



NORA ROBERTS

Writing Institute
at Hagerstown Community College



August 2 & 3, 2013



Welcome



Welcome to the first Nora Roberts Writing Institute at Hagerstown Community College.

The solitary work of writing frustrates and delights. Some days the words flow onto the screen, but more often bringing your story to life is hard, sweaty work. So I value time spent in the company of other writers. Different perspectives on your shared craft can springboard a renewed enthusiasm for writing, and present opportunities for new and exciting ideas. And don't overlook the importance of meeting and making new friends.

I encourage you to take part fully in the Institute this weekend. Take this time to listen, learn and find your individual path to your best writing. But most of all, have a wonderful time.

—Nora Roberts



Biographies

Keynote Speaker Sylvia Day

Sylvia Day is #1 *New York Times* and #1 international bestselling author of more than a dozen award-winning novels translated into over three dozen languages. She has been writing full time for over 10 years and has been published under two pseudonyms—Livia Dare and SJ Day—as well as her own name. However, in 2012, she self-published *Bared to You* on her own, thinking it was too radical for her New York publishing house. The story hit reviewers and was instantly acclaimed, with word of mouth spreading news of her brilliant book like wildfire. Her current publisher, Berkley, offered for the book, and from there, *Bared to You* took over the globe. Published in six countries and in several languages already, *Bared to You* sat atop the *New York Times* Bestseller list for more than five weeks. Its sequel, *Reflected in You*, is also a multi-week *New York Times* Bestseller. Day has been nominated for the Goodreads Choice Award for Best Author and her work has been honored as Amazon's Best of the Year in Romance. She has won the RT Book Reviews Reviewers' Choice Award and been nominated for Romance Writers of America's prestigious RITA award twice. She is currently the president of Romance Writers of America.

Keynote Speaker Erica Bauermeister

Author of the critically acclaimed *School of Essential Ingredients* (2010); *Joy for Beginners* (2011), and *The Lost Art of Mixing* (2012), Erica Bauermeister brings compelling prose to the everyday art of living. In each book, there is both a journey and a message, without any of them being prosaic or heavy handed—once you've read her books, you want to meet each of Bauermeister's characters, and befriend them yourself. Bauermeister gives all the participants a glimpse into her "writing life" and an inspirational message about not giving up, not being afraid to start, no matter where you are in life, and persevering until your story is told.

Jeanne Adams

Jeanne Adams is the author of the award-winning romantic thriller, *Deadly Little Secrets*, the sequel, *Deadly Little Lies*, and coming soon, *Deadly Charms*. As a former marketing executive, Adams worked for research parks, governmental concerns and non-profits, but she is now happily employed as a full-time writer and consultant. Adams is a member of Romance Writers of America, Mystery Writers of America, Science Fiction Writers of America, and Thriller Writers. She is also a proud member of both the Washington Romance Writers and the Maryland Romance Writers, her local RWA chapters, as well as several online RWA chapters.

Gail Barrett

Award-winning author Gail Barrett always wanted to be a writer. After living everywhere from Spain to the Bahamas, earning a graduate degree in linguistics, and teaching high school Spanish for several years, she finally fulfilled that lifelong goal. Her novels have won numerous awards, including the Holt Medallion, the Booksellers Best Award, the National Readers' Choice Award, and the Romance Writers of America's prestigious Golden Heart award. She currently has 13 books in print, including her latest romantic suspense trilogy, *Buried Secrets*, which is set locally. To learn more about Barrett, visit her website at www.gailbarrett.com.



Biographies

Kathryn Benchoff

Kathryn “Kate” Benchoff has taught writing to students of all ages, from her five-year-old son to adult college composition students. After earning her B.A. in philosophy, she pursued a M.Ed. with a focus in English, and then taught English at Linganore High School in Frederick County, Maryland, for four years. She is currently a faculty member at Hagerstown Community College.

Rebecca Coleman

Rebecca Coleman is the author of *The Kingdom of Childhood*, an ABNA 2010 semifinalist, and *Heaven Should Fall* (MIRA, 2011). She received her B.A. in English literature from the University of Maryland at College Park and speaks to writers’ groups on the subjects of creative writing and publishing. A native New Yorker, she now lives and works near Washington, D.C., with her husband and four children. Visit her online at www.rebeccacoleman.net.

Susan Donovan

New York Times bestselling author Susan Donovan is known for writing funny, sexy, and suspenseful romance novels—a mixture she calls “brain candy for smart women.” She’s had 18 novels and novellas published since she began writing in 2001. Donovan earned bachelor’s and master’s degrees from Northwestern University’s Medill School of Journalism and has worked as a reporter in Chicago, Albuquerque, and Indianapolis. Her novel *Take a Chance On Me* won RT Magazine’s 2003 Reviewers Choice Award for best contemporary romance and she’s a two-time RITA finalist in the contemporary single title category. Donovan’s newest contract is with Penguin USA for a novella and three contemporary romances set on a tiny New England island. She lives in Washington County, Maryland, with her family and dogs, and can be reached online at www.susandonovan.com.

Jack Drooger

Jack Drooger is the information technology manager at Hagerstown Community College and an adjunct instructor in the college’s Cybersecurity Program. He holds a variety of industry certifications and heads the college’s Cisco Networking Academy where today’s IT professionals are taught the fundamentals to maintain companies’ network infrastructures.

Alicia Drumgoole

Alicia Drumgoole is a writer and English instructor at Hagerstown Community College. She completed her undergraduate degrees in English and political science from Binghamton University. Upon her graduation, she won a prestigious journalism fellowship at the New York State Senate, and went on to complete a master of arts degree in English at the University of Albany. Following this, she worked as a political writer and analyst, producing speeches and other government documents for state and local politicians.

Drumgoole has had several short works of fiction and poetry published in regional magazines, and also lends a hand writing and copyediting documents for The AbleGamers Foundation. Her first novel, *The Problem with Power*, written under the pen name Agnes Jayne, is now available through Amazon, Barnes and Noble, Books-A-Million, Kobo, and several area bookstores. Visit her online at www.agnesjayne.com.

Biographies



Jeanne Marie Ford

Jeanne Marie (Grunwell) Ford is an Emmy-winning writer for *Days of Our Lives*, where she got her start as an unpaid intern. Other credits include *As the World Turns*, *One Life To Live*, and five published children's books, including *Mind Games* (Houghton Mifflin, *Publisher's Weekly* starred review). She holds an MFA in writing for children from Vermont College. In addition to her full-time writing gig, she is an adjunct English instructor at Frederick Community College and Hagerstown Community College. Visit her online at www.jeanneमारिएग्रुनवेल.com and www.teachingauthors.com.

John King

John King is the director of the new Police Academy at Hagerstown Community College. He has 30 years of law enforcement experience and is a nationally recognized leader in the implementation of community policing. Immediately prior to joining the HCC staff, he was the director of education and training for the Baltimore Police Department. He has been a regular presenter at the International Law Enforcement Academies in Budapest, Hungary and Roswell, New Mexico. As part of the State Department's ATA program he taught anti-terrorism in Mali, Tanzania, Ethiopia, Kyrgyzstan, Jordan, India, Ecuador, and the Philippines.

King served as chief of police for the City of Gaithersburg, Maryland, from 2007 to 2010. Prior to that appointment, King had a 26-year career with the Montgomery County Police Department (MCPD) where he rose to the rank of assistant chief.

A native New Yorker, King received his bachelor's degree from Marist College and a master's degree from the University of Baltimore. He is a graduate of the DEA Commanders School and the FBI National Academy Session 211.

Donna MacMeans

Donna MacMeans is a certified public accountant who has won multiple awards for her writing including the Romantic Times Reviewers Choice Award for *Historical Love & Laughter*, the Aspen Gold award, and the More Than Magic award. Her books have been finalists for the Maggies, the Holt Medallion, the Lories, the Prism, and Book Buyers Best. MacMeans has presented workshops to various chapters of RWA, Sisters in Crime, and the Society of Children's Book Writers & Illustrators. Her third manuscript, *The Education of Mrs. Brimley*, won the coveted Golden Heart medallion for Best Long Historical Manuscript presented by Romance Writers of America® in 2006. Penguin Books, Berkley Sensation imprint, purchased that book and launched Donna MacMeans' published-author career. She has been writing fiction since 1996. Visit her online at www.donnamacmeans.com.

Alicia Manfre

Alicia Manfre is the biotechnology program coordinator at Hagerstown Community College. She obtained her bachelor's degree in biology from Texas Christian University and her Ph.D. in genetics from Clemson University. Manfre has over eight years of professional teaching and research experience and has conducted research for the USDA at sites such as the Appalachian Fruit Research Station in Kearneysville, West Virginia. Manfre is now training HCC students to work as technicians in the biotechnology industry.



Biographies

Amanda Miller

Amanda Hart Miller teaches composition, literature, and creative writing at Hagerstown Community College. She is presently pursuing a master of arts in writing at Johns Hopkins University. Her work has recently appeared in PANK and Literary Mama and is forthcoming in Apeiron Review. In 2013, Miller self-published her first children's early reader chapter book, *SuperDylan and the Powers of Just Right*, which is now available through Amazon. Visit her online at www.amandahartmiller.com.

Michele Poacelli

Michele Poacelli has been teaching literature and writing and directing educational programs since the 1990s. She has lived and worked in New York City, Seattle, Philadelphia, and presently, Mercersburg, Pennsylvania. She has a B.A. from Rutgers University and a master's degree in English literature from Middlebury College.

Laura Reeth

Since 1985, Laura Reeth has promoted everything from German irons, espresso makers, French cookware, Italian mineral water, and U.S. Savings Bonds to the United Way, children's book authors, Pennsylvania elementary schools, the New Jersey Romance Writers, and Barnes & Noble. However, Reeth is best known for her work as publicist to international bestselling author Nora Roberts. In addition to promoting and marketing Roberts' work (both her romance titles and her mystery titles written under the pen name of J.D. Robb), Reeth also administers the author's official Facebook fan pages, manages Roberts' fan mail, and organizes events and book signings on the author's behalf.

Agenda



Friday, August 2, 2013

ALL ATTENDEES

- 6:00PM - 6:45PM **Check In**
Kepler Center, Lobby
- 7:00PM - 7:30PM **Opening Session**
Kepler Center, Lobby
Welcome and presentation of Young Writers Institute Contest Winner
- 7:30PM - 8:30PM **Keynote Speaker, Sylvia Day, New York Times Bestselling Author**
Kepler Center, Theater
- 8:30PM - 9:30PM **Reception**
Kepler Center, Lobby
Meet the Institute authors and speakers.

Saturday, August 3, 2013

ALL ATTENDEES

- 7:30AM - 8:30AM **Continental Breakfast**
Kepler Center, Lobby
- 8:30AM - 9:30AM **Getting Started as a Writer—Panel Discussion—**(Sylvia Day, Gail Barrett, Jeanne Adams & Susan Donovan)
Kepler Center, Theater
Professional, published authors talk about how they started writing and why, and discuss their process and their writing regimen, as well as give advice and answer questions about “the Writing Life.”
- 9:30AM - 9:45AM **Break**

MORNING BREAKOUT SESSIONS

- 9:45AM - 11:00AM **Breaking In, Breaking Out: The Screenwriter’s Toolkit—**(Jeanne Ford)
Behavioral Sciences & Humanities Building, BSH-104
Writing for television and movies might be the ultimate endurance sport. Learn the ins and outs of launching your career: pitching, breaking story, tagging, laying out, and working as a team player. Also discover how to apply screenwriting techniques across the genres.
- 9:45AM - 11:00AM **Point of View—**(Gail Barrett)
Behavioral Sciences & Humanities Building, BSH-110
What is it? Why does it matter? The award-winning author of more than a dozen published novels explains the basics of this essential craft technique, and how it brings power and immediacy to your writing.
- 9:45AM - 11:00AM **Start Right/Plotting for Dummies—**(Donna MacMeans)
Learning Support Center, LSC-114
What’s a hook? Do I need turning point in every chapter? How about rooting interests, what are those? Author Donna MacMeans will teach you how to plot your book, get a great start, and make the readers love your characters and your books from the very first page.
- 9:45AM - 11:00AM **Writing 101—**(Alicia Drumgoole)
Kepler Center, Theater



Agenda

This session is a quick overview of some very important basics that all beginning writers need to consider as they prepare their manuscripts for presentation. We'll discuss the importance of "clean writing" (grammar, common punctuation errors, dialogue tags, basic proofreading, and manuscript presentation); tight plotting; the development of interesting characters; and the use of beta readers. We'll also discuss the concept of developing an original voice and story to avoid plagiarism.

9:45AM - 11:00AM **Writing Between the Genres**—(Erica Bauermeister, Jeanne Adams)

Behavioral Sciences & Humanities Building, BSH-114

What if your mystery has a psychic vampire? Or your women's fiction novel features a murder? What if you write something that isn't easily categorized as mystery, literature, science fiction or romance? Bestselling author Erica Bauermeister talks about writing creatively about ordinary things and creating a masterpiece in the process.

ALL ATTENDEES

11:15AM - 12:00PM **Working Box Lunch with Authors**

Career Programs Building (CPB), Elliott Center

12:30PM - 1:30PM **Keynote Speaker, Critically Acclaimed Author Erica Bauermeister**

Kepler Center, Theater

1:30PM - 1:45PM **Break**

EARLY AFTERNOON BREAKOUT SESSIONS

1:45PM - 3:00PM **Breaking In, Breaking Out: The Screenwriter's Toolkit**—(Jeanne Ford)

Behavioral Sciences & Humanities Building, BSH-104

Writing for television and movies might be the ultimate endurance sport. Learn the ins and outs of launching your career: pitching, breaking story, tagging, laying out, and working as a team player. Also discover how to apply screenwriting techniques across the genres.

1:45PM - 3:00PM **PR, Promotion and Marketing for the New Author with Laura Reeth**

Kepler Center, Theater

My family knows about my book, but how do I spread the word to everyone else? Do I need bookmarks? What about a Web page? And social media? Laura Reeth, a publicist who has worked on many diverse campaigns from U.S. Savings Bonds to Nora Roberts, gives you the low-down on how to get the word out about you and your work.

1:45PM - 3:00PM **Run the Numbers**—(Donna MacMeans)

Learning Support Center, LSC-114

Author and CPA Donna MacMeans teaches you the basics of how money works and gives you key points on how to track earnings, percentages, and royalties.

1:45PM - 3:00PM **Writing 101**—(Alicia Drumgoole)

Behavioral Sciences & Humanities Building, BSH-114

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1:45PM - 3:00PM **Writing Between the Genres**—(Erica Bauermeister, Jeanne Adams)

Behavioral Sciences & Humanities Building, BSH-110

What if your mystery has a psychic vampire? Or your women's fiction novel features a murder? What if you write something that isn't easily categorized as mystery, literature, science fiction or romance? Bestselling author Erica Bauermeister talks about writing creatively about ordinary things and creating a masterpiece in the process.

Agenda



ALL ATTENDEES

3:00PM - 3:15PM **Break**—Snacks will be available in the Kepler Theater and the BSH Building

LATE AFTERNOON BREAKOUT SESSIONS

3:15PM - 4:30PM **Computers, Hackers and Cybercrimes, Oh My!**—(Research Session—Jack Drooger)
Science Technology Engineering & Math Building, STEM-110

Is the country at risk? Are terrorists about to take down the whole system? Join the HCC staff for a lively presentation on cybercrimes and cybercriminals and what's being done to thwart them. Focus will be how non-tech writers can use cybercrimes in their novels without getting a degree in computer science.

3:15PM - 4:30PM **Pandora's Box: Story Lines That Are Lab Tested**—(Research Session—Alicia Manfre)
Science Technology Engineering & Math Building, STEM-302

Crime solving with DNA and disease prevention with both DNA and biotechnology are at the forefront of today's headlines. The darker side of DNA and bioterror are also in the headlines and any and all of these applications can figure in your book. Talk to the experts in a unique Q&A to get solid data for your story.

3:15PM - 4:30PM **PR, Promotion and Marketing for the New Author with Laura Reeth**
Kepler Center, Room 117

My family knows about my book, but how do I spread the word to everyone else? Do I need bookmarks? What about a Web page? And social media? Laura Reeth, a publicist who has worked on many diverse campaigns from U.S. Savings Bonds to Nora Roberts, gives you the low-down on how to get the word out about you and your work.

3:15PM - 4:30PM **Short Stories, Novellas and the Working Writer**—(Alicia Drumgoole)
Behavioral Sciences & Humanities Building, BSH-104

Do you love the novella? Are short stories your "thing" rather than novels? Join Alicia Drumgoole as she teaches you the art of the short story and the tips and tricks of keeping it short, but complete and fulfilling.

3:15PM - 4:30PM **The 4-1-1 on the 5-0: Police Procedures**—(Research Session – John King)
Learning Resource Center, LRC-108

Get a first-hand, behind-the-scenes look at police procedures that will help make your book authentic and exciting.

- Learn about the profession of law enforcement—the language, the procedure, and the jurisdictional differences between local police and federal agencies such as the FBI.
- Participate in the firearms simulator—playing the role of a responding officer and feeling the stress that officers experience in these potentially deadly encounters. You can also observe how police officers really respond to an "active shooter." Participants can actively participate as hostages to get a different perspective.

3:15PM - 4:30PM **What Sells Today**—(Sylvia Day, Gail Barrett & Susan Donovan)
Kepler Center, Theater

Do I go to NY or Amazon? What's hot right now? Should I write the book of my heart or to the market? To agent or not to agent? What are rights and why do I need them? What's category? Three authors give you thoughts, facts, and the basics on going from writing "The End" on your manuscript to published.

ALL ATTENDEES

4:30PM - 4:45PM **Break**

4:45PM - 5:30PM **BOOKSIGNING WITH ALL PARTICIPANTS**—Courtesy of Turn the Page Bookstore
in Boonsboro, Maryland
Kepler Center, Lobby



Advisory Committee

NORA ROBERTS WRITING INSTITUTE Hagerstown Community College

Advisory Committee Members – 2013

- Jeanne Adams, Regional Director of Romance Writers of America, Author
- Gail Barrett, Author
- Kathryn Benchoff, Faculty—HCC
- Susan Donovan, Author
- Alicia Drumgoole, Faculty—HCC
- Jeanne Ford, Writer for *Days of Our Lives*, Adjunct Faculty—HCC
- Julian Horton, Associate Dean of Instructional Technology & Online Education—HCC
- Angela Kelley, Continuing Education Support Staff—HCC
- Beth Kirkpatrick, Director, Public Information & Government Relations—HCC
- Kathy Mangan, International Travel Journalist
- Joseph Marschner, Chair, English & Humanities Division—HCC
- Leigh-Anne Mauk, Social Media & Public Information Specialist—HCC
- Amanda Miller, HCC Faculty, Author
- Beth Moore, Executive Assistant, Continuing Education—HCC
- Anne Myers, Continuing Education Program Manager—HCC
- Michele Poacelli, Nora Roberts Young Writers Institute Program Advisor
- Laura Reeth, Nora Roberts' Publicist
- Theresa Shank, Dean of Continuing Education & Business Services—HCC
- Anne Shepard, Director, Grants Development—HCC
- Janeen Solberg, Turn the Page Bookstore Manager

Special thank you to:

Hagerstown Community College staff and volunteers
Michael Little, Premier Catering
Denny Warrenfeltz, Rooster Vane Gardens
Nora Roberts and Hagerstown Community College President Dr. Guy Altieri for their
shared vision in the creation of this Institute

Location Guide



Day	Program Time	Program	Speaker	Buildings	Classrooms
Friday	6:00pm - 6:45pm	Check In		Kepler	Lobby
Friday	7:00pm - 7:30pm	Opening Session		Kepler	Lobby
Friday	7:30pm - 8:30pm	Keynote	Sylvia Day	Kepler	Theater
Friday	8:30pm - 9:30pm	Reception		Kepler	Lobby
Saturday	7:30am - 8:30am	Continental Breakfast		Kepler	Lobby
Saturday	8:30am - 9:30am	Panel Discussion	Sylvia Day, Gail Barrett, Jeanne Adams, Susan Donovan	Kepler	Theater
Saturday	9:30am - 9:45am	Break		Kepler	Lobby
Saturday	9:45am - 11:00am	Breaking In, Breaking Out	Jeanne Ford	BSH	104
Saturday	9:45am - 11:00am	Point of View	Gail Barrett	BSH	110
Saturday	9:45am - 11:00am	Start Right/Plotting for Dummies	Donna MacMeans	LSC	114
Saturday	9:45am - 11:00am	Writing 101	Alicia Drumgoole	Kepler	Theater
Saturday	9:45am - 11:00am	Writing Between the Genres	Erica Bauermeister, Jeanne Adams	BSH	114
Saturday	11:15am - 12:00pm	Lunch		CPB	Elliott Ctr.
Saturday	12:30pm - 1:30pm	Keynote	Erica Bauermeister	Kepler	Theater
Saturday	1:30pm - 1:45pm	Break		Kepler	Lobby
Saturday	1:45pm - 3:00pm	Breaking In, Breaking Out	Jeanne Ford	BSH	104
Saturday	1:45pm - 3:00pm	PR, Promotion & Marketing	Laura Reeth	Kepler	Theater
Saturday	1:45pm - 3:00pm	Run the Numbers	Donna MacMeans	LSC	114
Saturday	1:45pm - 3:00pm	Writing 101	Alicia Drumgoole	BSH	114
Saturday	1:45pm - 3:00pm	Writing Between the Genres	Erica Bauermeister, Jeanne Adams	BSH	110
Saturday	3:00pm - 3:15pm	Break		Kepler/BSH	Lobby
Saturday	3:15pm - 4:30pm	Computers, Hackers & Cybercrimes	Jack Drooger	STEM	110
Saturday	3:15pm - 4:30pm	Pandora's Box: Storylines Lab Tested	Alicia Manfre	STEM	302
Saturday	3:15pm - 4:30pm	PR, Promotion & Marketing	Laura Reeth	Kepler	117
Saturday	3:15pm - 4:30pm	Short Stories, Novellas & Working Writer	Alicia Drumgoole	BSH	104
Saturday	3:15pm - 4:30pm	4-1-1 on the 5-0: Police Procedures	John King	LRC	108
Saturday	3:15pm - 4:30pm	What Sells Today	Sylvia Day, Gail Barrett, Susan Donovan	Kepler	Theater
Saturday	4:30pm - 4:45pm	Break		Kepler	Lobby
Saturday	4:45pm - 5:30pm	Booksigning w/ all Participants	All Authors/Speakers	Kepler	Lobby



Additional Information

Mark Your Calendars

The Nora Roberts Writing Institute is an annual event and will be offered again in summer 2014.

Keep up to date with NRWI online at <http://nrwi.hagerstowncc.edu>



You can also follow NRWI on Facebook and Twitter:

Facebook: www.facebook.com/nrwi2013

Twitter: www.twitter.com/nrwi2013

Photos and videos from this year's conference will be posted on the NRWI website and on social media. You'll also get a behind-the-scenes look at upcoming conferences and workshops including the annual NRWI conference next summer.

Tweet live from the 2013 conference!

Use the conference hash tag

#nrwi2013

to share your favorite moments and breakout sessions



Notes



Notes

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