

The Symposium for Professional Food Writers

May 11 - 15, 2009

Monday, May 11

- 12:00 N - 7:00 PM Registration - *Lower Lobby*
- 12:00 N - 3:40 PM Individual Coaching Sessions with Antonia Allegra: Writing and Careers (20-minute sessions with advance reservations)
- 2:00 PM - 5:30 PM Group Coaching Sessions (4 writers) with Don Fry (with advance reservations)
- 3:30 PM - 5:30 PM Private 1-Hour Group Coaching Sessions, Entrepreneurial Direction (8 writers) with Andrew Schloss (with advance reservations)
- 4:00 PM - 5:00 PM Mini Media Training Session Coached by Steve Dolinsky (Limited to 30 attendees)
- 8:00 PM Dinner - *Main Dining Room*
Please remember to wear your Symposium nametag.

Tuesday, May 12

**Tuesday's sessions will be held in the Crystal Room.*

A private breakfast for Symposium attendees and speakers, included in the Symposium package, will be available in the Crystal Room from 7:30 am to 8:30 am. For those who wish to enjoy breakfast in the Main Dining Room or order Room Service, a la carte pricing applies.

- 8:30 AM Official Symposium Opening
- 9:00 AM - 10:45 AM Self Introductions
- 10:45 AM - 12:00 N Food Writing for Today's Avid Food Reader
Moderated by Martha Holmberg with Alison Ashton, Sydney Miner, Andrea Nguyen, Amelia Saltsman
- 12:00 N - 1:00 PM Lunch
- 1:00 PM - 2:00 PM Break
- 2:00 PM - 3:30 PM The Nuts and Bolts of Independent Publishing - Amelia Saltsman and Karen Evenden
- 3:30 PM - 4:45 PM Inner Food Writing - Russ Parsons and Michael Ruhlman
- 5:00 PM - 5:30 PM Group Photo
- 6:00 PM - 7:00 PM Group Coaching Session (4 writers) with Don Fry (with advance reservations)
- 6:00 PM - 7:00 PM Individual Coaching with Dianne Jacob: Freelance Writing (20-minute sessions with advance reservations)
- 7:30 PM Dinner
- 9:00 PM - 11:00 PM Hospitality
Storytellers: Don Fry, Martha Holmberg, Russ Parsons and other speakers/attendees

Wednesday, May 13

**Wednesday's sessions will be held in the Crystal Room, unless otherwise indicated.*

A private breakfast for Symposium attendees and speakers, included in the Symposium package, will be available in the Crystal Room from 7:30 am to 8:30 am. For those who wish to enjoy breakfast in the Main Dining Room or order Room Service, a la carte pricing applies.

- 8:30 AM - 9:00 AM Announcements and Presentation of Scholarship Awards
- 9:00 AM - 10:30 AM Survival of the Fittest: Freelance Writing
Moderated by David Joachim with Alison Ashton, Martha Holmberg, Michael Ruhlman, Andrew Schloss
- 10:30 AM - 1:00 PM Creating and Modifying Your Writing Voice(s) with Don Fry
- 1:00 PM - 2:00 PM Lunch
- 2:00 PM - 4:15 PM Break

Wednesday, May 13 (continued)

- 3:00 PM - 4:00 PM Open Readings (optional)
- 4:30 PM - 6:00 PM Workshop Sessions (choose one)
1. Proposals and Manuscripts - Dianne Jacob, Bill LeBlond, Sydney Miner, Andrew Schloss, Judith Weber
 2. Blogs, Podcasts, TV, Video and Food Communication Innovations - Steve Dolinsky, Andrea Nguyen
 3. Reporting: Essential Before Writing - Don Fry, Martha Holmberg, Russ Parsons
- 7:00 PM Reception and Dinner
- 9:00 PM - 11:00 PM Hospitality
Storytellers: Andrew Schloss, Steve Dolinsky, Bill LeBlond and other speakers/attendees

Thursday, May 14

**Thursday's sessions will be held in the Crystal Room, unless otherwise indicated.*

A private breakfast for Symposium attendees and speakers, included in the Symposium package, will be available in the Crystal Room from 7:30 am to 8:30 am. For those who wish to enjoy breakfast in the Main Dining Room or order Room Service, a la carte pricing applies.

- 8:30 AM - 8:45 AM Announcements
- 9:00 AM - 10:30 AM Workshop Sessions (choose one)
1. Ask and You Shall Receive - Alison Ashton, Martha Holmberg, David Joachim, Bill LeBlond
 2. How to Sell Your Food Book Idea With OR Without An Agent - Dianne Jacob, Andrew Schloss, Judith Weber
- 10:30 AM - 12:00 N Break, Book Signing and Sale
- 12:00 N - 1:00 PM Lunch
"Musical Chairs"
- 1:00 PM - 2:00 PM Podcasting, TV, Video: The Basics of Writing for/Speaking on the Screen - Steve Dolinsky
- 2:00 PM - 3:00 PM Writing for Contemporary Cookbooks - Moderated by Michael Ruhlman with Bill LeBlond, Sydney Miner
- 3:00 PM - 4:00 PM Let Me Count the Ways . . . The Art of Telling Details and Why They Make a Difference
Moderated by Don Fry with Martha Holmberg, Russ Parsons, Amelia Saltsman
- 4:00 PM - 7:00 PM Break
- 4:15 PM - 5:00 PM Kitchen Tour (optional)
- 4:30 PM - 5:30 PM Open Readings (optional)
- 7:30 PM Dinner at Howard's Creek Lodge
- 9:30 PM - 11:00 PM Hospitality
Storytellers: David Joachim, Andrea Nguyen, Michael Ruhlman and other speakers/attendees

Friday, May 15

A private breakfast for Symposium attendees and speakers, included in the Symposium package, will be available in the Crystal Room from 7:30 am to 8:30 am. For those who wish to enjoy breakfast in the Main Dining Room or order Room Service, a la carte pricing applies.

- 8:30 AM - 9:00 AM Announcements
- 9:00 AM - 11:00 AM Screen It! Blog It! Evolving Ways with Food Communication
Moderated by Andrew Schloss with Steve Dolinsky, Andrea Nguyen, Michael Ruhlman
- 11:00 AM Close of 2009 Symposium
- 2:00 PM - 5:00 PM Individual Exit Coaching Sessions with Antonia Allegra (20-minute sessions with advance reservations)