


























2025 LDSPMA Conference						Our Work, <i>His Glory</i>		 Latter-day Saints in Publishing, Media & the Arts	
7:30 AM-8:15 AM		The Commons (1st floor)		Check-In: Badge pick-up, browse Conference Book Store & Vendor/Exhibitor tables					
8:15 AM-9:00 AM		Ragan Theater (2nd floor)		General Session: Opening prayer, emcee introductions, announcements, and presidential message					
9:00 AM-9:50 AM		Ragan Theater (2nd floor)		Opening Keynote Brad Wilcox : First Book at 18: Why I Wrote Back Then and Why I Still Write Now					
	Ragan Theater	206-A	206-B	206-C	213-A	213-B	206-G/H	208	Interactive Sessions
10:00 AM-10:50 AM	Using YouTube and Social Media to Market Your Projects Stuart Edge 	Real-time Reactions Query PANEL 	Creating with Christ: Uncovering Your Divine Work and Sharing It Fearlessly Tyson Bradley 	Establishing an Entrepreneurial Foundation: Investing in Yourself Steven & Ginger Hitz 	Illuminating Scripture for Today's Audiences: Nonfiction and Historical Fiction Writing Heather B. Moore & S. Kent Brown 	POV: Whose Story Is This Anyway? KaTrina Jackson 	Doodle Your Way to Creative Clarity: Capture ideas simply and powerfully through Doodle Notes Shannon Christensen 	How to Successfully Carry Out a Powerful and Personal Musical Performance, Starting from Scratch CJ Madsen 	Room 214: Headshots (pre-registration required)
11:00 AM-11:50 AM	Grande Ballroom (1st floor)		Networking Groups: Networking in small groups by niche/industry/genre						
12:00 PM-12:50 PM	Grande Ballroom (1st floor)		Lunch: Plus browse Conference Book Store & Vendor/Exhibitor tables						
1:00 PM-1:50 PM	Revise and Shine: Essential Edits Before You Submit Your Book to a Publisher Emily Clark 	Using AI to Help with Newsletter Content and Social Media Posts Julie Matern 	Heroes and Villains J. Scott Savage 	Smart Bookkeeping for Freelancers: How to Track, Analyze, and Close Out Your Finances with Confidence Katie Chambers 	Not Your Momma's Nonfiction: The Exploding Market of Children's Nonfiction Sarah Lynne John 	The Art of Seeing: Stories and Actions That Connect Us Richard Radstone 	Windows to His Love: Infusing Intention and Light into Your Art Katie Garner 	Making Sacred Simple: Crafting Christ-Centered Children's Music Angie Killian & Joelle Einerson 	Center Stage: Fast Pitch & Quick Critiques (pre-registration required)
2:00 PM-2:50 PM	PANEL - Writing in Defense of the Latter-day Saint Faith: The Not-So-Secret REAL "Mormon" Wives Share Their Response to the TV Series Kerry Owen, Fernanda Böhme, Ganel-Lyn Condie, Allison Hong Merrill, Kimberly DowDell, Shayla Egan, Esther Jackson-Stowell, & Caroline Melazzo 	How to Take the Suck Out of Success: Tackling the 4 Obstacles to Confidence Julie Wright 	Go-to Sources for PR and Marketing Advice, from Marketers Whose Day Job Is Marketing JoLynne Lyon 	Developing and Refining Key Substantive Editing Skills: Cohesion, Coherence, and Organization Suzy Bills 	Blockbuster: How Independent Creators Can Build Massively Profitable Businesses Daren Smith 	Stretch, Don't Snap: Managing Stress and Capacity During Hard Business Times Michelle McCullough 	How to Simply Record at Home (For Non Techy People) Becky Willard 	Organic Auditions: A Gentler, More Caring Way of Conducting Auditions Manuel Leybas 	Center Stage: Fast Pitch & Quick Critiques (pre-registration required)
2:50 PM-3:30 PM	The Commons (1st floor)		Snack and Networking Break: Plus browse Conference Book Store & Vendor/Exhibitor tables						
3:30 PM-4:30 PM	Ragan Theater (2nd floor)		Keynote by J. Scott Savage : Healing the Divide: How Art Fosters Kindness in a Contentious World						
5:00 PM-8:00 PM	Grande Ballroom (1st floor)		LDSPMA Awards Gala (conference add-on ticketed event): A semi-formal dinner experience recognizing Lifetime Achievement Award recipients Carla Kelly , Don Bluth , and Sally DeFord , as well as Praiseworthy Award finalists and winners and Spark Award winners. Entertainment by Steve Soelberg and previous award winners.						

Recommended for:



Editors & Publishers



Fiction Writers



Media Artists



Musical Artists




































































































Nonfiction Writers



Performing Artists



Visual Artists

2025 LDSPMA Conference Saturday, October 18th							<div> <div>Our Work, <i>His Glory</i></div> <div>  <div> <div>LDSPMA</div> <div>Latter-day Saints in Publishing, Media & the Arts</div> </div> </div> </div> <div> <div>ELEVENTH ANNUAL CONFERENCE</div> <div>OCTOBER 16-18, 2025</div> <div>UVU SORESEN CENTER, DREM, UT</div> </div>		
7:30 AM-8:15 AM	The Commons (1st floor)		Check-In: Badge pick-up, browse Conference Book Store & Vendor/Exhibitor tables Room 214: Headshots (<i>pre-registration required</i>)						
8:15 AM-9:00 AM	Ragan Theater (2nd floor)		General Session: Opening prayer, announcements, and president-elect message						
9:00 AM-9:50 AM	Ragan Theater (2nd floor)		Keynote by Brad Pelo: To Each a Gift: Stewarding Our Gifts within the Larger "Body of Christ"						
	Ragan Theater	206-A	206-B	206-C	213-A	213-B	206-G/H	208	Interactive Sessions
10:00 AM-10:50 AM	PANEL - Unseen Heroes: The Chosen TV Series— Stories and Experiences of the Supporting and Background Cast <i>Ana Katia, Susanna Brown, Carmen Rejas, & Fernanda Almeida</i>      	Crafting a Book Marketing Strategy That Actually Sells Books <i>Zach Kristensen</i>  	Time Management for Creatives: A 10-Step Plan for Success <i>Ramona Siddoway</i>      	Busting Book Marketing Myths <i>Kaela Rivera</i>  	Revitalizing Your Backlist to Make New Money on Old Books' Releases <i>Heather B. Moore</i>  	Who's in Creative Control Here? Navigating the Editor-Writer Relationship <i>Holly Kolb</i>   	Building Zion One Stage At a Time: Staged Stories as a Mighty Instrument for Good <i>Rebecca Burnham</i>  	Songwriters' Discussion: Writing for His Glory <i>Becky Willard</i> 	Center Stage: Fast Pitch & Quick Critiques (pre-registration required)
11:00 AM-11:50 AM	Build a Loyal Following Without Creator Burnout: How Your Shortform and YouTube Content Plan Will Save You Time and Manage Overwhelm <i>Austin Falter</i>      	Real-time Reactions Cover Design PANEL   	Get the Most Out of Your Beta Readers: Effective Approaches That Won't Waste Your Time (or Theirs) <i>Melissa Muhlenkamp & Mikki Tolley</i>  	Overcoming the Fear of Taxes: Essential Information About Self-Employment Taxes, Quarterly Payments, and Business Deductions <i>Suzy Bills</i>      	Anatomy of a Manuscript: Bringing Your Nonfiction Outline to Life <i>Janine Simons</i>  	Unleash Your Creative Energy <i>Crystal Haitsma</i>      	Crafting Stories through Art: Materializing Meaningful Artistic Narratives <i>Sabrina Squires</i> 	Why Songwriting Hooks Are the MOST Important Part of Your Song! <i>Anjanette Mickelsen</i> 	Center Stage: Fast Pitch & Quick Critiques (pre-registration required)
12:00 PM-12:50 PM	Grande Ballroom (1st floor)		Lunch: Plus browse Conference Book Store & Vendor/Exhibitor tables						
1:00 PM-1:50 PM	Hooks: Irresistible YouTube Thumbnails and Social Media Intros to Captivate Your Audience <i>Jasmin Rappleye</i> 	Writing Emotionally Resonant Fiction <i>Celesta Rimington</i> 	Graphic Design Fundamentals for Writers: Putting Your Best Foot Forward <i>Hannah Ackerman</i>  	The LDS Nonfiction Blueprint: How to Write a Book Publishers Want <i>Emily Clark</i> 	Work/Family Balance: Make Running Your Business Work for Your Family <i>Heather Randall</i>      	Rules as Tools Instead of Laws: Embracing Flexibility as an Editor <i>Liz Kazandzhy</i> 	A Tale of Two Marketing Campaigns: Comparing and Contrasting a Dismal Failure in 2022 with a Dynamic Success in 2024 <i>Jeremy P. Madsen</i>      	Musical Problem Solving: Songwriting Authentically Without Trauma-Dumping or Losing Your Audience <i>Emily Pack</i> 	
2:00 PM-2:50 PM	You Can Succeed on Amazon: Understanding and Using Amazon's Business Model to Help Your Work Stand Out <i>Jeff Wheeler</i>      	Real-time Reactions Songwriting PANEL 	Pulling Back the Curtain on Publishing <i>Heather B. Moore and Kaela Rivera</i>  	Don't Sell Yourself Short: Finding Greater Success in Expanding Your Offer <i>Allen Parkinson</i>      	Judge Every Book by Its Cover, Using Design-thinking in Publication Design <i>Cole Melanson</i>  	The Dos and Don'ts of Dialogue <i>Whitney Hemsath</i>  	I Am Who God Says I Am: Faith's Answer to Imposter Syndrome <i>Cassidy Beck</i>      	Reflecting His Light: Infusing our Art with the Light of Christ <i>Heidi Prigmore</i> 	
3:00 PM-4:00 PM	Ragan Theater (2nd floor)		Closing Keynote by Harry and Debra Bonner: Faith, Family, and Singing: The Family That Prays and Sings Together Stays Together Closing Session: Final announcements, closing prayer						
4:00 PM-5:30 PM	The Commons and Grande Ballroom (1st floor)		Meet the Creators Event: Get books, CDs and art signed by presenters and others Meet-and-Greet: The Bonner Family Internship Fair: Connect with industry professionals						

Recommended for:



Editors & Publishers



Fiction Writers



Media Artists



Musical Artists



Nonfiction Writers



Performing Artists



Visual Artists

2025 LDSPMA Conference

Thursday, October 16th

















































Deep-Dive Workshops (Conference Add-On)




Our Work,
His Glory



7:30 AM-8:00 AM		The Commons (1st floor)		Check-In: Badge pick-up				
	Ragan Theater	206-A	206-B	206-C	206-G/H	208	Center Stage	Off-Site (Meet Outside the Ragan Theater)
8:00 AM-12:00 PM	The Write Start: Mastering Craft, Building Confidence, and Navigating the Path to Publishing <i>Samantha Millburn</i> 	Sharing Your Sacred Experiences: A Writing Workshop That Harnesses the Power of the Divine to Change the World <i>Bridget Cook-Burch</i> 	How to Grow Your Podcast <i>Lisa Valentine Clark and Becca Hurley Luong</i> 	How To Make a Viral Music Video (From Someone Who Has Made More Than 90 of Them) <i>Nick Sales</i> 	Choosing the Right Art Publisher vs. Self- Publishing <i>Gina Bagley & Ginay Thurston</i> 	More Than an Actor: Becoming a Well- Rounded Creative <i>Jade Gottfredson & Patience Ray</i> 	The Art & Science of Breakthroughs: Using Neuroscience-backed Tools to Break Through Blocks and Create Success in Your Craft <i>Ann Ferguson</i> 	Watch the Pros Produce a Song in Real Time! (Includes a field trip to Noisebox Studios) <i>Daniel Blomberg & Dave Zimmerman</i>
12:00 PM-1:15 PM		Grande Ballroom (1st floor)		Lunch and Keynote by Sharon Eubank				
1:30 PM-5:30 PM		Book Marketing for Authors: How to Publicize, Promote, and Launch Your Publication <i>Scott T. E. Jackson</i> 	A Nonfiction Writing Workshop: The Ins and Outs of the Most Overlooked Genre <i>Krista Isaacson & Whitney Hemsath</i> 	Developmental Editing for Fiction: Character Development, Dialogue, Pacing, Setting, and Head-Hopping <i>Suzy Bills</i> 	Writing Your Debut Novel <i>Shelly Brown</i> 	Use Short-Form Videos to Attract Loyal Fans! <i>Austin Falter</i> 	Your True Voice: If You Can Speak You Can Sing <i>Debra Bonner</i> 	
5:30 PM-8:30 PM	Grande Ballroom (1st floor)		LDSPMA's Got (Secret) Talent! Fundraising and Networking Dinner and Show (conference add-on ticketed event): A casual networking experience including dinner, an auction, and a presentation of fun and surprising talents!					

Recommended for: Editors & Publishers Fiction Writers Media Artists Musical Artists Nonfiction Writers Performing Artists Visual Artists

2025 LDSPMA Conference Pre-Conference Virtual Sessions			<div><div>Our Work, <i>His Glory</i></div><div> <small>LDSPMA</small> <small>Latter-day Saints in Publishing, Media & the Arts</small> <small>ELEVENTH ANNUAL CONFERENCE</small> <small>OCTOBER 16-18, 2025</small> <small>UVU SORENSSEN CENTER, OREM, UT</small></div></div>	
Date	Time	Session	Presenter	Audience
Tuesday, September 9th	6:00pm-7:20pm	Beyond Your Brand: How To Find and Connect with Your True Fans	Becky Willard	
Thursday, September 11th	6:00pm-7:20pm	How to Pitch Fiction or Nonfiction	Angie Fenimore	 
Saturday, September 13th	10:00am-11:20am	Command the Stage: Elevate Your Public Speaking with Confidence & Creativity	Joseph Batzel	      
Tuesday, September 16th	6:00pm-7:20pm	Crafting Your Writing to Change the World: Using LDS Values and Practical Strategies to Lift Others	Warner Woodworth	 
Thursday, September 18th	6:00pm-7:20pm	How to Create a Lead Magnet and Email Welcome Sequence to Attract Your Ideal Audience and Earn Their Trust	Jeremy Madsen	      
Saturday, September 20th	10:00am-11:20am	Plot by Deduction: Finding Your Plot's Missing Pieces Using the Pendant Method	Laura Baumgarten	
Tuesday, September 23rd	6:00pm-7:20pm	Absent a Rating System: Helping LDS Audiences Find and Trust Your Content	Marcus Williams	 
Thursday, September 25th	6:00pm-8:00pm	Pitch Workshop and Q&A	Angie Fenimore	 
Tuesday, September 30th	6:00pm-7:20pm	Start Saving for Retirement Now: Retirement Savings Options, Tax Considerations, and Tips for Getting Started	Nick Peterson	      
Thursday, October 2nd	6:00pm-7:20pm	Flooding the Earth with the Book of Mormon through Visual Art	Jennifer Champoux	
Tuesday, October 7th	6:00pm-7:20pm	No Creator Is an Island: Networking to Build Strong Relationships	Barry Rellafor	      
Thursday, October 9th	6:00pm-7:20pm	Insights From the Top of Podcasting	Benjamin Hancock	
Saturday, October 11th	10:00am-11:00am	Pre-Conference Social		      

Recommended for:  Editors & Publishers  Fiction Writers  Media Artists  Musical Artists  Nonfiction Writers  Performing Artists  Visual Artists