

Schedule (in progress)
22nd Annual Write-by-the-Lake Writer's Workshop & Retreat
June 15-19, 2020, UW-Madison Pyle Center, 702 Langdon St.
Bubble-Over workshop, Sat., June 20

Event contact info

Front desk of Pyle Center, 608-262-1122. Registration at Pyle Center, 608-262-2451.
Laura Kahl, program coordinator, and photocopying manager. laura.kahl@wisc.edu
Christine DeSmet, director, office phone: 608-262-3447. christine.desmet@wisc.edu

Internet access: Info provided at Registration or stop by the lobby front desk.

Monday, June 15 – Networking luncheon + keynote wisdom help you dive in.

8:00 a.m. Registration/Lobby, Pyle Center, 702 Langdon St. Main room for the week—313.
Coffee/tea/pastries/fruit for 3rd floor classrooms—outside Rm 313 all week; treats for 2nd floor all week
long will be outside 226 (northeast corner of building). Room 112 break items delivered to room all week.

9:00 a.m. Welcome and introduction. Room 313.

9:30 a.m.-12:30 p.m., Workshops each day (Exception: Sections #6 held 2:00-5:00 p.m.)

Lunch: 12:30-1:30 p.m., Alumni Lounge (1st floor, lake view). The “Get-to-know-your-fellow-lakers lunch” (included in fee)

The picnic buffet lunch includes vegetarian and gluten-free selections.

Keynote: Christine Virnig, past attendee in nonfiction; new author of the middle-grade nonfiction book *Dung for Dinner* (July 2020). (Please see biographies on final page.)

Locations (tentative until confirmed week of program)

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| 1. John DeDakis, Novice to Novelist, 326 | 8. Christine DeSmet, Master Class, 320 |
| 2. Tim Storm, Engineering Structure, 225 | 9. Coleman, Memoir, 325 |
| 3. Ann Garvin, Plot w. Urgency, 309 | 10. Julie Tallard Johnson, Nonfiction, 213 |
| 4. Kat Falls, Fairy Tales & Myths, 317 | 11. Laurie Scheer, Master Class, 220 |
| 5. Jennifer Haupt, Story Blueprint, 217 | 12. Marilyn Taylor, Poetry, 226 |
| 6. R.R. Campbell, Mapping Story, 305 | |
| 7. Angela Rydell, Master Class, 112 | |

Optional: Writing Doctor free time slots via lottery pick. See Laura in Room 304 on Monday. Appointments posted Tues. a.m. See schedule on next pages for half-hour times and location.

“Resource Cove”—Room 304, Pyle Center, 702 Langdon St., opens at 9:00 a.m., Monday, and 7:30 a.m. Tuesday through Friday. Forgot a pen? Note paper? Need photocopies (no charge, starting late Monday morning)? Helpful hint: If you can print copies of pages at home, thank you; that will help fellow writers avoid a long line. *Thank you for being patient and kind while waiting in line. In addition, you can email your page or pages as an attachment (Word.doc or .rtf or .pdf) to Laura Kahl overnight or very early a.m. (Tues. through Fri.) and she'll print them out and copy them ahead of time for you. PLEASE let her know how many copies you need. Thanks!* laura.kahl@wisc.edu.

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Tuesday, June 16 – Enjoy free “Improve Craft & Career” extras

8:00-8:30, free, Room 205, Relaxation Techniques to Free Your Creativity, with Angela Johnson. No pre-signup required; room holds 20+. Was yesterday filled with nervous energy you'd like to corral and put to good use? Would you like to meet others from across the country in addition to your fine classmates? Join Angela and engage in easy techniques and good talk to help you start the day right, relaxed, and ready for advancing your writing. The room will be set with chairs in a circle.

8:15-9:15 a.m., free, Room 313 [Workshop event to be determined]

9:30 a.m.-12:30 p.m. workshops and one 2:00-5:00 workshop (Coffee/tea/pastry available on 2nd floor/226 area, and 3rd floor/313 area. Room 112 break items delivered to room.)

12:30-2:00 p.m. Lunch is on your own.

12:30-2:30 p.m., free, Room 310, “Writing Doctor Office Hours,” 4 half-hour appointments available with Kevin Mullen. Appointments by lottery in Room 304. What might you bring to get Kevin's opinion on? You might: Ask questions about your writing or marketing strategy; practice a pitch with Kevin; show him a page and ask if your punctuation is correct; show him a revision you just did on a chapter's opening hook or your poem; talk to him about a character or plot that's not quite working yet. Kevin's office hours filled quickly at this spring's Writers' Institute.

2:00-3:00 p.m., free, Room 313, [Workshop event to be determined]

Wednesday, June 17 – Enjoy free “Improve Craft & Career” extras

8:00-8:30, free, Room 205, Relaxation Techniques to Free Your Creativity, with Angela Johnson. No pre-signup required; room holds 20+. Was yesterday filled with nervous energy you'd like to corral and put to good use? Would you like to meet others from across the country in addition to your fine classmates? Join Angela and engage in easy techniques and good talk to help you start the day right, relaxed, and ready for advancing your writing. The room will be set with chairs in a circle.

8:15-9:15 a.m., free, Room 313, Jen Rubin, Podcasts: How to become a successful guest on podcasts or create your own

Podcasts can create or boost your writing career. They're popular tools for writers. Jen's own podcast featuring storytellers like you has earned early accolades—and helped the writer guests gain traction with their own goals. Jen shares several tips in this hour for being a successful guest on a podcast or for creating your own podcasts.

9:30 a.m.-12:30 p.m. workshops and one 2:00-5:00 workshop (Coffee/tea/pastry available on 2nd floor/226 area, and 3rd floor/313 area. Room 112 break items delivered to room.)

12:30-2:00 p.m. Lunch is on your own.

12:30-2:30 p.m., free, Room 310, “Writing Doctor Office Hours,” 4 half-hour appointments available with Kevin Mullen. Appointments by lottery in Room 304. Ask questions about your writing or marketing strategy; practice a pitch; show him a page, a poem--anything.

2:00-3:00 p.m., free, Room 313. Rachel Werner, Marketing for Writers in 2020

Branding yourself and being active on social media are two very beneficial ways to interest potential agents, editors and readers. Once you finish your project started here at the retreat, you will need a reasonable marketing plan. What's the best way to engage on digital platforms to cultivate an ongoing interest in your work? And how should you get started? This session will explore ways to design and produce an active online presence that keeps readers coming back—plus attract new ones—using free and paid content. Come with your questions!

3:00-4:30, free, Room 310, three half-hour appointments available with Rachel Werner.
Appointments by lottery in Room 304.

Thursday, June 18 – Free extras & a chance to read aloud from your work

8:00-8:30, free, Room 205, Relaxation Techniques to Free Your Creativity, with Angela Johnson. No pre-signup required; room holds 20+. Was yesterday filled with nervous energy you'd like to corral and put to good use? Would you like to meet others from across the country in addition to your fine classmates? Join Angela and engage in easy techniques and good talk to help you start the day right, relaxed, and ready for advancing your writing. The room will be set with chairs in a circle.

8:15-9:15 a.m., free, Room 313, Roll with the Punches, then Punch Back: How to Maintain the Writing Habit Through Disappointment, Grief, and Glee, with r.r. campbell

Work. School. Kids. *Life*. How is it, exactly, that we're supposed to find time to express ourselves creatively amid the daily grind? What's more, how can we possibly write when the unexpected happens, when job changes, births, deaths, and other forces beyond our control are intent on tearing us from our passions at every turn? We roll with the punches, that's how. Then we punch back. In this session, an author and would-be pugilist walks us through his own experiences duking it out with disappointment, grief, and glee--and how he managed to keep writing, even when life had him up against the ropes.

9:30 a.m.-12:30 p.m. workshops and one 2:00-5:00 workshop (Coffee/tea/pastry available on 2nd floor/226 area, and 3rd floor/313 area. Room 112 break items delivered to room.)

12:30-2:00 p.m. Lunch is on your own.

1:00-3:00 p.m., free, Room 310, "Writing Doctor Office Hours," 4 half-hour appointments available with Kevin Mullen. Appointments by lottery in Room 304. What might you bring to get Kevin's opinion on? You might: Ask questions about your writing or marketing strategy; practice a pitch with Kevin; show him a page and ask if your punctuation is correct; show him a revision you just did on a chapter hook; talk to him about a character or plot that's not quite working yet. Kevin's office hours filled quickly at this spring's Writers' Institute.

3:00-4:00, free, Room 313, "Open Mic," moderated by author Kristin Oakley. Limited to 25/sign up early with Laura Kahl in Resource Cove/Room 304. Share a poem or page or two (no longer than 2 minutes). Attend and support fellow writers. Celebrate creativity! **Kristin Oakley** is an adjunct writing instructor for UW-Madison Continuing Studies, a board member of the Chicago Writers Association (CWA), and the managing editor of both CWA's online magazine *The Write City Magazine* and of CWA's recently released anthology *The Write City Review*. Her debut novel, *Carpe Diem, Illinois*, won the 2014 Chicago Writers Association Book of the Year Award for non-traditionally published fiction and got its start at this retreat. Its sequel, *God on Mayhem Street*, released in 2016, was featured on Illinois Public Radio. Kristin is currently working on a YA dystopian trilogy titled *The Devil Particle Trilogy*.

4:00-6:00, Pyle Center Rooftop social hour, free eats and music.

Take the elevator at the northeast corner of the building to the Rooftop. Other groups will also be there.

Friday, June 20 – Includes free 8:15 a.m. "Craft & Career" workshop

8:15-9:15 a.m., free, Room 313, Jason A. Smith, editor. How is publishing changing? How is the editor's job changing? What helps an editor choose your work over another? Are there topics or topical areas that seem to sell better? What is the best kind of pitch or query? What do contests do for a writer or a career? Jason brings extensive experience in both writing and editing to your retreat, and he welcomes your questions during this hour.

9:30 a.m.-12:30 p.m. Workshops (coffee, tea, pastry available, same locations as Mon.-Thurs.)
12:30 Adjourn. *Thank you for attending this special week designed for you and your writing!*

Also—on Saturday: “Bubble-Over Tips Workshop” with Tim Storm

9 am-1 pm, Sat., June 20, Limit: 15; fee: \$100 (Room 225, Pyle Center, 702 Langdon St.) Must also be enrolled in the June 15-19 retreat.

Ever seen one of those cascading champagne towers? Write-by-the-Lake will fill your glass, but sometimes writers at the end of the week need a way to catch the overflow. This session will allow you more time among kindred spirits to decompress and get excited about next steps. Submit 1-3 pages and give us a focus question (e.g. Did I have enough tension on the page? How well did I handle the setting?).

GUEST INSTRUCTOR BIOGRAPHIES

Angela Johnson (MFA, MA, UW–Madison) is director of the Wisconsin Regional Art Program and Visual Arts. She is an award-winning artist and educator. She has worked in formal and informal learning environments and is involved in community arts. She incorporates mindfulness into her work and daily life. In 2018 she received her 200-hour Yoga teacher instructor training from Breathe for Change.

Kevin Mullen (MA, University of Iowa; PhD, UW-Madison) is an Assistant Professor of Continuing Education, co-director of the UW Odyssey Project (a program which offers a free, six-credit humanities course to low-income adults), and the Writing Doctor at DCS writing events. His research concentrates on the intersection between the public humanities, adult education, and writing studies, focusing specifically on the ways in which the humanities can provide non-traditional students with the opportunity to explore ideas, the arts, and their own experiences while building their writing skills.

Jen Rubin is a former New Yorker who leads storytelling workshops around Madison, co-produces The Moth StorySlam in Madison, co-hosts Inside Stories podcast, teaches the occasional social policy class at the University of Wisconsin School of Social Work, and works at the Wisconsin Historical Society Press. She published her first book, *We Are Staying: Eighty Years in the Life of a Family, a Store, and a Neighborhood*. Jen is an obsessive maker of mixed tapes and quite possibly the best challah baker in town.

Website: rubinjen.com

Podcast: Jen co-hosts a storytelling podcast called ‘[Inside Stories](#)’

Facebook: [jen.rubin1](https://www.facebook.com/jen.rubin1)

Twitter: [@rubinjen](https://twitter.com/rubinjen)



Jason A. Smith is the associate director of the Wisconsin Academy and editor of the organization's quarterly magazine of Wisconsin thought and culture, [Wisconsin People & Ideas](#). Before joining the Wisconsin Academy in 2008, Jason was the managing editor of *The Common Review*, the quarterly magazine of the Great Books Foundation, and helped the storied nonprofit to develop materials for adult reading groups. While in Chicago, Jason also worked with Chicago Public Schools to pilot a reflective reading course for their service-learning program. Jason has over ten years of experience in the publishing and intellectual property industries, and has advised on a number of publications by the Great Books Foundation, the Project on Civic Reflection at Valparaiso University, and the American Library Association.

Christine Virnig makes her nonfiction debut with *Dung for Dinner*, which launches in July, 2020. Her next book, *Waist Deep in Dung*, will be published by Macmillan in 2021. When Christine isn't busy writing about poop, she works as a pediatric allergist in Madison, WI. It's a job where—in addition to dodging the occasional snot rocket and projectile vomit—she gets to talk to kids about all kinds of fun things. Like phlegm. And boogers. And dust mite poo. Christine lives with her husband, two very-embarrassed-by-her-subject-matter daughters, and two hairball hackers. Christine participated in the Write-by-the-Lake Writer's Workshop & Retreat in the past for two years, including most recently Laurie Scheer's section for nonfiction writers.

Rachel Werner is the Content Marketing Specialist for Taliesin Preservation—a UNESCO World Heritage site and the home, studio, school and 800-acre estate of Frank Lloyd Wright. She is also guest faculty at The Highlights Foundation & Hugo House; a We Need Diverse Books program volunteer; and a 2017 World Food Championship judge. Formerly the digital editor at BRAVA (a Wisconsin-based publication created by women for women), she enjoyed overseeing culinary, arts, style and live event coverage while working in the media in addition to contributing print, photography and video content to *Fabulous Wisconsin*, *BLK+GRN*, *Madison Magazine*, *Entrepreneurial Chef* and *Hobby Farms Magazine*. She is equally grateful to have previously presented at Social Media Breakfast Madison; UW Writers' Institute; "Write to Publish," a one-day conference hosted by Ooligan Press at Portland State University; and the Loft Literary Center's Wordsmith Conference in Minneapolis on digital marketing and social media strategy for writers.