

# 2025 LDSPMA Conference

Friday, October 17th

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

Our Work,  
*His Glory*

 **LDSPMA**  
Latter-day Saints in Publishing, Media & the Arts  
ELEVENTH ANNUAL CONFERENCE  
**OCTOBER 16-18, 2025**  
UVU SORENSEN CENTER, OREM, UT

	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 <i>Stuart Edge</i> 	Real-time Reactions Query PANEL 	Creating with Christ: Uncovering Your Divine Work and Sharing It Fearlessly <i>Tyson Bradley</i> 	Establishing an Entrepreneurial Foundation: Investing in Yourself <i>Steven &amp; Ginger Hitz</i> 	Illuminating Scripture for Today's Audiences: Nonfiction and Historical Fiction Writing <i>Heather B. Moore &amp; S. Kent Brown</i> 	POV: Whose Story Is This Anyway? <i>KaTrina Jackson</i> 	Doodle Your Way to Creative Clarity: Capture ideas simply and powerfully through Doodle Notes <i>Shannon Christensen</i> 	How to Successfully Carry Out a Powerful and Personal Musical Performance, Starting from Scratch <i>CJ Madsen</i> 	<b>Room 214:</b> Headshots (pre-registration required)
11:00 AM-11:50 AM Grande Ballroom (1st floor) <b>Networking Groups:</b> Networking in small groups by niche/industry/genre									
12:00 PM-12:50 PM Grande Ballroom (1st floor) <b>Lunch:</b> 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 <i>Emily Clark</i> 	Using AI to Help with Newsletter Content and Social Media Posts <i>Julie Matern</i> 	Heroes and Villains <i>J. Scott Savage</i> 	Smart Bookkeeping for Freelancers: How to Track, Analyze, and Close Out Your Finances with Confidence <i>Katie Chambers</i> 	Not Your Momma's Nonfiction: The Exploding Market of Children's Nonfiction <i>Sarah Lynne John</i> 	The Art of Seeing: Stories and Actions That Connect Us <i>Richard Radstone</i> 	Windows to His Love: Infusing Intention and Light into Your Art <i>Katie Garner</i> 	Making Sacred Simple: Crafting Christ-Centered Children's Music <i>Angie Killian &amp; Joelle Einerson</i> 	<b>Center Stage:</b> 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 <i>Kerry Owen, Fernanda Böhme, Ganel-Lyn Condie, Allison Hong Merrill, Kimberly DowDell, Shayla Egan, Esther Jackson-Stowell, &amp; Caroline Melazzo</i> 	How to Take the Suck Out of Success: Tackling the 4 Obstacles to Confidence <i>Julie Wright</i> 	Go-to Sources for PR and Marketing Advice, from Marketers Whose Day Job Is Marketing <i>JoLynne Lyon</i> 	Developing and Refining Key Substantive Editing Skills: Cohesion, Coherence, and Organization <i>Suzy Bills</i> 	Blockbuster: How Independent Creators Can Build Massively Profitable Businesses <i>Daren Smith</i> 	Stretch, Don't Snap: Managing Stress and Capacity During Hard Business Times <i>Michelle McCullough</i> 	How to Simply Record at Home (For Non Techy People) <i>Becky Willard</i> 	Organic Auditions: A Gentler, More Caring Way of Conducting Auditions <i>Manuel Leybas</i> 	<b>Center Stage:</b> Fast Pitch & Quick Critiques (pre-registration required)
2:50 PM-3:30 PM The Commons (1st floor) <b>Snack and Networking Break:</b> Plus browse Conference Book Store & Vendor/Exhibitor tables									
3:30 PM-4:30 PM Ragan Theater (2nd floor) <b>Keynote by J. Scott Savage:</b> Healing the Divide: How Art Fosters Kindness in a Contentious World									
5:00 PM-8:00 PM Grande Ballroom (1st floor) <b>LDSPMA Awards Gala</b> (conference add-on ticketed event): A semi-formal dinner experience recognizing Lifetime Achievement Award recipients <b>Carla Kelly, Don Bluth, and Sally DeFord</b> , 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

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 (pre-registration required)

8:15 AM-9:00 AM Ragan Theater (2nd floor)

**General Session:** Opening prayer, announcements, and president-elect message

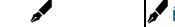
9:00 AM-9:50 AM Ragan Theater (2nd floor)

**Keynote by Brad Pelo:** To Each a Gift: Stewarding Our Gifts within the Larger "Body of Christ"

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10:00 AM-10:50 AM	PANEL - Unseen Heroes: The Chosen TV Series—Stories and Experiences of the Supporting and Background Cast Ana Katia, Susanna Brown, Carmen Rejas, & Fernanda Almeida 	Crafting a Book Marketing Strategy That Actually Sells Books Zach Kristensen 	Time Management for Creatives: A 10-Step Plan for Success Ramona Siddoway 	Busting Book Marketing Myths Kaela Rivera 	Revitalizing Your Backlist to Make New Money on Old Books' Releases Heather B. Moore 	Who's in Creative Control Here? Navigating the Editor-Writer Relationship Holly Kolb 	Building Zion One Stage At a Time: Staged Stories as a Mighty Instrument for Good Rebecca Burnham 	Songwriters' Discussion: Writing for His Glory Becky Willard 	<b>Center Stage:</b> 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 Austin Falter 	Real-time Reactions Cover Design PANEL 	Get the Most Out of Your Beta Readers: Effective Approaches That Won't Waste Your Time (or Theirs) Melissa Muhlenkamp & Mikki Tolley 	Overcoming the Fear of Taxes: Essential Information About Self-Employment Taxes, Quarterly Payments, and Business Deductions Suzy Bills 	Anatomy of a Manuscript: Bringing Your Nonfiction Outline to Life Janine Simons 	Unleash Your Creative Energy Crystal Haitsma 	Crafting Stories through Art: Materializing Meaningful Artistic Narratives Sabrina Squires 	Why Songwriting Hooks Are the MOST Important Part of Your Song! Anjanette Mickelsen 	<b>Center Stage:</b> Fast Pitch & Quick Critiques (pre-registration required)
12:00 PM-12:50 PM Grande Ballroom (1st floor)		<b>Lunch:</b> 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 Jasmin Rappleye 	Writing Emotionally Resonant Fiction Celesta Rimington 	Graphic Design Fundamentals for Writers: Putting Your Best Font Forward Hannah Ackerman 	The LDS Nonfiction Blueprint: How to Write a Book Publishers Want Emily Clark 	Work/Family Balance: Make Running Your Business Work for Your Family Heather Randall 	Rules as Tools Instead of Laws: Embracing Flexibility as an Editor Liz Kazandzhy 	A Tale of Two Marketing Campaigns: Comparing and Contrasting a Dismal Failure in 2022 with a Dynamic Success in 2024 Jeremy P. Madsen 	Musical Problem Solving: Songwriting Authentically Without Trauma-Dumping or Losing Your Audience Emily Pack 	
2:00 PM-2:50 PM	You Can Succeed on Amazon: Understanding and Using Amazon's Business Model to Help Your Work Stand Out Jeff Wheeler 	Real-time Reactions Songwriting PANEL 	Pulling Back the Curtain on Publishing Heather B. Moore and Kaela Rivera 	Don't Sell Yourself Short: Finding Greater Success in Expanding Your Offer Allen Parkinson 	Judge Every Book by Its Cover, Using Design-thinking in Publication Design Cole Melanson 	The Dos and Don'ts of Dialogue Whitney Hemsath 	I Am Who God Says I Am: Faith's Answer to Imposter Syndrome Cassidy Beck 	Reflecting His Light: Infusing our Art with the Light of Christ Heidi Prigmore 	
3:00 PM-4:00 PM Ragan Theater (2nd floor)		<b>Closing Keynote by Harry and Debra Bonner:</b> Faith, Family, and Singing: The Family That Prays and Sings Together Stays Together <b>Closing Session:</b> Final announcements, closing prayer							
4:00 PM-5:30 PM The Commons and Grande Ballroom (1st floor)		<b>Meet the Creators Event:</b> Get books, CDs and art signed by presenters and others <b>Meet-and-Greet:</b> The Bonner Family <b>Internship Fair:</b> 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)

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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</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 &amp; Gina Thurston</i>   	More Than an Actor: Becoming a Well- Rounded Creative <i>Jade Gottfredson &amp; 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 &amp; 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 &amp; 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>  	
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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!

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## Pre-Conference Virtual Sessions

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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 Rellaford	      
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		      

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