

# YA BY THE BAY

*be the author of your own life*

**Saturday, October 14th**  
**Schedule**

## SCHEDULE OVERVIEW

TIMES	EVENT
10:00 am – 10:45 am	Spotlight Guest: Fireside Chat with R.L. Stine
11:00 am – 12:00 pm	R.L. Stine Signing
11:30 am – 12:15 pm	Session One
12:30 pm – 1:15 pm	Session Two
1:30 pm – 2:15 pm	Session Three
2:30 pm – 3:15 pm	Keynote Panel with Kendare Blake, Gilly Segal, Jumata Emill; Susan Lee
3:30 pm – 4:30 pm	Panelist Author’s Signing

Click to learn more about the authors: <https://yabythebay.org/festival/authors/>

### SPOTLIGHT GUEST (10:00AM – 10:45AM)

Fireside chat with R.L. STINE

Room 116

**Moderators:** Sorboni Banerjee and Dominique Richardson, YA by the Bay Co-founders

### R.L. STINE signing (11:00 AM – 12:00 PM)

Room 113

### SESSION ONE (11:30AM - 12:15PM)

#### 1. Bank on Yourself – How to find and fund your dream.

Room 102

JASON CHEPENIK; KRISTINA KARR; CHRIS CHAMBERS

**Moderator:** Jarrod Holbrook, Founder and CEO of Bronzite Media Group

Make that money! Reach that dream! This is your chance to learn directly from leading financial experts. They’ll share their tips, tricks, and tools to set yourself up financially for success so you can pursue your passion.

#### 2. Guilty Pleasures – Reading, writing, and watching what you love.

Room 103

REKTOK ROSS; NOVA MCBEE; JUMATA EMILL; LORIE LANGDON

**Moderator:** Maggie Rodriguez, Host of DAYTIME TV

What makes a book binge-worthy? How does it get turned into film and TV? Authors dish on what makes a story sizzle and why indulging in the entertainment you love is important.

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## (SESSION ONE cont.)

### 3. So You Wanna Write a Book – How to get started and keep going.

#### Room 106

JEFF ZENTNER; L.B. ANNE; LUCIENNE DIVER; GILLY SEGAL

**Moderator:** Linda Hurtado-Bond, FOX13 News Anchor and Author

Ever wondered how to transform that first “what if” of an idea into an actual book on the shelf? From a mastery of craft elements such as characters, setting, and plot to the perseverance it takes to keep going when the writing gets tough, these authors reveal how to bring a story to life and get the writing done when life competes for your time.

### 4. Shine on Social – Fueling compelling content.

#### Room 116

MORIAH CHAVIZ; LIZZY MASON; SUSAN LEE; KENDARE BLAKE

**Moderator:** Frank Chillura, Influencer @ohyouread

All of us feel the pressure to show up on social media. These popular authors share their storytelling secrets for creating authentic posts that truly connect with our core audience.

## SESSION TWO (12:30PM - 1:15PM)

### 1. Find Your Fairy Tale – Pivot with the plot to reach your dreams

#### Room 102

JEFF ZENTNER; SUSAN LEE; VANESSA AUTREY; NOVA MCBEE; ALEC SHANE

**Moderator:** Sorboni Banerjee, YA by the Bay Co-founder

Your story is allowed to change. Navigate cliffhangers and twists... to still reach your happily ever after. These authors’ characters, and their own life journeys, will inspire you to go with the flow and slay your dragons of doubt to reach your dreams.

### 2. Hooks for Your Books – Make marketing magic.

#### Room 103

LINDA HURTADO BOND; LIZZY MASON; GILLY SEGAL

**Moderator:** Maureen Famiano, Founder of MEF Media

From first idea to finished product...how to plot your book (and success!) Learn from published authors and TV insiders how to find and sell your story to elevate your impact and platform.

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## (SESSION TWO cont.)

### 3. Writing For Children – Spinning ageless wonder.

#### Room 106

K.A. LEIGH; DERRICK ROBERTS; SHAHD ALASALY

**Moderator:** Julie Tingley, Founder of Wee Macree give back brand

The joy of storytelling and reading can keep us forever young and hopeful! Creating compelling and beloved Children’s books takes a certain magic. Get insight from acclaimed and local authors about how to weave impactful tales that are enjoyed by our little ones and the adults reading to them.

### 4. Creating Imaginary Worlds – How to make the extraordinary feel real.

#### Room 116

KENDARE BLAKE; CHRISTINA FARLEY; ERIKA LEWIS; DANA SWIFT

**Moderator:** Flavia Vazquez, Influencer @flaviareadss

Who doesn’t want to live an epic life? Fantasy writers share their tips and tricks for worldbuilding to create realistic and immersive fictional experiences and discuss why fantasy is so motivating in real life.

## SESSION THREE (1:30 pm - 2:15 pm)

### 1. Be the Superhero – Using books to beat the “bad guy.”

#### Room 102

JUSTIN A. REYNOLDS; STEPH POST; MARIA INGRANDE MORA

**Moderator:** Allison Godlove, Host of Morning Blend TV

Whether it’s a comic book supervillain or something as reality based as an illness, unexpected current event, or life change, characters’ battles on the page can inspire us to win our own. Join these authors for an inspirational talk on finding the fuel to fight for our best lives.

### 2. Write What You Know – Weaving your experience into a narrative.

#### Room 103

AMY NIELSEN; YAFFA S. SANTOS; GISELLE MCNAB; MEGAN O’RUSSELL

**Moderator:** Joseph Dituri, Ph.D., Commander, U.S. Naby (Ret) and Author

You have a story to tell. How do you take all your experiences and ideas and use them to inspire your journey toward your goals. Learn how to turn your personal experience into a universal story, platform, or message.

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**(SESSION THREE cont.)**

**3. Beginning, Middle, End – Using story structure to launch your life.**

**Room 106**

SHAHD ALASALY; KELLY COON; REBECCA DONOVAN; T.R. HENDRICKS

**Moderator:** Eli Weibley, Influencer @elitothenth

An inciting incident. Antagonists. The Dark Night of the Soul. Understanding key plot points in a novel can help you make sense of the story arc of your own life, put it on the page, and thrive.

**4. Getting Published – Traditional and self-publishing secrets.**

**Room 116**

ALEC SHANE; AMY CHRISTINE PARKER; KAYLA TIRRELL; LESLIE LUTZ

**Moderator:** Maggie Rodriguez, Host of Daytime TV

In it to win it. Play the long game! Some authors become the big publishing houses' overnight bestsellers. Others self-publish their way to millions. And many more land in rewarding places along the way. Learn your options for getting your stories in front of the readers who will love them.

**KEYNOTE CONVERSATION: "POINT OF VIEW" (2:30 pm – 3:15 pm)**

**Room 116**

KENDARE BLAKE, GILLY SEGAL, JUMATA EMIL; SUSAN LEE

How do you stand up for what you believe in and translate that into an engaging and powerful story? From pop culture to real life, pouring what you love and are passionate about onto the page can be an incredibly empowering moment for both you and the reader. Join us as we talk with four acclaimed and bestselling authors about how they've translated their passion into engaging and thought-provoking stories.

**SIGNING (3:30PM – 4:30 PM)**

PANELIST AUTHOR'S SIGNING