

## Cascade Christian Writers Fall Conference

Saturday, October 12, 2024 ~ 8:30 a.m. to 4:30 p.m.

*Rolling Hills Community Church ~ 3550 SW Borland Road ~ Tualatin OR 97062*

### The Heart of a Writer

“May the God of hope fill you with all joy and peace in believing [through the experience of your faith] that by the power of the Holy Spirit you will abound in hope and overflow with confidence in His promises.”

Romans 15:13 (AMP)

8:30-9:00	<b>Registration, Continental Breakfast, Bookstore</b>	All
9:00-9:05	<b>Welcome and Introductions</b>	President Julie Bonn Blank
9:05-9:15	<b>Call to Worship</b>	Kendy Pearson
9:15-9:30	<b>Devotional</b>	Beth Vice
9:30-10:20	<b>General Session 1: Write As If It Matters...Because It Does</b>	Cynthia Ruchti
10:25-10:45	<b>Morning Break: Refreshments, fellowship, and time to visit the bookstore</b>	All
10:45-11:35	<b>General Session 2: Soul Care For a Writer</b>	Cynthia Ruchti
11:35-12:15	<b>Summary of Business, Introduction of Workshop Leaders, Giveaways</b>	Julie Bonn Blank, Marylin Furumasu and Dawn Shipman
12:15-1:30	<b>Lunch: Brown Bag; coffee and tea provided</b>	All
1:40-2:40	<b>Workshop Session 1</b>	
	"Craft Captivating Conflict" (Fiction Writers)	Mary Stone
	"The Platform You Own: Author Email 101" (All Writers)	Danika Cooley
	"The Self-Publishing Toolbox" (All Writers)	Kendy Pearson
	"At a Loss for Words: What's Keeping you from Writing" (All Writers)	Karen Barnett
2:40-3:00	Afternoon Break: Fellowship and bookstore browsing	All
3:00-4:00	<b>Workshop Session 2</b>	
	"From Selfies to Shelfies: Taking Better Photos for Social Media" (All Writers)	Karen Barnett
	"Prolific Publishing in Magazines Midst a Busy Life" (All Writers)	Jennifer Anne F. Messing
	"Point of View and Story Arc Essentials" (Fiction Writers)	Kendy Pearson
	"Growing Your Platform Using Social Media" (All Writers)	Dr. Sean Benesh
4:00-4:30	<b>Dessert, Autograph Party, and Photos with Authors</b>	All authors with books in bookstore

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**Amenities/Info:** Park in front of the church. Entrance will have a teal blue “Family Entrance” sign. Registration/Sign-In Desk will be to your right after entering. Restrooms are located at both ends of the building. We will provide a continental (non-protein) breakfast of muffins and fruit as well as coffee, tea, and water throughout the day. Please bring a brown bag lunch or make arrangements to visit a local establishment for food (about four miles from the church). If you are an author of books and would like to sell books in our bookstore, please indicate this on your registration and arrive at least 45 minutes early. We will be in touch with you regarding next steps if you choose to sell books. Main Session and Keynotes will take place in the Fellowship Center, which is the large room straight ahead once you enter the building. Other workshop locations, the bookstore, and prayer room will be marked. Please consider bringing a refillable water bottle. The water fill station is located in the hallway near the kitchen. We look forward to seeing you!

**Questions?** Email [business@cascadechristianwriters.org](mailto:business@cascadechristianwriters.org)

### WORKSHOPS

*With Cynthia Ruchti, Keynote, Fellowship Center (9:35 and 10:45)*

#### **Write As If It Matters . . . Because It Does**

We long to hear that something we wrote helped readers view their distress in a new light, or brought new dimension to their joy, or helped them gain a few hours of escape from what they’re enduring. If you write, you don’t need to be convinced of the power of words. But sometimes we risk losing our connection with story’s impact on author, editor, readers, and the overarching Story that reigns over all.

#### **Soul Care for a Writer**

Writers are used to focusing attention on point of view, show don’t tell, action verbs, crisp and engaging dialogue that advances the plot or develops characters, clear takeaway, and editing, forever editing. In this session we’ll look at how those and other elements apply as much to the heart and soul of the writer as they do his or her craft. Can a writer survive without a clear POV? How do we advance our own character while creating imaginative casts? How does strengthening and caring for the soul of a writer translate into high-impact stories? And vice versa?

### SESSION 1 (1:40-2:40)

*With Mary Stone, Location TBA*

**CRAFT CAPTIVATING CONFLICT** – Conflict is the most important element in any story. Readers want to follow a story with characters tormented by internal or external sources of conflict. How characters respond to conflict is what makes for a gripping read. It’s the push and pull, the “will they?” or “won’t they?” that cause readers to stick with a story until the end. If the story becomes predictable or has no conflict, there’s no reason to continue reading it. (For fiction writers)

*With Danika Cooley, Location TBA*

**THE PLATFORM YOU OWN: AUTHOR EMAIL 101** - It's a well-known, well-dreaded fact. You need a platform. There is just one platform that converts best, reaches your true fans, and that no one can take away from you. Your author email list is the platform you own. Learn why you need an email list, how to build one effectively, and how to leverage your list. Learn, too, what to say to your faithful followers, and how often to say it.

*With Kendy Pearson, Location TBA*

**THE SELF-PUBLISHING TOOLBOX** - When you are your own publisher, you still want to compete with the traditional houses. You want to stand out from the countless self-published authors who sell fewer than 200 books in their lifetime. But how? This workshop will provide a clear to-do list of resources, strategy options, goal considerations, and budget specifics. We will also look at how to prevent decision-making overload. (For all writers)

*With Karen Barnett, Location TBA*

**AT A LOSS FOR WORDS: WHAT'S KEEPING YOU FROM WRITING** - Many of us dream of writing a book, but there's always something standing in the way. Often, it's us! In this class, we'll share practical tips and rock-solid spiritual truths that can get your writing back on track and the words flowing. You'll also take home a printed list of verses to keep near your computer—a powerful defense when those negative voices start whispering in your ear. (For all writers)

## **SESSION 2 (3:00-4:00)**

*With Karen Barnett, Location TBA*

**SELFIES TO SHELFIES: TAKING BETTER PHOTOS FOR SOCIAL MEDIA** - Photos are one of the fastest ways to connect with readers on Instagram and Facebook. But what if you're not comfortable behind the camera or in front of the lens? Bring your smartphone to this workshop, and you'll learn 13 tips that will have you snapping easy photos that will get better engagement on social media. We'll also talk about how to put your best face forward for selfies and headshots. SMILE! (For all writers)

*With Jennifer Anne F. Messing, Location TBA*

**PROLIFIC PUBLISHING IN MAGAZINES MIDST A BUSY LIFE** - Is your life jam-packed, but you long to get published? Learn ways to capture and organize your ideas, thoughts, notes, and diary entries. Craft them into saleable magazine articles, short stories, and poems. Use journaling techniques to ignite creativity. Self-editing, proper submission formatting, entering contests, and submitting to US-based and international magazines will be covered. We will also discuss the importance of a writer's social media presence and publicity and offer suggestions on time management. (For all writers)

*With Kendy Pearson, Location TBA*

**POINT OF VIEW (POV) MASTERY AND STORY ARC ESSENTIALS** - In this session, we will cover three requirements for a novel the reader cannot put down: POV mastery techniques, story arc elements for an engaging story, and the bookends of success—great hooks and satisfying endings. (For fiction writers)

*With Dr. Sean Benesh, Location TBA*

**GROWING YOUR PLATFORM USING SOCIAL MEDIA** - In today's digital landscape, a strong social media presence is essential for authors who want to expand their reach and connect with readers. This interactive workshop is designed to equip authors with the strategies and tools needed to grow their platforms using social media effectively. Whether you're a seasoned writer or just starting, you'll learn how to harness the power of social media to build a loyal audience, engage with your readers, and increase your visibility in the crowded online marketplace.

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Not a CCW member yet? The benefits are numerous and we would love to have you join us!  
Learn more at: <https://cascadechristianwriters.org/signup/>