

Triangle Area Freelancers
3819 Donna Rd.
Raleigh, NC 27604

Write Now!

*"Making Your Freelance Dreams
Come True"*

Triangle Area Freelancers 2010 Writers' Conference

Saturday, March 27, 2010



*****NEW LOCATION!***
MAIN CAMPUS**

WAKE TECHNICAL COMMUNITY COLLEGE
9101 Fayetteville Road
Raleigh, North Carolina 27603

*"This was a great experience. It was more
eye-opening and inspiring than I expected.
I will definitely be back next year."*

- 2009 attendee

Triangle Area Freelancers 2010 Writers' Conference

Enroll now – seating strictly limited!

8:00 – 9:00 a.m.

Registration and continental breakfast (included in fee)

9:00 – 9:50 a.m.

Keynote Address: "Making Your Freelance Dreams Come True" (Amanda Lamb)

10:00 – 10:50 a.m.

Track A (Novice): Crafting a Winning Query Letter (Christa Gala)

Track B (Advanced): Moving Up to the Major Markets (Mandy Matson)

11:00 – 11:50 a.m.

Track A (Novice): Five-Minute Mentoring (TAF Staff)

Track B (Advanced): Podcasting for Success (Mur Lafferty)

12:00 – 12:50 p.m. LUNCH (included in fee) and Door Prize

1:00 – 1:50 p.m.

Track A (Novice): Nurturing the Writer/Editor Relationship (Molly Wyman)

Track B (Advanced): Chasing the Human Interest Story (Kate Turgeon)

2:00 – 2:50 p.m.

Track A (Novice): Technology for Beginning Freelancers (Paul Gilster)

Track B (Advanced): Niche Writing (Linda Hill [Moderator], Dewey Cassell [pop culture], Anita Stone [gardening], Sandra Gutierrez [culinary])

3:00 – 4:00 p.m.

Writers' Roundtable: Ask the Freelancers! (Don Vaughan [Moderator], Bain, Wood, Turgeon, Gala)

ABOUT TAF

TAF is a dedicated group of working freelance writers who are located in North Carolina's Triangle region. The majority of our members place their professional focus on nonfiction magazine articles and books, but many have also excelled at fiction, poetry, personal essays, photography, newspaper writing and more.

DONALD VAUGHAN is an award-winning writer and the founder of Triangle Area Freelancers. Over the course of his 19 years as a full-time freelancer, he has published more than 1,500 articles in an eclectic array of magazines, including *Military Officer*, *Nursing Spectrum*, *Mad Magazine*, *Cure* and *Filmfax*, and has authored, co-authored, ghosted or contributed to more than 30 books. Don teaches "Freelance Writing For Beginners" through the Continuing Education program at Wake Technical Community College.

Sessions and Presenters...

Keynote address: Making Your Freelance Dreams Come True: At the age of 40, award-winning journalist Amanda Lamb decided she would either run a marathon or get published. She chose the latter, and found success with her first book, *Smotherhood*. Since then, Amanda has published two critically-acclaimed true crime books, both based in North Carolina, and is working on her third. In this inspirational address, she discusses her life-long dream of becoming a published author and the many hurdles she overcame in making that dream come true. **Amanda Lamb** has been a broadcast journalist for more than 20 years, and currently works the crime beat for WRAL, Raleigh's CBS affiliate. She is also the author of three books: *Smotherhood*, *Deadly Dose* and *Evil Next Door*, which is scheduled for an April 6 release. For more information about Amanda and her writing, visit www.alambauthor.com.

TRACK A (Novice)

Crafting a Winning Query Letter: The ability to write a strong, persuasive query letter is integral to your success as a freelance writer. In this instructional session, Christa Gala takes you step-by-step through the query-writing process with proposals that resulted in freelance sales for her and other professional writers. **Christa Gala** has been a freelance writer for 11 years. Locally, she has written for *Midtown*, *Cary Living*, *Pinehurst Magazine*, *The News & Observer*, *Our State*, *The Cary News*, *Southwest Wake News* and *New Homes & Ideas*. Christa was a finalist for *Chicken Soup for the Soul's Power Moms* edition and recently received honorable mention in the 78th Annual Writer's Digest Writing Competition.

Five-minute Mentoring: Are you having trouble jump-starting your freelance career? Can't quite decide what you want to write about, or where to pitch your ideas? This is your opportunity to sit down with an experienced freelance writer and discuss your goals. Bring your questions - and come away with the information you need to achieve your full potential!

Nurturing the Writer/Editor Relationship: The relationship between writer and editor is a unique business arrangement, and how you approach it can mean the difference between selling a lot and not selling at all. In this eye-opening session, long-time magazine editor Molly Wyman reveals how to catch an editor's attention, how to get (and stay) on an editor's short-list of contributors, and how to avoid common pitfalls that can jeopardize this all-important professional association. **Molly Wyman** joined the staff of *Military Officer* magazine in 1997 as the assistant editor. In 2001, she became managing editor of the monthly publication, which reaches more than 360,000 members of the Military Officers Association of America (www.moaa.org). Before coming to MOAA, Molly held positions at the University Press of Kansas and *Youth Today*.

Technology for Beginning Freelancers: It used to be that the most essential tools for freelancing success were a typewriter and a tape recorder. Today, however, the array of business technology available to writers is mind-boggling. Technology guru Paul Gilster sifts through it all to recommend the hardware and software he considers most useful to beginning freelancers - and offers a few pointers on what to avoid. **Paul Gilster** has written *The News & Observer's* weekly "Computer Focus" column for the past 21 years. As a writer, he focuses on space technology and its implications, and has authored seven books, including *Digital Literacy* and *Centauri Dreams: Imagining and Planning for Interstellar Flight*. Paul is one of the founders of the Tau Zero Foundation and now serves as its lead journalist.

TRACK B (Advanced)

Moving Up to the Major Markets: All freelancers dream of writing for *Reader's Digest*, *Esquire* and other top-paying publications, but achieving that goal can be a daunting task. Mandy Matson mines her experiences writing for some of the nation's biggest magazines to show you what it takes to make a successful transition from mid-list to A-list. **Mandy Matson** has been a freelance writer for more than 20 years. Her early local credits include articles for *The Independent* and *Carolina Parent*, and a column for *The Cary News*. Those experiences helped Mandy make the leap to national magazines, including *Parents*, *Parade*, *Good Housekeeping*, *Woman's Day*, *Health* and *Reader's Digest*. She also parlayed her previous career as a videographer and TV producer into a book, *Using Your Camcorder*.

Podcasting for Success: A few short years ago, no one had even heard of podcasting. Today, writers in all genres are using this novel medium to take their careers to the next level. Writer/podcaster Mur Lafferty, co-author of *Tricks of the Podcasting Masters*, strips away the mystique to reveal how podcasting works, and how it can dramatically boost your career by introducing your work to new audiences. **Mur Lafferty** is an author and podcasting pioneer. She's the producer and host of the award-winning podcast *I Should Be Writing*. Her podcasted fiction - including five novellas in the *Heaven* series and the novel *Playing For Keeps* - have won awards and proven to be some of the most popular fiction podcasted today.

Chasing the Human Interest Story: Human interest stories are the bread and butter of mainstream publishing - do them well and editors will love you. Kate Turgeon defines the concept, reveals how to spot compelling human interest stories in your own back yard, and offers specific tips on how to turn a good story into a great one. **Kate Turgeon** is a regular contributor to *Cary Living*, *Midtown* and *Pinehurst Magazine*, and an occasional contributor to *The Cary News*. Previously, Kate worked as a correspondent for *The News & Observer's* North Raleigh News section.

Niche Writing: Some writers are generalists; others find professional success by focusing on one specific subject close to their hearts. In this moderated panel discussion, three widely published niche writers discuss how they parlayed their personal passions into fun and satisfying writing careers, and how you can, too. **Dewey Cassell** is a freelance writer with a penchant for comic books. His first published work was *The Art of George Tuska*, a biography of the legendary comic book artist. He has written numerous articles for *BACK ISSUE* and *Rough Stuff* magazines, as well as the introduction to Volume 5 of the *Iron Man Marvel Masterworks*. **Sandra Gutierrez** is a nationally-renowned culinary writer whose recipes and articles have appeared in *Taste-Full, Easy, Relish, Brier Creek Magazine, Military Officer Magazine* and *Cooking Pleasures*. She is the former food editor for *The Cary News*, and currently is a Contributing Editor to *Edible Piedmont*. Sandra is a sought-after culinary instructor who teaches at A Southern Season and Williams-Sonoma. **Anita Stone** is a retired science teacher, freelance writer and certified Master Gardener. She is the author of *I Never Met A Flower I Didn't Like*, and her freelance work has appeared in *The News & Observer, Military Officer, Fifty+ Magazine, Carolina Woman, Countryside, GRIT, Herb Companion, and Home & Garden*. Anita is currently a lead reporter for *The Rolesville Buzz*, for which she writes a regular garden column.

Writers' Roundtable: Ask the Freelancers! Ever wonder where professional writers get their ideas? The secrets to publishing success that editors aren't telling you? This freewheeling forum gives YOU the opportunity to pick the brains of our panel of nationally published freelancers. Dan, John, Kate and Christa have all the answers! **Dan Bain** is an award-winning freelancer who has been writing for publication since 1995. He writes a regular humor column for Raleigh's *Midtown Magazine*, as well as feature articles for *Cary Living* and *Pinehurst* magazines. Dan has also written a humor column for *The News & Observer*, and has been published in *Chicken Soup for the Soul* and *America's Funniest Humor*. **John Wood** is a high school language arts teacher with 15 years of freelance experience. He has published scores of articles in *The News & Observer* and national magazines such as *Our State, Cat Fancy, Chiropractic Economics, Today's Officer Online* and *Heal*. John recently completed his first book, *The Bathroom Book of North Carolina Trivia: Weird, Wacky, and Wild*, scheduled for a summer 2010 release. In 2002 John received a regional Emmy Award for reporting excellence.

"Very impressively organized and professionally executed. Loved it!"
- 2009 attendee

Registration Form

Note: You may mix classes from both tracks.

| <i>Please choose one per hour:</i> | <i>Time</i> |
|---|-------------|
| <input type="checkbox"/> Craft a Winning Query Letter | 10:00 |
| <input type="checkbox"/> Moving Up to Major Markets | 10:00 |
| <input type="checkbox"/> Five-Minute Mentoring | 11:00 |
| <input type="checkbox"/> Podcasting for Success | 11:00 |
| <input type="checkbox"/> The Writer/Editor Relationship | 1:00 |
| <input type="checkbox"/> Chasing Human Interest Story | 1:00 |
| <input type="checkbox"/> Technology for Beginners | 2:00 |
| <input type="checkbox"/> Niche Writing | 2:00 |

Name

Address


Phone

E-mail

\$59 Includes continental breakfast and lunch
\$49 students (with ID) and seniors 65 & over
\$69 walk-ins at the door

Check Cash
Checks payable to Triangle Area Freelancers

Vegetarian lunch required?

Or register on our website using 
<http://www.triangleareafreelancers.org>

Triangle Area Freelancers
3819 Donna Rd.
Raleigh, NC 27604
Phone: (919) 873-9833
don@triangleareafreelancers.org