village of Raquette Lake

At the 4-way crossroads turn onto the dirt road beside the large green Sagamore sign. Drive very slowly on the road into Sagamore; one curve is posted 15 mph. Follow the sign for “Registered Guests”. When you arrive at Sagamore, you should find the gate closed. Please open it, enter, and close it again for your own privacy. Drive up the hill to the parking lot. Park your car and follow the gravel pathway and signs for the Conference Building, and enter the door labeled “Office.”

**The Adirondack Center for Writing (ACW)** is a resource and educational organization that provides support to writers and enhances literary activity and communication throughout the Adirondacks. ACW benefits both emerging and established writers and develops literary audiences by encouraging partnerships among existing regional organizations to promote diverse programs. Visit our website to learn more: [www.adirondackcenterforwriting.org](http://www.adirondackcenterforwriting.org) **Show your support by becoming a member today!**