Welcome to the 2014 University of Guelph Writers Workshop

Welcome, and thank you for attending the University of Guelph’s Fourth Annual Writers Workshop.

This 2-day event is designed to provide hands-on practical tips and instruction for a wide variety of writing interests and needs. From fiction writing to magazine writing, digital communication to scientific journals, you’ll find it here. The Workshop leaders are writing and communication experts in different genres and have volunteered their time and talents. Without their dedication and generosity, this event would not be possible.

If you’re interested in learning more about the various activities and events that are held in the Library’s Academic Town Square, please visit our website: www.lib.uoguelph.ca/ats

Thank you again for attending; we hope you enjoy the event.

Writing Services, McLaughlin Library

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Thanks to our sponsors

Wiley Online Library

Downtown Guelph
Social Media Engagement
Thursday, 9:00am – 10:30am, LIB 300A
— Andrea Karpala and Stephanie Butler

In this interactive workshop, Andrea and Stephanie will share tips, tricks and resources to help you build and engage your social media networks. They’ll share case studies of successful social media campaigns and great examples of how companies/brands/people engage their followers.

An important part of creating engaging content is to have a plan. During the session, you’ll learn how to create a robust editorial calendar to manage your content and to ensure you’re posting the right content at the right time. You’ll also learn how to use free analytic programs to track your progress.

Andrea Karpala:
Andrea is passionate about digital communications and chairs the social media committee for the McLaughlin Library in her role as Communications Manager for U of G’s Office of the CIO. While working in public relations, she managed multiple award-winning social media campaigns within Canada and the United States. Andrea has been an adjunct instructor at the University of Detroit Mercy and St. Clair College. She has been an invited speaker at the University of Toronto, Ryerson University and Humber College on the topic of Social Media. Follow her on Twitter @karps.

Stephanie Butler:
Stephanie is a community-oriented writer and volunteer. In her position as Community Engagement Manager at the University of Guelph, she supports the University’s BetterPlanet Project campaign and works to bring the University and the City closer together. In her previous role with U of G’s Alumni Affairs, she created a social media analytics tracking system and led the social media strategy for the department. Follow her on Twitter at @BetterPlanetUoG and @writingquirky.
The Joy of Journalling
Thursday, 9:00am – 10:30am, LIB 360
— Jennifer Storey

Have you always wanted to journal but don’t know how or why? Have you tried and it seems pointless? Perhaps you journalled years ago and want to write again, but in a different way, or for different reasons. In this “Joy of Journalling” workshop, we will explore our questions, experiences and the various benefits of this form of personal expression. Time will be included to create in your personal journal.

Jennifer Storey:
Jennifer earned an Honours Music Education degree from Western and has worked as a teacher in Southwestern Ontario, Northern Ontario, and California. Other passions include music, writing, theatre and fine art. Jennifer currently works at the University of Guelph’s McLaughlin Library and is also an Interior Decorator.

Publish or Perish: Strategies for Publishing Scientific Papers
Thursday, 9:00am – 10:30am, LIB 370
— T. Ryan Gregory

Publication in peer-reviewed journals is a critical component of scientific research. This workshop provides an overview of the process of scientific publication, and presents strategies for planning and writing manuscripts, choosing an appropriate journal, and dealing with reviews. It is open to potential authors of peer-reviewed scientific papers at any level.

T. Ryan Gregory:
Dr. Gregory completed his BSc (Hons) at McMaster University in 1997 and earned his PhD in evolutionary biology and zoology from the University of Guelph in 2002. He then carried out postdoctoral research at the American Museum of Natural History in New York and the Natural History Museum in London, England, before returning to join the faculty at the University of Guelph. His primary research interests include large-scale genome evolution, biodiversity, and macroevolution. He has been the recipient of several prestigious scholarships, fellowships, and awards for research and teaching. He is the author of more than 65 peer-reviewed articles, has
reviewed more than 150 manuscripts for dozens of journals, has served as a guest editor for special issues of three journals, and is currently Editor-in-Chief of the journal Evolution: Education and Outreach.

The Grammar Geeks’ Gab Session
Thursday, 10:45am – 12:15pm, LIB 300A
— Lenore Latta

Do you consider yourself a grammar geek? If you enjoy proofreading or editing other people’s work and picking out the errors in published articles and signs, attend this session to learn about some of the lesser known or more controversial grammar rules. We’ll discuss the difference between objects and subjective completions, between absolute and appositive phrases, and between gerunds and participles. As well, find out whether you should “feel bad” or “feel badly” about something you’ve said, whether you should be making corrections to that “8 items or less” sign at the checkout, and whether you should answer the door by saying “It is I” or “It is me.” And finally, how much of a crime is it to end a sentence with a preposition, and is Gene Roddenberry the only one allowed to split an infinitive? Meet a few other grammar fans, and bring your pet grammar peeves to discuss.

Lenore Latta:
Lenore Latta is a Writing Specialist at the University of Guelph’s Writing Services. She has an MSc from the University of Guelph, and worked for a number of years as a freelance editor and proofreader for textbooks, course manuals, websites, and articles.

Accessify! Improving the Accessibility of Your Electronic Documents and Presentations
Thursday, 10:45am – 12:15pm, LIB 360
— Athol Gow

People can unintentionally create accessibility barriers when composing electronic documents and presentations. Athol Gow will demonstrate how these barriers impact people with perceptual disabilities when they use a screen reader and other adaptive software, as well as simple techniques that improve the accessibility of Microsoft
Word, PowerPoint and PDF documents. Provincial standards relating to information and communication accessibility will also be discussed. The session will be of value to instructors, business owners, or anyone who writes for public consumption.

**Athol Gow:**

Athol Gow has been Coordinator of Library Accessibility Services at the University of Guelph since 1999. His duties include running the University’s alternative-format text service, managing an adaptive technology lab, and training students in the use of adaptive software and technology. He has been a member of the University’s Accessibility for Persons with Disabilities Advisory Committee as well as of the planning committee for the annual University of Guelph Accessibility Conference.

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**The Counterintuitive Writer: How to Improve Your Writing by Doing the Opposite of What You’ve Probably Been Taught**

Thursday, 10:45am – 12:15pm, LIB 370

— Joan Flaherty

This workshop is intended for anyone who falls into one of these categories:

- Hate writing
- Love writing
- Hate writing, but love having written*

In other words, it’s aimed at a broad audience whose writing skills may vary considerably. The only conditions for registering in this session are a desire to improve your writing and, as the session title suggests, an openness to trying new approaches.

In pursuit of those goals, the workshop will cover three main areas: how to get started—including how to deal with writer’s block; how to organize your thoughts quickly; and how to know whether or not you’ve done a good job. The format will be a combination of mini lecture, discussion, and individual exercises.

(*Dorothy Parker)

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**TWEETING?** Please use #UGWriters

Follow the Library on Twitter @UoG ATS
Joan Flaherty:
Joan Flaherty teaches communications in the School of Hospitality and Tourism Management at the University of Guelph. She is also the Faculty Advisor for the Hornblower, the School’s annual student magazine. She completed her BA (English Literature), MSc (Rural Extension Studies), and MA (English Literature) at the University of Guelph. Her research interests centre around SOTL (the scholarship of teaching and learning). She is the recipient of two teaching awards.

Thursday Afternoon Feb. 21, 2013

The Language of a Cover Letter and Résumé
Thursday, 1:00pm – 2:30am, LIB 300A
— Laura Schnablegger

This workshop is designed to foster participants’ use of specific and technical language that is required for an effective cover letter and résumé. Participants will explore and develop lists of both highly useful vocabulary, as well as more technical vocabulary, that should be included in cover letters and résumés. Participants will also be introduced to the technical grammatical concepts that are related to cover letter and résumé writing.

Participants are expected to already possess a basic understanding of the format and content of cover letters and résumés, although questions on content will be welcomed. This will primarily be an activity-based workshop, with participants editing sample cover letters and résumés. Participants are encouraged to bring current cover letters and résumés to the workshop and be prepared to share and improve upon those documents.

Laura Schnablegger:
Laura is the current English as an Additional Language (EAL/ESL) Specialist, and part of the Writing Services and Learning Services teams at the University of Guelph. She provides consultations and workshops to address the unique needs of EAL/ESL undergraduate and graduate students. She also offers specific programming in conjunction with Cooperative Education & Career Services centred around cover letter and résumé writing. Laura previously worked as an ESL instructor.
at Algoma University (2010-2012), where she designed and delivered their ESL business English and writing curriculum. She is a University of Guelph graduate and worked in the Learning Commons as a Supported Learning Group leader. In addition, she has a Bachelor of Education, and a Certificate in English Language Teaching (CELTA), and is currently pursuing a Master’s degree with a specific thesis focus in language instruction in a multicultural environment.

Publishing Options
Thursday, 1:00pm – 2:30pm, LIB 360
— Jeremy Luke Hill

This workshop will provide participants with an overview of the many options available in the current publishing environment. It will also look at tools for creating print-ready interiors and covers, options for print-on-demand services, requirements for working directly with printers, avenues for marketing and distributing self-published books, and tips for accessing traditional publishers. A laptop or other internet capable device will probably come in handy at this session.

Jeremy Luke Hill:
Jeremy Luke Hill teaches literature, make jams and preserves, reads continental philosophy, uses open source software, bakes bread, watches documentary film, grows trees from seed, and writes poetry, among other things. He also runs Vocamus Press, a Guelph-centric publisher that provides free and cooperative support for readers, writers, and publishers in the Guelph area.

You Can Write for Magazines and Newspapers
Thursday, 1:00pm – 2:30pm, LIB 370
— Kira Vermond

You read them every day: magazine and newspaper articles that entertain, teach and even change lives. But how does an article go from idea to finished product? This workshop is for anyone who has ever wanted to write non-fiction stories for a general audience and needs an A to Z overview of how to do the deed. Kira will take participants through the process of pitching ideas, writing queries and grabbing a busy editor’s attention. You’ll also learn the 1-2-3-4-5 technique for writing clear, focused articles for a consumer audience. In other words, you’ll learn
how not to sound like an academic or a newbie writer, and give editors what they want. You’ll discover what to expect during the editing process and why “deadline + word count” is the holy grail of successful freelancing. Invoicing, payment and taxes even get a mention. (And yes, you can make good money as a writer.)

Have a great story idea, but don’t know how to go about writing it and getting it published? This is the workshop for you.

Kira Vermond:
Kira Vermond is an award-winning writer and longtime freelancer from Guelph, who rarely has a free moment to relax. With over 1,000 articles under her belt, Canadians have been reading her travel, career and money columns in The Globe and Mail and Chatelaine and listening to her career advice on CBC Radio weekday mornings. In 2010, Chatelaine and John Wiley published her book Earn, Spend, Save: The Savvy Guide to a Richer, Smarter, Debt-free Life. Kira also contributes to Owl, Today’s Parent, MORE, Canadian Family, PROFIT, FORUM magazine and many other consumer and trade publications. She’s now working on her fourth book, which will come out later in 2014.

Something Has to Happen
Thursday, 2:45pm – 4:15pm, LIB 300A
— Sandra Sabatini

This workshop will examine the notion of plot in the short story. Writers are sometimes terrific at imbuing character and setting with powerful feeling, but, for the most part and as a general rule, something should happen that propels the narrative. Thinking about beginnings, middles, and endings, the workshop will provide a brief, intense opportunity to consider conflict and trajectory in the short story. Come prepared with a sense of some of your favourite stories and how the writer gets you from A to B.

Sandra Sabatini:
Born in Guelph, Ontario, Sabatini has a PhD in Canadian Fiction and Rhetoric. She also has a master’s degree in creative writing from the University of Guelph where she currently is special graduate faculty in the Guelph-Humber creative writing MFA. Her first collection of short stories, The One with the News (2000), a collection of linked stories exploring the impact of Alzheimer’s disease on a family, was shortlisted for the

Introduction to Typesetting in LaTeX
Thursday, 2:45pm – 4:15pm, LIB 360
— Jeremy Luke Hill

This workshop will introduce participants to LaTeX, a powerful, free, and open source typesetting program. LaTeX produces professional quality book interiors in print-ready .pdf files, perfect for writers who are interested in self-publishing their work. It is also capable of setting almost any mathematical or scientific symbol, so it is ideal for academic papers and theses. Participants should bring a laptop.

Jeremy Luke Hill: Jeremy Luke Hill teaches literature, make jams and preserves, reads continental philosophy, uses open source software, bakes bread, watches documentary film, grows trees from seed, and writes poetry, among other things. He also runs Vocamus Press, a Guelph-centric publisher that provides free and cooperative support for readers, writers, and publishers in the Guelph area.

Thesis Writing: Tools for Success
Thursday, 2:45pm – 4:15pm, LIB 370
— Jodie Salter

Are you a graduate student writing a thesis or dissertation? This session will introduce tips and tools for addressing key elements of your writing process:
1) formulating your research question
2) organizing your literature review
3) identifying the sections of theses and dissertations
4) creating a thesis map for your project
Writing Services provides graduate students with writing support through one-on-one consultations, writing workshops, and programs such as the BrainFood series, Dissertation Boot Camp (DBC), and Dissertation LAUNCH. www.writingservices.uoguelph.ca
*Please note: the content of this workshop draws from the BrainFood series.

**Jodie Salter:**
Jodie Salter is a Writing Specialist at the University of Guelph. In 2012, she completed her PhD in the School of English and Theatre Studies. She works with graduate students and faculty on all aspects of their academic writing. She is also the Coordinator of Dissertation Boot Camp, an intensive one-week program for graduate students, held each semester at the University of Guelph Library.

**Friday Morning Feb. 21, 2014**

**Writing on the Net: Exploring Participatory, Online Writing; the Good, the Bad, and the Trolls**
Friday, 9:00am – 10:30am, LIB 300A
— Michael Ridley

During the Fall of 2012, I authored an online, participatory “book-like-thing” (www.BeyondLiteracy.com). It was an experiment in writing, publishing, distributed authorship, and pedagogy. It was like working without a net. Terrifying. Exciting. This workshop will explore writing/creating in this new hyper-connected context: what worked, what didn’t, what I would do differently, and what you will do when you try this yourself.

**Michael Ridley:**
Michael Ridley has been a Librarian at the University of Guelph since 1995 (including many years as the Chief Information Officer and Chief Librarian). He has worked at McMaster University and the University of Waterloo. Ridley holds degrees from the University of Guelph, UNB, and Toronto and has just completed a Master of Education degree. He blogs at www.MichaelRidley.ca and tweets @mridley.
Writing with Prompts  
Friday, 9:00am – 10:30am, LIB 360  
— Catherine Bush

Have you ever been blocked in your writing or wished to break free of certain habits or push yourself further out of your comfort zone?  
This workshop will offer writing strategies using various exercises and prompts geared to writers at all stages of their writing practice. Prompts may include exercises in imitation, writing tasks, the use of twitter feeds to generate stories — geared to help you go deeper, heighten your skill, open yourself emotionally, and find the play and liveliness that should be at the heart of all creative writing.

Catherine Bush:
Catherine Bush is the author of four novels. Her newly released Accusation was a Canada Reads Top 40 pick and one of Amazon.ca’s Best 100 Books of 2013. Her first novel, Minus Time, was short-listed for the Books in Canada First Novel Award. Her second novel, The Rules of Engagement, was a national bestseller and chosen as The New York Times Notable Book and one of The Globe and Mail’s Best Books of the Year. Her third novel, Claire’s Head, was shortlisted for Ontario’s Trillium Award and a Globe Best Book of the Year. Her fiction has been praised for its intelligence and daring, and often plumbs moral quandaries in which the public and private lives of its characters collide. Her nonfiction has been published in The Globe and Mail, The New York Times Magazine, and the anthology The Heart Does Break. She lives in Toronto and is Coordinator of the University of Guelph Creative Writing MFA.

Interested in presenting or volunteering at the University of Guelph Writers Workshop 2015?  
Please contact writers.workshop@uoguelph.ca in September 2014.
One of the greatest stumbling blocks writers can face is not being able to get anyone to read their work. This workshop will provide writers with an opportunity to network with other writers working within a similar genre or field (from speculative fiction to crime to literary fiction, poetry, non-fiction and screenplays) and to participate in a positive peer-to-peer editing session.

All participants are encouraged to bring a 400-500 word writing sample (ideally the first pages of a book, article, short story, opening scene from a script or equivalent sample of poetry), which will be shared with others during the workshop.

John Jantunen:

John is a Co-Founder of Vocamus Press, a Guelph-based writer’s cooperative whose mandate is to create regional markets for local writers. He has written numerous screenplays and short stories as well as three novels. Cipher, a literary mystery novel, is forthcoming from ECW Press in 2014 and he owes its publication, in large part, to a network of early readers who helped him hone it into a saleable form.

Crafting the Bestseller: Dynamic Dialogue and Show vs. Tell

Friday, 10:45am – 12:15pm, LIB 300A

— Barbara Kyle

This workshop with bestselling author Barbara Kyle focuses on two crucial aspects of writing craft. Mastering them can propel your novel to publishing success. The first is dialogue. Characters in fiction, like real people, reveal a lot about themselves by what they say and how they say it. For example, some people can’t wait to speak, while others would rather die than speak. Some people don’t say what they mean, while others don’t mean what they say. All of this makes dialogue challenging to write. This workshop shows you five proven techniques for creating compelling dialogue, and five pitfalls to avoid.

The second half of the workshop is an in-depth study of the familiar but often misunderstood principle of craft known as “show don’t tell.” In a lively, interactive exploration you’ll discover how mastering “show don’t tell” will reveal every character’s deepest self and breathe life into your fiction.
Barbara Kyle: Barbara Kyle is the author of the internationally acclaimed Thornleigh Saga novels Blood Between Queens, The Queen’s Gamble, The Queen’s Captive, The King’s Daughter and The Queen’s Lady which follow a middle-class English family’s rise through three tumultuous Tudor reigns, and of the contemporary thrillers Entrapped (a B.R.A.G Medallion honoree) and The Experiment. Over 425,000 copies of her books have been sold in seven countries. Barbara was a speaker in 2013 at Ontario’s Stratford Festival with her talk Elizabeth and Mary, Rival Queens. She has taught writers at the University of Toronto School of Continuing Studies and is known for her dynamic workshops for many writers’ organizations and conferences. Before becoming an author Barbara enjoyed a twenty-year acting career in television, film, and stage productions in Canada and the U.S. Visit www.barbarakyle.com

Breaking In (without Breaking Down): The Nuts and Bolts of Publishing for Beginners
Friday, 10:45am – 12:15pm, LIB 360
— Lisa Dalrymple

From developing your craft to submitting your manuscripts, from learning from rejection to celebrating sweet victory, this workshop will offer strategies to help build your writing career. Lisa will share tools and tips based on her own experiences “breaking into” the Canadian publishing industry. This presentation covers everything from researching publishers to writing a query/cover letter to negotiating a contract. Lisa speaks primarily from the position of a children’s writer but is also able to address issues that can be generalized to the larger Canadian book publishing industry.

TWEETING?
Please use #UGWriters
Follow the Library on Twitter @UoG_ATS
Lisa Dalrymple:
Lisa Dalrymple won The Writers’ Union of Canada’s Writing for Children Competition (2011) for her picture book story, Skink on the Brink, which was later published by Fitzhenry & Whiteside. Her other titles include If It’s No Trouble... A Big Polar Bear and Bubbly Troubly Polar Bear.
Lisa has an MA in Literature with a Creative Writing specialization from the University of Guelph and is a regular reviewer for Canadian Children’s Book News. Outside of writing, Lisa’s primary love is travelling. She has lived in England, South Korea, Thailand and Scotland and has travelled throughout Europe and Asia. She now lives with her husband and their three children in Fergus, Ontario.

How to Make the Most of Social Media to Promote Your Writing
Friday, 10:45am – 12:15pm, LIB 370
— Colleen Fisher Tully

So you want to share your writing with the world. Is soliciting your friends and family on Facebook okay? Should you start a Pinterest board of all your research? And what on earth does Google+ do, anyway?
In this workshop, you’ll learn some content-sharing dos and don’ts, which social media tools work best for the kind of audience you’re trying to reach, and an inside look at how the magazine world promotes and shares its stories using multiple social media platforms.

Colleen Fisher Tully:
Colleen Fisher Tully is the Senior Editor of Fresh Juice, a multimedia brand published by TC Media that makes it fun and easy to connect food with good health. Prior to Fresh Juice, Colleen spent just over 5 years as Web Food Editor for Canadian Living. Colleen is a Board Member of the Canadian Society of Magazine Editors (CSME), Co-Director of the annual CSME Editors’ Choice Awards, and teaches journalism part-time at Centennial College.
*Writing Fiction That Sells
Friday, 1:00pm – 4:15pm (*3 hour workshop), LIB 300A
— Barbara Kyle

Whether you’re a beginning writer or stuck in the middle of your novel, this intensive three-hour workshop with bestselling author Barbara Kyle will empower you to get control of the writing process, from your story’s premise to its potential publication. Writing Fiction That Sells focuses on proven techniques to help you create the kind of fiction publishers want. Topics include:

1. Deep Character: Creating the Empathetic Protagonist
2. Your Novel’s Inciting Incident: Motivating Your Protagonist
3. Conflict and Reversals: Essentials of Story Structure
5. The Final Choice: Your Story’s Climax
6. Getting Published: Myths and Reality

Writing Fiction That Sells will inform you, inspire you, and sharpen your personal creative skills. Equally important, given today’s tough fiction marketplace, the workshop will help position you to break into the publishing business.

The workshop includes helpful handouts, and ends with an interactive Q&A session.

Barbara Kyle:
Barbara Kyle is the author of the internationally acclaimed Thornleigh Saga novels Blood Between Queens, The Queen’s Gamble, The Queen’s Captive, The King’s Daughter and The Queen’s Lady which follow a middle-class English family’s rise through three tumultuous Tudor reigns, and of the contemporary thrillers Entrapped (a B.R.A.G Medallion honoree) and The Experiment. Over 425,000 copies of her books have been sold in seven countries. Barbara was a speaker in 2013 at Ontario’s Stratford Festival with her talk Elizabeth and Mary, Rival Queens. She has taught writers at the University of Toronto School of Continuing Studies and is known for her dynamic workshops for many writers’ organizations and conferences. Before becoming an author Barbara enjoyed a twenty-year acting career in television, film, and stage productions in Canada and the U.S. Visit www.barbarakyle.com
Richard Wagamese has spoken about the privilege he feels being able to tell the stories of Canada’s Aboriginal People. He found his voice through the stories of his people – but what about you? How can you tell your story in your way? And why is that important?

Join author and journalist Margie Taylor for a stimulating experience designed to help you find your voice.

**Margie Taylor:**
A former CBC Radio host and producer, Margie has lived and worked in Vancouver, Calgary, Toronto, and London, England. In her years with the CBC, she hosted and produced regional and national radio programs (“Morningside,” “Sunday Morning,” “Gabereau”), wrote a syndicated parenting column, and appeared regularly on arts and entertainment programs across the country. Her articles have appeared in The Globe and Mail, the Calgary Herald and Active Adult, and she’s the author of two novels: *Displaced Persons* (NeWest Publishing, 2004) and *Some of Skippy’s Blues* (Robert Davies Publishing, 1997). In 2006 she went back to school (University of Guelph) to get her Master’s degree in Capacity Development and Extension. In 2012 she was pleased to be recognized by the University’s Campus Authors event for *60 is the New 20: A Boomer’s Guide to Aging With Grace, Dignity, and What’s Left of Your Self-respect* (Mediscript Communications Inc., 2011).

Interested in presenting or volunteering at the University of Guelph Writers Workshop 2015?

Please contact writers.workshop@uoguelph.ca in September 2014.
**Creative Nonfiction**
Friday, 1:00pm – 4:15pm (*3 hour workshop), LIB 370
— Kilby Smith-McGregor

True stories move us in a particular way; they are imbued with real-life context and urgency. Yet it is often fiction we turn to for depth of language, thematic resonance, and narrative complexity. Creative nonfiction is a form of writing that harnesses the force of expression and imagination found in fiction and poetry to convey true stories and ideas in compelling and vibrant ways. A kind of writing uniquely suited to formal experimentation, associative thinking, and personal insight, it is driven by curiosity about and alertness to the intimate idiosyncrasies of the human and natural world. This workshop will focus on new journalism and the lyric essay (creative counterparts to what we usually encounter in news journalism and academic essay writing). We will explore concepts of fact, truth, and subjectivity, as well as creative research practices and techniques for generating material. Our time together will combine reading and discussion with in-class writing.

*Kilby Smith-McGregor:*
Kilby Smith-McGregor holds an MFA from the University of Guelph, where she has also taught short story writing for the Centre for Open Learning. Her creative nonfiction has appeared in print or online in The Kenyon Review, The Wascana Review, and Brick; additionally, she has published fiction and poetry in The Dublin Quarterly, Conjunctions, Descant, The Puritan, and Brick. Kilby was recognized by the Writers’ Trust of Canada with the RBC Bronwen Wallace Award for Emerging Writers.

**Plain Language Writing for Maximum Impact**
Friday, 1:00pm – 4:15pm (*3 hour workshop), LIB 384
-- Anne Bergen and Kim Garwood

Plain language is a key strategy for writers who want to reach diverse public audiences. Making your message easy to understand and share maximizes the impact of written communication. This workshop will engage participants in a discussion of plain language principles and practices. During the workshop, participants will have multiple opportunities to apply their knowledge and refine their skills. Participants are encouraged to bring a piece of writing that they would like to translate into plain language (for example, an essay, email, or proposal). Participants will have an opportunity to share the plain language translation of their writing through the University of Guelph’s Atrium website.
Learning Outcomes
- Increased understanding of basic principles of plain language writing
- Increased appreciation for the value of plain language communication
- Increased ability to translate existing text into plain language
- Knowledge of where to find plain language resources

Anne Bergen - Knowledge Mobilization Coordinator:
Drawing on her PhD training in applied social psychology and background in community-based research, Anne builds knowledge mobilization and knowledge translation capacity within the Institute for Community Engaged Scholarship and the College of Social and Applied Human Sciences at the University of Guelph.

Kim Garwood – Writing Services Manager:
Kim Garwood works in Writing Services and provides individual consultations, workshops, and programs to help students become stronger, more confident writers. She also works with instructors who want to make writing a part of their courses. Kim is studying plain language in her PhD work.

Dissertation Boot Camp
An intensive one-week program, designed to help University of Guelph graduate students develop effective writing knowledge and habits that will enable them to finish their theses and dissertations in a timely manner.

Register online at: www.writingservices.uoguelph.ca
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<td>Introduction to Typesetting in LaTeX</td>
<td>Jeremy Luke Hill</td>
<td>LIB 360</td>
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<td></td>
<td>Thesis Writing: Tools for Success</td>
<td>Jodie Salter</td>
<td>LIB 370</td>
</tr>
<tr>
<td>Time</td>
<td>Event</td>
<td>Presenter</td>
<td>Location</td>
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<tr>
<td>8:30 am - 9:00 am</td>
<td>Registration: Science Commons (3rd floor)</td>
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<td>9:00 am - 10:30 am</td>
<td>Writing on the Net: Exploring Participatory, Online Writing; the Good, the Bad, and the Trolls</td>
<td>Michael Ridley</td>
<td>LIB 300A</td>
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<td>Writing With Prompts</td>
<td>Catherine Bush</td>
<td>LIB 360</td>
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<td>Peer-to-Peer Editing: A Practical Approach To Getting Your Work Read</td>
<td>John Jantunen</td>
<td>LIB 370</td>
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<tr>
<td>10:30</td>
<td>Snack Break (15 minutes)</td>
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<tr>
<td>10:45 am - 12:15 pm</td>
<td>Crafting the Bestseller: Dynamic Dialogue and Show vs. Tell</td>
<td>Barbara Kyle</td>
<td>LIB 300A</td>
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<td>Breaking In (without Breaking Down): The Nuts and Bolts of Publishing for Beginners</td>
<td>Lisa Dalrymple</td>
<td>LIB 360</td>
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<td>How to Make the Most of Social Media to Promote Your Writing</td>
<td>Colleen Fisher Tully</td>
<td>LIB 370</td>
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<tr>
<td>12:15 pm</td>
<td>Lunch Break (45 minutes)</td>
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<td>*NOTE</td>
<td>The following are 3-HOUR workshops</td>
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<tr>
<td>1:00 pm - 4:15 pm</td>
<td>Writing Fiction That Sells</td>
<td>Barbara Kyle</td>
<td>LIB 300A</td>
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<td>Finding Your Voice: How to Get Started Writing Your Story</td>
<td>Margie Taylor</td>
<td>LIB 360</td>
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<td>Creative Nonfiction</td>
<td>Kilby Smith-McGregor</td>
<td>LIB 370</td>
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<td>Plain Language Writing for Maximum Impact</td>
<td>Anne Bergen and Kim Garwood</td>
<td>LIB 384</td>
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</tbody>
</table>
CAMPUS AUTHOR

THE CAMPUS AUTHOR COMMITTEE INVITES YOU TO SUBMIT BOOKS BY MEMBERS OF THE UNIVERSITY OF GUELPH COMMUNITY PUBLISHED IN 2013/2014 AT: AUTHOR.LIB.UOOGUELPH.CA

* SUBMISSION DEADLINE: SEPTEMBER 3, 2014