

# Magnify

**HIS**

# *Light*

**Tenth Annual  
LDSPMA Conference**

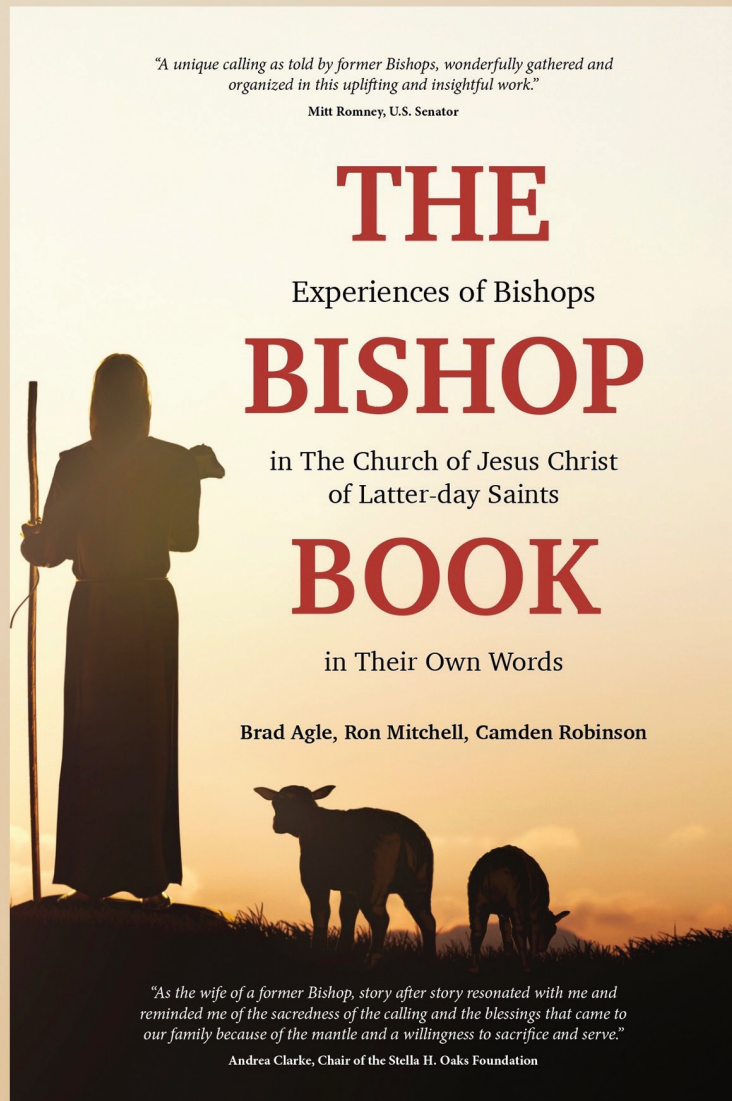
**OCTOBER 17-19, 2024**

UVU Sorensen Center, Orem, Utah



# The Bishop Book

An Inspiring New Resource For All  
Who Serve in the Church



*"A unique calling as told by former Bishops, wonderfully gathered and organized in this uplifting and insightful work."*

Mitt Romney, U.S. Senator

## THE Experiences of Bishops BISHOP in The Church of Jesus Christ of Latter-day Saints BOOK

in Their Own Words

Brad Agle, Ron Mitchell, Camden Robinson

*"As the wife of a former Bishop, story after story resonated with me and reminded me of the sacredness of the calling and the blessings that came to our family because of the mantle and a willingness to sacrifice and serve."*

Andrea Clarke, Chair of the Stella H. Oaks Foundation

[www.thebishopbook.com](http://www.thebishopbook.com)



# Main Conference Schedule

## FRIDAY, OCTOBER 18, 2024

7:30–8:15 a.m.	Check-in, photo booth, vendor/ exhibit displays, book drop-off
8:15–8:30 a.m.	Preshow (Video Reel: 10 Years of LDSPMA's Impact)
8:30–9:00 a.m.	Opening prayer, performance, presi- dent message
9:00–9:50 a.m.	Opening Keynote: Ally Condie
10:00–10:50 a.m.	Breakout Sessions
11:00–11:50 a.m.	Networking Hour
12:00–12:50 p.m.	Lunch
1:00–1:50 p.m.	Breakout Sessions
2:00–2:50 p.m.	Breakout Sessions
2:50–3:20 p.m.	Snack & Networking Break
3:20–4:20 p.m.	Keynote: Kristin Yee
4:25–5:00 p.m.	Speaker meet-and-greet
5:00–8:00 p.m.	Awards Gala

## SATURDAY, OCTOBER 19, 2024

7:30–8:15 a.m.	Check-in, photo booth, vendor/ exhibit displays, book drop-off
8:15–8:30 a.m.	Preshow (Called to Create Highlight Reel—the best words of wisdom from our podcast guests)
8:30–9:00 a.m.	Opening prayer, performance, presi- dent-elect message
9:00–9:50 a.m.	Keynote: Brigham Taylor
10:00–10:50 a.m.	Breakout Sessions
11:00–11:50 a.m.	Breakout Sessions
12:00–12:50 p.m.	Lunch
1:00–1:50 p.m.	Breakout Sessions
2:00–2:50 p.m.	Breakout Sessions
3:00–4:00 p.m.	Closing Keynote: Michael McLean
4:00–5:15 p.m.	Mass Book and Media Signing
5:15–6:45 p.m.	LDSPMA Leadership Meeting (All conference participants welcome!)

## Take advantage of your LDSPMA photo opp

You're invited to take selfies  
and videos in front of our  
photo backdrop by the regis-  
tration desk and tag us at:

**#LDSPMAconference**  
or **#LDSPMA**  
or **#LDSPMA2024**

*Have fun!*



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# Conference Announcements

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Information you need to know to make the most of this conference.

## CHOOSE YOUR OWN ADVENTURE

You can attend whichever Friday and Saturday sessions you want to attend (except for some interactive sessions that had advance sign-ups). All seating is first-come, first-served.

## STAY ON SCHEDULE

Session speakers: Please start and end on time. There will not be any bells. If a session goes long, attendees are welcome to leave and go to the next session.

## SILENCE YOUR PHONE

Please silence your cell phone now. (Extra credit: Put it on airplane mode so you can be fully present!)

## BOOK DRIVE

If you have books to donate, bring them to the registration area on the first floor. Books will be donated to the Little Free Libraries program and to the Veterans Affairs Medical Center of Salt Lake City.

## NETWORKING HOUR

You're invited to participate in the *Conference-Wide Networking Hour* at 11:00 am on Friday. Networking groups will be spread through all of the rooms of the conference. **See page 12.**

## BUYING BOOKS, MUSIC, & FILMS

At any time before 6 pm, stop by the Conference Bookstore (near the registration desk) to browse and purchase books, CDs, films, and other works by conference speakers, Praiseworthy Award finalists, and others. You can also browse the 13 exhibit tables downstairs and 2 exhibit tables upstairs.

If you want to get a book signed by a presenter at the Mass Book and Media Signing (Saturday at 4 pm), we encourage you to purchase it in advance from the bookstore to avoid lines.

## AWARDS GALA

The LDSPMA Awards Gala will start at 5:00 pm Friday with a banquet and entertainment in the Grande Ballroom, followed by the presentation of awards. The gala is ticketed; you can buy tickets at the registration desk or at [ldspma.org/register](http://ldspma.org/register).

## CONFERENCE EVALUATION

Throughout the conference, please make notes about what you like and don't like about the sessions you attend and the conference as a whole. Then sometime between 3:00 and 6:00 pm on Saturday, fill out the online conference evaluation—and receive your choice of two free books. **See the back of this program.**

## SOCIAL MEDIA CHOCOLATES

If you post on social media about our conference with the hashtag #LDSPMAconference or #LDSPMA2024, you can stop by the registration desk (first floor) or info desk (second floor) to grab a chocolate!

## VOLUNTEER WITH US

LDSPMA is a volunteer-led organization. If you enjoy networking, using your talents, and giving back to this community, you're invited to attend our **Annual Information and Leadership Meeting** from **5:15 to 6:45 pm** on Saturday in Center Stage to learn about LDSPMA's upcoming plans, leadership needs, and volunteer opportunities. (Light dinner provided.) **See page 45.**

## CALLED TO CREATE PODCAST

Have you discovered our awesome podcast yet? Called to Create: An LDSPMA Podcast interviews two Latter-day Saint creators each month about their creative journeys. Go to [ldspma.org/podcast](http://ldspma.org/podcast) or any podcast platform to check out our latest episodes. **See page 18.**

## TAKE THE NEXT STEP

Ready to get serious with your work or your art? Take one of our two intensive programs:

1. **Master Classes:** a six-week online program where you can get expert instruction and personalized feedback in a specific niche. **See page 9.**
2. **Enlightened Business Fundamentals:** a 40-week online course, taught by Daniel Blomberg and Doug Pew, that will cover product development, marketing, sales, finance, and other business fundamentals. To get an idea of the kind of content covered in this course, attend Daniel and Doug's breakout session, "Enlightened Business Systems That Support Your Creative Ministry," on **Saturday at 10 am in Room 213-B.**

# Welcome!



## Hello Friends,

Welcome to one of the greatest weekends of the year! I'm so excited that you have chosen to spend these conference days with us, learning, networking, and growing in your craft.

Rest assured, you are in the right place.

If you are far along in your career and coming to share your wisdom with others in the field, thank you. You are in the right place.

If it's your first time here and you have no idea where to begin, congratulations on taking this leap of faith. You are in the right place.

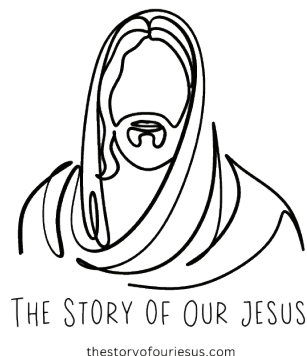
This conference is for all walks of life, for anyone who has felt the nudge and has a desire to spread light to the world. I

urge you to soak up the classes, the keynotes, and especially the camaraderie of your fellow creators. The next few days will expand both your mind and your friendships. Take notes. Ask questions. Introduce yourself. Then do it again. And again. You will leave on Saturday with your tool belt bulging and your network bursting.

You, yes YOU, are in the right place. Let the fun begin!

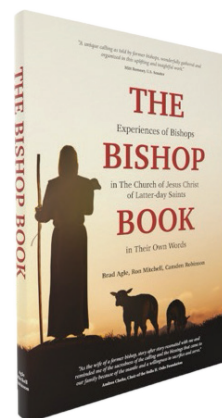
*Jen Brewer*  
President, LDSPMA

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# Gold Sponsors



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## THURSDAY • Deep-Dive Workshops

8:00–12:00

	INSTRUCTOR	TITLE
206-A	Austin Falter	Use Short-Form Videos to Attract Loyal Fans!
206-B	Sabine Berlin Lindsay Flanagan	Getting Published
206-C	Kathryn Purdie	Cracking the Code of Great Writing
206-G/H	KaRyn Lay	Buzzworthy Podcasts
208	Liz Kazandzhy	How to Thrive as a Freelance Editor
Noisebox Studios	Daniel Blomberg & Dave Zimmerman	Watch the Pros Produce a Song in Real Time!

1:30–5:30

	INSTRUCTOR	TITLE
206-A	Krista M. Isaacson	Don't Tell Me About Paris . . . Take Me With You
206-B	Debbie Rasmussen	Self-Publishing Step-by-Step
206-C	Brandon Mull	Crafting Commercial Fiction
206-G/H	Doug Pew Daniel Blomberg	How to Stand Out Online in a Noisy World
208	Brian Howard	Unleash the Video Potential of Your Smartphone
Ragan Theater	Dave Kimball Bret Bryce	Praises We Sing

**9:45–4:00** Publishers' Summit (by invitation only) — Rooms 213-A,B,C and 214

**12:00–1:20** Lunch and Midday Keynote by Aaron Sherinian — Grande Ballroom (1st floor)

**5:30–7:00** "Faithful Cinema" Zions Indie Film Fest Networking Dinner — Grande Ballroom (1st floor)

**7:00–9:00** Screening of *The Faith of Angels* — Ragan Theater (2nd floor)

## FRIDAY 7:30–8:15 • Check-In

*Badge Pick-Up, Photo Booth, Vendor/Exhibit Displays, Book Drop-Off, Professional Headshots*

THE COMMONS

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## FRIDAY 8:15–8:30 • Preshow

*Introduction to emcees: Brandon Isle and Natalia Hepworth*

*Video reel: 10 Years of LDSPMA's Impact*

*Natalia Hepworth*

*Brandon Isle*



RAGAN THEATER

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## FRIDAY 8:30–9:00 • Conference Start

*Opening prayer by Michael House, LDSPMA President Elect*

*Interview with Steve Piersanti, LDSPMA's founder*

*Welcome message by Jen Brewer, LDSPMA President*

RAGAN THEATER

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## FRIDAY 9:00–9:50 • Opening Keynote Session

### The Journey: Work of the Stars

We were created to create. Both the gospel and great literature teach and remind us that we are no less than the stars. But sometimes being the stuff of stars—and indeed, being human—feels hard. How do we stay grounded and take care of our very important daily responsibilities while still letting our spirits soar? This is the work—and the journey—of a lifetime.

### ALLY CONDIE

*Ally Braithwaite Condie is the author of the # 1 New York Times bestselling Matched series and the Edgar Award Finalist Summerlost, among other novels. She is also the author of several picture books, including Here, and of the upcoming adult murder mystery The Unwedding.*







# Master Classes

MARCH-APRIL 2025

## 2025 Master Classes include:

- The Editor's Journey: How to Transition into a Fulfilling and Lucrative Career as a Copy Editor, by Liz Kazandzhy
- Modern Marketing for LDS Media: Developing a Strategy from Traditional Tactics to Influencer Engagement, by KaRyn Lay
- Podcasting and Production, by Samuel Payne
- Writing for Tweens and Teens: Mastering Connection in this Big, Wide World, by Kiri Jorgensen

Learn from an expert in weekly two-hour Zoom sessions. That's 14 hours of total instruction, including feedback on your project.

In addition to your two-month Master Class, you will get free access to the Topics in Publishing classes. These are pre-recorded classes taught by experts about topics that complement the Master Classes.








Registration opens after Thanksgiving.

Watch the LDSPMA newsletter and [ldspma.org](https://ldspma.org) for more information.





## FRIDAY 10:00–10:50 • Sessions

	SPEAKER	TITLE	DESCRIPTION
<i>Fiction Writing</i> <i>Ragan Theater</i>	 Staci Olsen	<b>Real-Time Reactions with an Acquisitions Editor</b>	If an acquisitions editor read your first page, would they request to see more of your manuscript? Find out in this session where anonymously submitted first pages are evaluated by a professional acquisitions editor. Brief critiques and editing guidance to improve your beginning will be provided. Learn how to get that full manuscript request!
<i>Nonfiction</i> <i>206-C</i>	 Bridget Cook-Burch	<b>EMPOWERED: Publishing &amp; Marketing Options for Your Inspired Book</b>	Latter-day Saint authors face two dilemmas in reaching the world: 1) LDS traditional publishers accept a limited number of manuscripts. 2) In the wider publishing world, LDS authors often experience a stigma that can make it difficult to find their book's place. In this class, we'll cover updated pros and cons about traditional, indie, and self-publishing options; explore innovative marketing resources; and receive an example query tracker and publishing guide.
<i>Marketing</i> <i>206-B</i>	 Emily Gould	<b>Overcoming Imposter Syndrome by Embracing Your True Identity: Learning to Genuinely Market Yourself</b>	We'll cover: (1) Overcoming self doubt: Recognize why YOU belong in this industry. (2) Embracing your individual niche: Understand your personal God-given gifts and lean into them to further His work. (3) Creating connections: Use social media platforms to make genuine connections with your audience.
<i>Musical Arts</i> <i>206-A</i>	 Daniel Blomberg	<b>Music Business 101</b>	Do the words "music industry" leave you feeling hopeless? Trying to "break in" but have little to show for it? You may be using a business strategy that doesn't fit your needs. In this class, we will go over ways to make money as a Latter-day Saint musician. You will learn which approach is best for your situation and leave with clarity about your next steps.
<i>Visual Arts</i> <i>206-G/H</i>	 Eva Koleva Timothy	<b>Revealing God Through Creation: Nurturing a Creative Vision</b>	Growing up in communist Eastern Europe, Eva learned that you can see the world in front of you as it is, or you can be creative about it. This creative vision not only brings freedom, light, and opportunity, but it is also the lens through which we come to better know and see our Creator. Join Eva as she shares her own artistic experience and how our gifts are given to illuminate the nature of God.
<i>Media</i> <i>208</i>	 Paul Cartwright  Jade Gottfredson	<b>A Manner of Curious Workmanship: Being in Hollywood, but not of Hollywood</b>	Faith-focused artists can use the scriptures as a guide to look outside the world's view of what is "trending" in media by focusing on their calling to create. This class will open dialogue that helps creatives maintain their standards in the film and performing arts industry. Come learn to think outside the Hollywood "rubric" and authentically thrive in your industry while growing your faith in the Savior.



Editing,  
Design &  
Production  
213-A



Jana Miller

### How to Analyze Fiction: A Class for Developmental Editors

Developmental editing can feel like a daunting maze of possibilities. How can we as editors build on our initial reactions as readers to develop clear, specific suggestions for authors? In this class, we'll discuss asking the right questions about character development; teasing out themes to make a novel more impactful; and critiquing plot, conflict, pacing, climax, and resolution—all while respecting the author's style and creative control.

Business/  
Leadership/  
Finance  
213-B



Barry  
Rellaford

### Keys to Building Strong Business Networks, and Why You Should Care!

Explore secrets to building robust business networks and discover why they're essential. Learn proven strategies to cultivate meaningful connections, expand your professional circle, and leverage networking opportunities for advancing your business. Gain insights into the tangible benefits of a strong network within the LDSPMA community, from collaboration opportunities to industry-wide reputation management.

Interactive  
Sessions  
Center Stage  
(1st floor)



### Quick Critiques

Receive feedback on your manuscript from Eschler Editing. (Advanced sign-up required.)

## **ESCHLER EDITING**

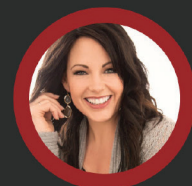
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# FRIDAY 11:00-11:50 • Conference-Wide Networking Hour



## Schedule

**SESSION 1** - 11:05-11:25  
[Passing Time - 5 minutes]

**SESSION 2** - 11:30-11:50

## How the Networking Hour Will Work

- Use the map below to pick an industry/genre you want to network with.
- Go to that industry's assigned room (or designated table).
- Self-organize into groups of 4-6. (Each room will have a facilitator helping to organize groups and serving as timekeeper.)
- You have **20 minutes to network**:
  - **5 minutes**: Give each person **1 minute** to **briefly** introduce themselves, speed-dating style:
    - Who you are
    - What you do
    - What help you're looking for or what kind of person you are hoping to collaborate with
  - **10 minutes**: Talk about shared interests, explore potential collaborations, swap resources, etc. Please be cognizant of everyone in your group and **give everyone time to talk or share.** (Do not monopolize the conversation!)
  - **5 minutes**: Share contact info or business cards so you can connect after the conference.
- At 11:25, dissolve your group. You are welcome to move to another room/table or join a new group at your original room/table.
- Network with your new group from 11:30 to 11:50, following the same pattern above.

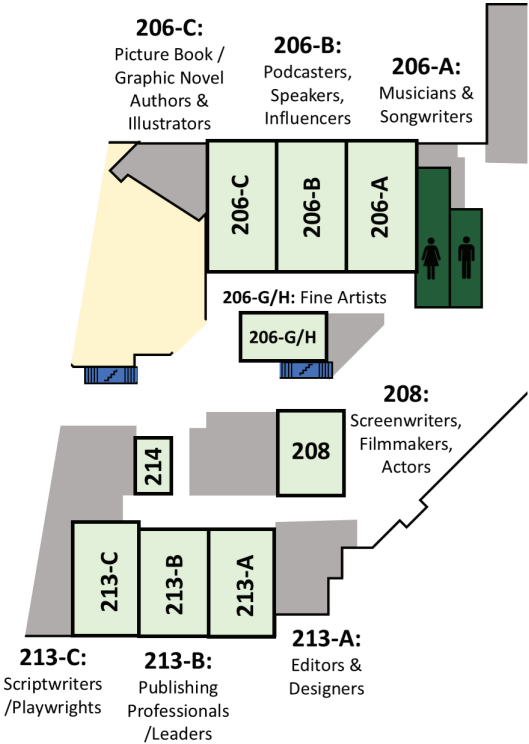
## Floor 1 Ballroom

Nonfiction		Fiction	
Religious/ Doctrinal	History/ Biography	Historical Fiction	General Fiction
Inspirational	Memoir	Middle Grade	YA
Self-Help/ Resource	Lifestyle	Mystery/ suspense	Fantasy
Business / Leadership	Poetry	Short Stories	Sci-fi
		Romance	

## Floor 1 Center Stage



## Floor 2



FRIDAY 12:00-12:50 • Lunch

GRANDE BALLROOM  
(1st floor, behind the check-in area)

Check out the vendor/exhibit displays in the Commons and the award finalist displays in the Ballroom!

Participating 2024 Vendors:

Brad Agle, The Bishop Book (upstairs)	Wells Fargo Advisors	Called to Create Podcast
Your Legacy Story (upstairs)	Chicken Scratch Books	Eschler Editing
The Clean Library Podcast	League of Utah Writers	Cedar Fort
BYU Religious Studies Center	Sage Verse Coaching	John Hammond
Tomb Slayer Radio (snack sponsor)	Ironclad Web Services	September C. Fawkes

*Sage Verse*  
COACHING







Are you struggling with the challenges and difficulties of showcasing your work and experiencing criticism or rejection? Are you overflowing with so many creative ideas and are unable to focus on one at a time?

How would it feel to have a partner?

- ✔ Imagine the impact of having someone dedicated to helping you identify your goals, craft actionable plan, and provide continuous feedback.
- ✔ Envision a partner, or teammate, who tracks your progress, holds you accountable, and keeps you focused on what truly matters.
- ✔ Picture receiving encouragement to overcome challenges, combat imposter syndrome and make consistent progress over time.
- ✔ Now you can! Schedule your free 30 minute strategy session by emailing [thesageverse@gmail.com](mailto:thesageverse@gmail.com) or calling (208) 615-5854

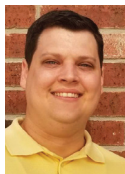
Special LDSMPA Members Pricing

## FRIDAY 1:00–1:50 • Sessions

	SPEAKER	TITLE	DESCRIPTION
<i>Fiction Writing</i> <i>Ragan Theater</i>	 September Fawkes	<b>Scenes That Impact: Balancing Action, Dialogue, and Description in Writing</b>	Description, dialogue, and action are the building blocks of scenes. Come learn dos and don'ts of each and how to weave these elements together to write impactful scenes. Fix dull descriptions, talking heads, and awful action sequences. Make your scenes solid by balancing the building blocks so that readers never skim and eagerly read line after line.
<i>Nonfiction</i> <i>206-C</i>	 Rachelle Funk	<b>Preparing Nonfiction Book Proposals</b>	If you're a nonfiction author, put that one-page query letter down! Nonfiction authors are often required to submit book proposals to agents and publishers. Proposals often consist of 10-30 pages of material, including details about the current market, target audience, comp titles, sample chapters, and a detailed marketing plan. In this class, you'll learn about the elements of a book proposal, how it's used in the publishing industry, and how it can aid you during your writing process.
<i>Marketing</i> <i>206-B</i>	 JoLynne Lyon	<b>How To Derail Your Marketing Campaign in 10 Easy Steps</b>	So, you're leading a marketing campaign. Follow these steps to make it as ineffective as possible. (Of course, if you avoid them, you'll reach your audience and save yourself time, effort, and money!)
<i>Musical Arts</i> <i>206-A</i>	 Yahosh Bonner	<b>Making a Masterful Live Performance: How to Create a Worthy Gift for the Most High</b>	This is a performance and presentation class. We will go over exercises to help you: <ul style="list-style-type: none"> <li>• be your authentic self, and stay true to who you are</li> <li>• engage your audience, and keep them engaged</li> <li>• leave something of substance that can uplift those in attendance.</li> </ul>
<i>Visual Arts</i> <i>206-G/H</i>	 Eugene Tapahe	<b>How Art Can Heal</b>	Weaving various concepts and ideas in art can deepen our understanding of the topic. In my work, I combine my traditional teachings of sacredness, healing, and art to convey the meaning of hózhó (balance, harmony) to others. Although sacredness may not be a central theme in art, it plays a crucial role in restoring healing and inspiring positive change in the hearts of those who experience it.
<i>Media</i> <i>208</i>	 Austin Falter	<b>What if Jesus Posted Reels? Creating Authentic Connections With Short-Form Video</b>	Sounds blasphemous, I know, but in this presentation you'll learn how to lead people from being a viewer to being a loyal follower, without sleazy marketing tactics. You'll learn practical processes for building a community, reaching your audience in authentic ways, and being efficient and effective with your social media efforts. You have a great message that needs to reach more people, and these short-form video methods will help you do that.



Editing,  
Design &  
Production  
213-A



Christopher  
Cunningham

### 2024 AI Developments for Writers and Publishing Professionals

Generative AI has disrupted the world of editing and publishing significantly since it burst onto the scene in 2022. What new trends from 2024 will affect your work? How can you best utilize this technology to improve efficiency? What threats does it pose to our industry in the year ahead? We'll cover these topics and show practical live demonstrations of how to use this technology to help your work.

Business/  
Leadership/  
Finance  
213-B



Steve  
Goveia

### The 86400 Concept: Moving from Employee to Entrepreneur

You're creative, but do you have what it takes to be a true entrepreneur? Learn what the 86400 concept is and how it applies to transitioning from an employee to entrepreneur. Find out if you have the mindset, determination, and gumption to succeed when striking out "on your own." We will delve into the complex world of entrepreneurship and uncover secrets to surviving and thriving. Join and embark on a transformative journey toward entrepreneurial success.

Interactive  
Sessions  
Center Stage  
(1st floor)



### Fast Pitch

Pitch your book project to agents and publishing company representatives. (Advanced sign-ups required.)



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## FRIDAY 2:00–2:50 • Sessions

	SPEAKER	TITLE	DESCRIPTION
<i>Fiction Writing</i> <i>Ragan Theater</i>	 Laura Baumgarten	<b>Four Steps for a Fool-Proof Plot</b>	An off-kilter plot can give rise to a hilariously broad set of problems: weird pacing, lackluster scenes, you name it! Once we understand the foundational principles of plot, though, many of these problems solve themselves. This class will cover four fundamental principles that will help us use plot points, act structure, and pacing to create a cohesive, compelling plot.
<i>Nonfiction</i> <i>206-C</i>	 Kevin Klein	<b>A Big-Picture View of Picture Book Writing: Topics, Formats, Support Communities, and Publishing Options</b>	Learn about the wide variety of publishing avenues available today for picture books, from landing religiously-themed books with Latter-day Saint publishers to self-publishing for the education and general markets. Explore many of the groups, channels, and organizations that support people on their picture-book publishing journeys.
<i>Marketing</i> <i>206-B</i>	 Michelle Dennis Christensen	<b>Building and Marketing an Effective Customer-Centric Business Using the Hero's Journey as a Model</b>	Have you ever considered how the hero's journey can take your business to the next level? This tried-and-true storytelling method translates into effective business marketing. The real hero of your story is your customer. You engage with your customer as their guide as you lead them from awareness to purchase. We'll explore how this framework helps us identify our customers and design effective websites, landing pages, newsletters, posts, and calls to action.
<i>Musical Arts</i> <i>206-A</i>	 Angie Killian	<b>4 Key Parts to Self-Publish Sheet Music</b>	In this session, we will dive into the four key parts of self-publishing and selling sheet music. From writing for your audience and creating products to establishing sales platforms and advertising, this class will condense everything Angie has learned in the last seven years to share your music in meaningful ways and create a sustainable business through sheet music sales.
<i>Visual Arts</i> <i>206-G/H</i>	 Jason L. Jones	<b>Faithful Brushstrokes: Exploring Artists' Paths to Church Publication</b>	Want to have your artwork featured in Church literature? Having spent this year blogging about the artists featured in the 2024 Come, Follow Me manual, Jason will delve into these artists' journeys and look at ways you can follow in their footsteps. Gain practical tips for navigating the landscape of religious art and fostering creative growth.
<i>Media</i> <i>208</i>	 Marshall Moore Michelle Moore	<b>Mindful Media Consumption: Navigating Entertainment Choices as a Person of Faith</b>	Explore how narratives can reflect diverse beliefs and values. Learn to analyze content, make informed choices, and create uplifting stories together. Join us in cultivating a mindful media approach that celebrates faith-based narratives and fosters a united community through shared storytelling. We'll invite participants to share stories of faith and community alignment through media.

Editing, Design  
& Production  
213-A

## Real-Time REACTIONS

### Real-Time Reactions: Book Cover Designs

Hear a panel of experts share their on-the-spot reactions to your book cover designs. What draws their attention? Does it fit within the genre it is designed for? Covers are submitted anonymously in advance by conference attendees.

Panelists: Shara Meredith, KaTrina Jackson, Lindsay Flanagan & Angela Eschler

Business/  
Leadership/  
Finance  
213-B



Seth  
Johnson

### Legally Protect Your Art Like Taylor Swift: Lessons in Establishing/ Defending Artistic Rights from Being Threatened by a Pop Princess

We'll dive deep into how to establish intellectual property rights in your work, the benefits of copyright registration and reasonable use policies, foregoing rights through a "work-for-hire" contract, addressing copycat "infringing" works, and when you do and don't need to get an attorney involved. The discussion will be based on personal applied experience in receiving a cease-and-desist notice from Taylor Swift's legal team.

Interactive  
Sessions  
Center Stage  
(1st floor)

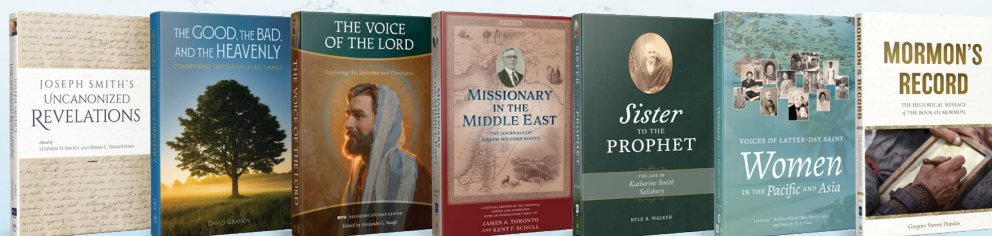


### Fast Pitch

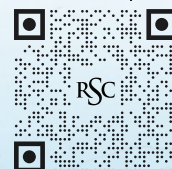
Pitch your book project to agents and publishing company representatives. (Advanced sign-ups required.)

## BYU | RELIGIOUS STUDIES CENTER

ACCESS OVER 5,000 ARTICLES FROM RELIGIOUS STUDIES  
CENTER BOOKS, JOURNALS, AND MAGAZINES AT **RSC.BYU.EDU**



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THESE BOOKS ARE COPUBLISHED WITH DESERET BOOK  
AND ARE AVAILABLE AT DESERET BOOK STORES  
OR WHEREVER LATTER-DAY SAINT BOOKS ARE SOLD.



# Called to Create

an LDSPMA podcast

Gathering, supporting,  
and celebrating  
Latter-day Saint  
creators.



**CONNIE SOKOL**  
*host*



**LISA VALENTINE CLARK**  
*radio show host, comedian*



**BRANDON MULL**  
*author*



**BEN LOMU**  
*actor, religious educator*



listen on your podcast app



watch on YouTube



ldspma.podcast



LDSPMA Podcast



## We want to feature you on our social media!

Our new **Creator Highlight** posts will spotlight creatives in the LDSPMA community. Be the first to share a little about yourself, what you create, and how you feel called to create!

How have you benefited from listening to the Called to Create podcast? We'd love to share your **Listener Story!**

Email us at [podcast@ldspma.org](mailto:podcast@ldspma.org) and put "Creator Highlight" or "Listener Story" in the subject line.





**FRIDAY 2:50–3:20 • Snack & Networking Break**

THE COMMONS (1ST FLOOR)

**FRIDAY 3:20–4:20 • Keynote Session**

RAGAN THEATER

## Trusting the Master Creator: Trusting Your Life's Design to the Lord

**KRISTIN M. YEE**

*Sister Kristin M. Yee is the Second Counselor in the Relief Society General Presidency. Sister Yee has worked as an artist, producer, and manager at Disney Interactive Studios, as the manager of the Church's animation team, and currently as a publishing services special projects manager for the Church. Her gospel-themed paintings include portraits of the Savior's mortal ministry.*



*Closing prayer by Arthur Jue, Business/Finance/Leadership/Entrepreneurship Track Organizer*

**FRIDAY 4:25–5:00 • Meet-and-Greet with Kristin Yee and Presenters**

THE COMMON

**TOMB  
SLAYER  
RADIO**

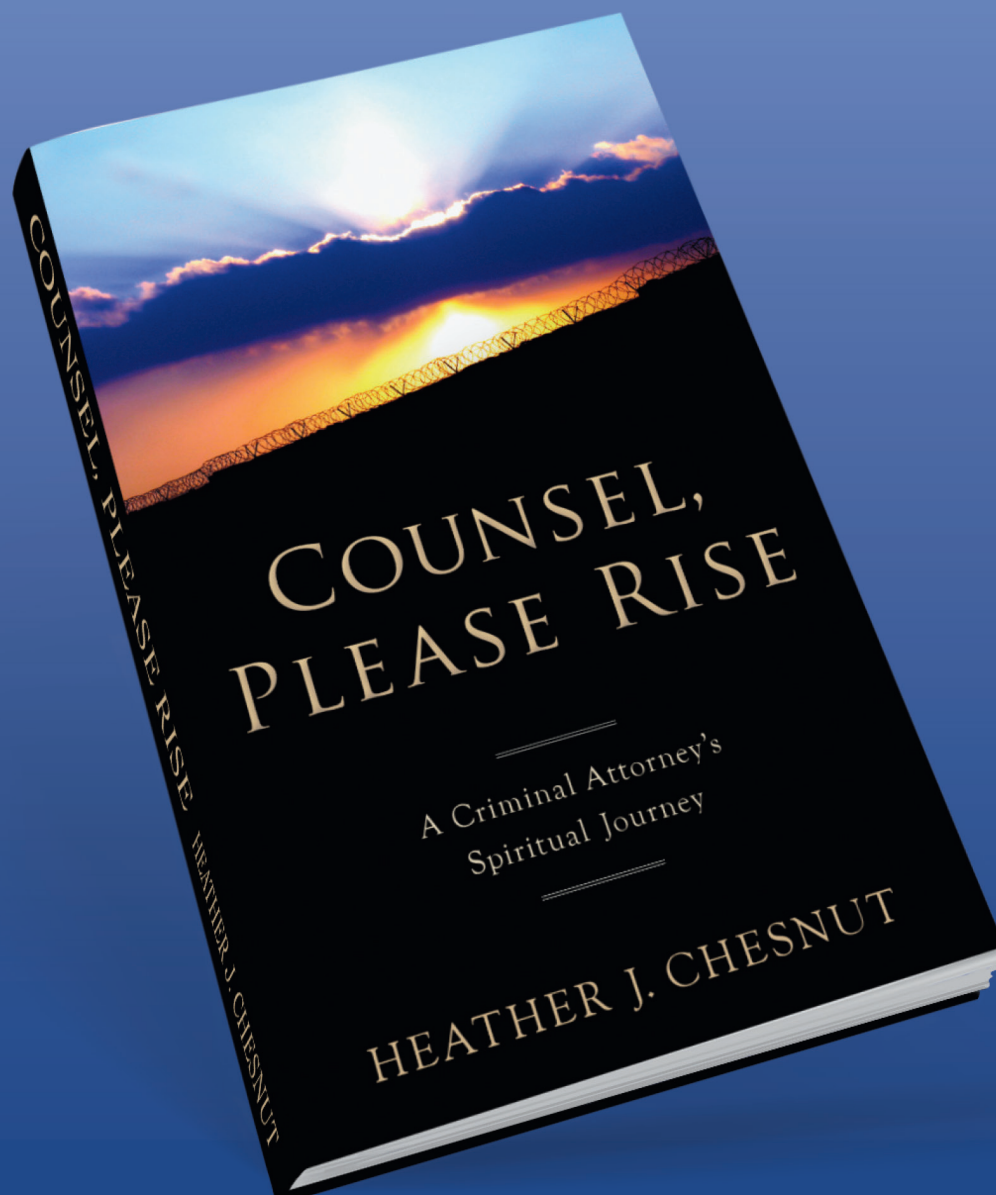
# Embrace the Harmony of Faith.

Tomb Slayer Radio celebrates Christ through the universal language of music and inspirational messages. Visit [TombSlayerRadio.com](https://TombSlayerRadio.com) to learn more.

*Visit  
Now! ↘*



# Read the most recent addition to the Living Faith Series



"Chesnut finds adversarial forces, human trauma, and pervasive woundedness. She also finds persistent reasons to believe in the capacity for conversion and renewal. Her experiences and stories are powerfully authentic"

-Emily Robinson Adams

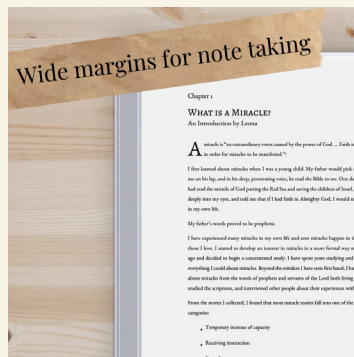


# MIRACLES HAVE NOT CEASED

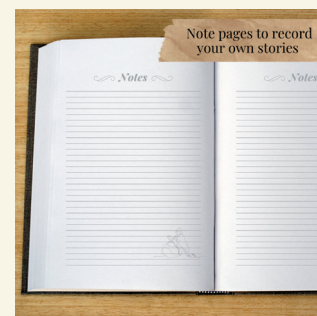
NEITHER HAVE ANGELS  
CEASED TO MINISTER TO MEN

## SEEK AND EXPECT MIRACLES: A STUDY GUIDE

President Russell M Nelson has counceled us to “seek and expect miracles,” but what does that mean and where do we begin? Miracles Have Not Ceased offers a wealth of research and modern day examples of many types of miracles still happening today. Each chapter includes application questions and note pages to record your own thoughts and miracle stories. By setting aside time to study and reflect on such experiences, you’ll develop eyes to see and ears to hear the many miracles from our loving Heavenly Father taking place each and every day.



As Leona’s dying wish, she wanted to publish a book that would inspire you, dear reader, to look for and recognize miracles in your own life. Although Leona is now on the other side of the veil, she has continued to inspire this work to its completion. You, the reader and student, were her vision. This book is her gift to the world and her testimony of the mercy, love, and power of God in the lives of His children.



## BEGIN YOUR STUDY TODAY!

Scan here to purchase Miracles Have Not Ceased on Amazon.com.

Available as a paperback or ebook.





# Lifetime Achievement Award Recipients

The LDSPMA Lifetime Achievement Award honors individuals in publishing, media, and the arts who have made outstanding positive contributions to the world, who have promoted and personally exhibited excellence for many years, and who are an inspiration, mentor, and support for others. These individuals' work is known and beneficial in Latter-day Saint communities and supports standards of "being honest, true, chaste, benevolent, virtuous, and . . . doing good to all men" (Article of Faith 1:13).

## LIFETIME ACHIEVEMENT AWARD IN PUBLISHING



## Mary Ellen Edmunds

Mary Ellen Edmunds is a well-beloved religious speaker and author. Her love of writing and publishing began at an early age. While a student at Brigham Young High School, she contributed to a variety of publications: the Wildcat yearbook, *Y'ld Cat Newspaper*, the fine arts magazine, the literary magazine, and the poetry contest. She was a member of Quill and Scroll, an international high school journalism honor society.

After high school, Mary Ellen received a degree in nursing from BYU. She served missions in Hong Kong, Taiwan, Indonesia, Nigeria, and the Philippines (twice) and was director of training at the Missionary Training Center in Provo, Utah for 17 years. She served on the general board of the Relief Society for 12 years and has been a favorite speaker at Especially for Youth and Time Out for Women.

In the midst of all her other activities, Mary Ellen has published over 10 books, including *Love is a Verb*, *Thoughts for a Bad Hair Day*, *MEE Thinks: Random Thoughts on Life's Wrinkles*, *MEE Speaks: But Does She Have Anything to Say?*, *You Can Never Get Enough of What You Don't Need*, and *Tug of War: Choosing Between Zion and Babylon*. She has also written numerous magazine articles and pamphlets.

Mary Ellen enjoys reading, writing, time with family and friends, music (mostly classical), treats, remembering, and occasional day-dreaming.



## LIFETIME ACHIEVEMENT AWARD IN MEDIA



### T. C. Christensen

T.C. has been behind the camera for many films celebrating faith and the restored gospel of Jesus Christ, including *17 Miracles*, *Ephraim's Rescue*, *Joseph Smith: Prophet of the Restoration*, *The Cokeville Miracle*, *Testaments*, *The Fighting Preacher*, and his latest project, *Escape from Germany*.

He has been involved with many feature films, including *Forever Strong*, and IMAX films such as *Lewis & Clark* for National Geographic and *Roving Mars* for Disney. His short films include *Treasure in Heaven: The John Tanner Story* and *Only a Stonecutter*.

T.C.'s love of movies dates back to his childhood in the 1950s when his dad purchased an 8mm film camera and started filming his family. For T.C., that camera was love at first sight. His first job at the age of 17 came when he approached the owner of the Davis Drive-Inn and asked if he would hire him to make the "intermission trailer" (ads of local merchants intercut with pleas to come to the snack bar). T.C. says, "I'll always be thankful to him for believing in me. He ran it for two years even though it was awful!"

T.C. launched his own company, Remember Films, with his cousin Ron Tanner in 2009 and began making his own feature films. Their first endeavor was *17 Miracles*.

T.C. credits many mentors in his career, most notably the Oscar winning filmmaker Keith Merrill. He and his wife Katy live in Farmington, Utah. They are the parents of two children and four grandchildren.

## LIFETIME ACHIEVEMENT AWARD IN THE ARTS



### Liz Lemon Swindle

Liz Lemon Swindle is a world-renowned artist famous for her realistic paintings of faith and religion. Her paintings of Jesus Christ have instilled faith and hope in millions.

Liz studied fine arts at Utah State University, where she tutored under popular wildlife artist Nancy Glazier. After painting wildlife art for several years, in 1992 Liz began painting a subject matter she had long desired to approach: her faith. Depicting figures from the New Testament and Church history, Swindle's oil paintings are characterized by their realistic style, often using intricate details and lifelike depictions.

Liz's paintings have been featured in countless publications and used by some of the most recognized institutions in the world, including the Smithsonian Institute, the White House, and The Church of Jesus Christ of Latter-day Saints. She received the Founders Favorite Award in the 1988 National Arts for Parks Competition, the Karl G. Maeser Distinguished Faculty Lecturer Award in 2000, and a blessing of thanks from Pope Benedict XVI for her artistic contributions to Rome. In recent years, Liz was selected to paint official artwork to accompany The Chosen TV series.

Liz and her husband Jon have five children and thirteen grandchildren. You can learn more about her at [lizlemonswindle.com](http://lizlemonswindle.com).





# **CALL FOR SUBMISSIONS**

WANT TO GET **PUBLISHED?**

We are seeking submissions across a range of genres, including Latter-day Saint themes in historical fiction, romance, suspense, young adult, and middle reader. We also welcome nonfiction works, such as gospel teachings, self-help, parenting, cookbooks, and children's books.

More details can be found on **[covenant-lds.com](https://covenant-lds.com)**



# Saturday

OCTOBER 19, 2024

## SATURDAY 7:30–8:15 • Check-In

*Badge Pick-Up, Photo Booth, Vendor/Exhibit Displays, Book Drop-Off, Conference Bookstore*

THE COMMONS

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## SATURDAY 8:15–8:30 • Preshow

*Called to Create highlight reel—the best words of wisdom from our podcast guests*

RAGAN THEATER

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## SATURDAY 8:15–8:30 • Conference Start

*Opening Prayer by Kaela Rivera, Fiction Track Organizer*

*Interview with Connie Sokol, host of Called to Create*

*Interactive performance by Devan Jensen*

*Leadership message by Michael House, LDSPMA President-Elect*



Connie Sokol



Devan Jensen

RAGAN THEATER

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## SATURDAY 9:00–9:50 • Keynote Session

### HOLLYWOOD: An Unexpected Journey

In charting a professional course, the pathway will inevitably be full of unforeseen hazards, detours, and forks in the road—but with preparation, passion, and an openness to new experience, one can reach the destination.

Cinema brings together several creative disciplines, and countless creative people, to forge its impactful stories. Such massive undertakings always begin with one simple thing: an idea. Movie producers are charged with finding the right ideas, building the right team, and shepherding the right process, to turn those ideas into finished films.











### BRIGHAM TAYLOR

Brigham Taylor is a producer best known for producing live-action Walt Disney Studios films. He produced *The Jungle Book* (2016) with director Jon Favreau, *Christopher Robbin* (2018), and *Lady and the Tramp* (2019) as one of the marquee launch titles for Disney+, along with *The One and Only Ivan* (2020). He was an executive producer on *Tomorrowland* (2015) and *Pirates of the Caribbean: Dead Men Tell No Tales* (2017). He recently completed his first independent film, *Tokyo Cowboy* (2023).

RAGAN THEATER

## SATURDAY 10:00–10:50 • Sessions

	SPEAKER	TITLE	DESCRIPTION
<i>Fiction Writing</i> <i>Ragan Theater</i>		<b>Real-Time Reactions: Fiction Query Letters</b>	<p>Hear a panel of publishing experts share what immediately attracts their attention and interest &amp; what turns them off as they react on-the-spot and give feedback to real query letters for fiction books, submitted anonymously in advance by conference attendees.</p> <p>Panelists: Chris Schoebinger, Ashley Gebert, Lindsay Flanagan, &amp; Sabine Berlin</p>
<i>Nonfiction</i> 206-C	 Allison Hong Merrill	<b>Writing About Difficult Topics in Memoir</b>	<p>Even the most difficult topics can be made approachable if you use craft techniques such as world-building, identifying universal truths, and exercising narrative control to hook your readers and keep them engaged. This class will explore the challenges and opportunities of writing honestly about difficult topics. We'll discuss why it's important to give voice to unsayable truths and how to use craft tools to create unforgettable memoirs and essays.</p>
<i>Marketing</i> 206-B	 Connie Sokol	<b>More Efficient Marketing: 3 Keys to Increase Impact by Leveraging Speaking, Writing, and Media</b>	<p>In today's world, reaching your ideal audience requires an effective tool belt. The good news? Combining speaking, writing, and media creates greater traction and success. Learn masterful speaking tips to more clearly convey your message. Identify your core message for one-time energy but multiple uses in media. And discover the efficiency and joy in using social media, podcasting, TV, and collaboration to increase reach, impact, and ROI. Let's do this!</p>
<i>Musical Arts</i> 206-A	 Joelle Einerson	<b>Crafting, Collaborating &amp; Releasing Quality Music as a Songwriter</b>	<p>This class will be a trifecta to deepening your joy and understanding as a music creator. We will cover crafting quality music with your audience in mind, discovering the magic of collaboration, and understanding how to release music as a songwriter.</p>
<i>Visual Arts</i> 206-G/H	  Mark Buehner Caralyn Buehner	<b>The Creativity of Illustrated Stories: From Rough Draft to Finished Piece</b>	<p>As picture book creators, Mark and Caralyn will discuss the creative process, from rough draft to finished art, with examples of editing for picture book text and art direction. As co-collaborators as well as parents, they will explore work/life/family balance, and how their faith has influenced the trajectory of their work.</p>
<i>Media</i> 208	  Jeff McCullough Kurt Francom	<b>Coming Together in Christ: How a Latter-day Saint and an Evangelical Christian Have Worked Together to Build Bridges of Understanding</b>	<p>Kurt Francom and Pastor Jeff McCullough will show how they have been able to work together to bring their different faith communities closer by focusing on our Savior Jesus Christ.</p>

Editing, Design  
& Production  
213-A



Natalie  
Brianne

## Using InDesign for Interior Book Formatting

This class will provide a general overview of InDesign, including how to set up a book, things to know before starting a new document, and how to format your text before importing it into the program. We'll look at basic design principles (such as how many fonts to use) and industry standards (such as hardcovers being one size up from paperbacks). We'll also talk a bit about reader psychology and white space.

Business/  
Leadership/  
Finance  
213-B



Daniel  
Blomberg



Doug  
Pew

## Enlightened Business Systems That Support Your Creative Ministry

Any organization needs solid systems to succeed, and your creative ministry is no different—even if it's just you writing books, songs, or speeches in your bedroom. This is a class on entrepreneurship for creators. You will learn how to set up systems in marketing, business finance, and more, so you can move toward your goals in an organized and efficient way, and be on your way to blessing people's lives.

Interactive  
Sessions  
Center Stage  
(1st floor)



## Fast Pitch

Pitch your book project to agents and publishing company representatives. (Advanced sign-ups required.)



# NARRATIVE NONFICTION

with Kyle Lund, Editor-in-Chief  
5 hours of instruction  
& 10 hours of workshop



## OBJECTIVES

Many writers don't know that the difference between writing nonfiction and writing fiction is mostly the subject matter. Learning to tell stories, even true stories, through the lens of fiction writing will improve reader's engagement and increase the commercial success of a book. Understanding the usefulness of narrative plotting is the first step to a great nonfiction book.

## SCHEDULE SATURDAY

- November 16th 9-12
  - Choosing the Lens
- November 23rd 9-12
  - Drawing in the Reader
- November 30th 9-12
  - Suspense
- December 7th 9-12
  - the Book Arc
- December 14th 9-12
  - the Chapter Arc

## COST








- \$1,000.00

Scan the QR Code  
to Register





## SATURDAY 11:00–11:50 • Sessions

	SPEAKER	TITLE	DESCRIPTION
<i>Fiction Writing</i> <i>Ragan Theater</i>	 Kaela Rivera	<b>How to Build a World That Matters</b>	Whether you're writing fantasy or contemporary fiction, world-building is more than a cool-looking boarding school or flashy magic system—when done right, world-building enhances character, energizes plot, and allows your theme to truly shine. In this class, you'll learn how to create an immersive world, avoid world-building disease, and leverage world-building and theme higher-impact storytelling.
<i>Nonfiction</i> <i>206-C</i>		<b>Real-Time Reactions: Nonfiction Back Cover Blurbs or Fast Pitch Scripts</b>	Hear a panel of publishing experts share what immediately attracts their attention and interest & what turns them off as they react on-the-spot and give feedback to real book descriptions for nonfiction books, submitted anonymously in advance by conference attendees.  Panelists: Angela Eschler, Dennis Gaunt, Krista Isaacson & Chris Schoebinger
<i>Marketing</i> <i>206-B</i>	 Julie Matern	<b>Advertising: Harness the Power of Social Media and Amazon Ads to Sell Your Books</b>	Advertising is a necessary “evil” for indie authors. This class will address why you need to advertise, the difference between Facebook and Amazon ads, and the pros and cons of each. You will learn how to create compelling ad images with Canva, write effective ad copy, determine your audience demographics and online behavior, create a simple ad, and understand the data using your ad account and the Ads Manager App. You will also learn how to set up an ad account in Amazon, create an auto ad, set appropriate pricing, and read the data on the KDP dashboard.
<i>Musical Arts</i> <i>206-A</i>	 Becky Willard	<b>Creating Success as an Independent Artist in Today's Music Business</b>	The music industry is completely different than it was 10, 20, and especially 30 years ago. Music careers must change as well. There's never been a better time to be an independent artist, freelance musician, and music entrepreneur. We'll talk about what's different now and how to shift your thinking to build the music career you want to have.
<i>Visual Arts</i> <i>206-G/H</i>	 Rob Adamson  Sharyl Adamson	<b>Creating a Creative Studio Space—Physically, Emotionally, and Mentally</b>	Based on the principles developed by Donna Bell, The Radiating Point® is a technique where you use a favorite object or place to reveal your true nature of strength, confidence, value, beauty, and joy. Your life is then transformed to a new level of reality, clarity, and power.
<i>Media</i> <i>208</i>	 Kurt Francom	<b>Men of Faith: How Our Media can Promote God's Visions for Manhood</b>	Men in the Church have unique challenges pulling them in many directions. Kurt will discuss ways we can use the power of media to help them “arise from the dust” and be men of faith.

Editing, Design  
& Production  
213-A



Laura  
Baumgarten

### Freelance Editing: Balancing Business and Life

How do you set boundaries as an editor? As a freelance editor with emotional and physical challenges, this is something I've worked hard to discover. In this class, we will go over the streamlined approaches I've developed for attracting the right clients, setting boundaries, working with triggering or overwhelming manuscripts, and protecting limited time and energy.

Business/  
Leadership/  
Finance  
213-B



Steven  
Hitz      Ginger  
Hitz

### Entrepreneurial Lessons We Learn from Trees and Other Cool Stuff

This session is NOT about spreadsheets, business plans, or feel-good motivations. It's about lessons and foundational principles that enable you to build a successful entrepreneurial life. Learn what matters most for entrepreneurial success. Break the mold and find your purpose as Latter-day Saint creators. Assess where you are, where you want to be, and how to get there. Begin the journey of discovery that empowers you to lead your life and create your future today.

Interactive  
Sessions  
Center Stage  
(1st floor)



### Fast Pitch

Pitch your book project to agents and publishing company representatives. (Advanced sign-ups required.)

**SATURDAY 12:00-12:50 • Lunch**

## Chicken Scratch Books



Our only agenda is  
good literature

## Writers Wanted

Do you write middle grade fiction that is clean  
and based in traditional values?

Is your story great for an  
educational book study?







We want to see your manuscript.

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Sign up for our WriteLetter to hone your craft.



## SATURDAY 1:00–1:50 • Sessions

	SPEAKER	TITLE	DESCRIPTION
<i>Fiction Writing</i> <i>Ragan Theater</i>	 Lehua Parker	<b>Writing Through Different Lenses</b>	Writing truly diverse stories requires us to upend some of our western ideas about plot, motivation, characterization, and goals. Understanding the way your diverse characters see themselves, their situation, and what success looks like is critical to creating an inclusive story that resonates with readers.
<i>Nonfiction</i> <i>206-C</i>	 Dennis Gaunt	<b>True Stories Make the Best Stories: How to Bring Your Nonfiction to Life</b>	There's a feeling that while fiction is fun, nonfiction feels more like homework. Yet nonfiction doesn't have to be dry and boring. This class will offer practical tips on how to improve your nonfiction book by applying many of the same rules as fiction writing.
<i>Marketing</i> <i>206-B</i>	 Jena Atkison	<b>Funding Your Creative Project with a Kickstarter Campaign</b>	Discover how Kickstarter can literally "kick start" your creative project and your marketing journey! Learn how to build interest before your campaign, navigate the Kickstarter platform, create a beautiful and engaging campaign, and fully fund your campaign in the first 24 hours to build momentum. Plus, learn the top five strategies to surpass your goal, and what will happen after you are funded.
<i>Musical Arts</i> <i>206-A</i>	 Ann Ferguson	<b>The Missing Link to Mindset Work: Why Thinking Positively May Not Be Enough</b>	Many people take a cerebral approach to the laws of thought and find that no matter how many positive affirmations they repeat, it's not enough to get them over a creative slump. What's missing? In this session we will dive into what is happening and learn some tools to connect the heart to the mind. You will learn HOW to ask with unwavering faith and receive rocket-boosting inspiration.
<i>Visual Arts</i> <i>206-G/H</i>	 Lynde Mott	<b>The Meta-Physics of Quilts!: Fabric, Form, Function, and Family</b>	This session will cover: (1) The story of over two dozen original oil paintings that span 200 years of American quilt making. (2) Why clothing and textiles were considered an important investment in historical America (will have a live model in authentic clothing). (3) An overview of popular quilt patterns and movements. (4) A sneak peek into a children's book that combines all these elements into a cohesive story. (5) Video and pictures of how to incorporate quilt motifs into our environments.
<i>Media</i> <i>208</i>	 Paul Schwartz	<b>One by One: Leveraging the Power of Media and Technology to Minister in the Savior's Way</b>	The Savior was the "Influencer of Influencers." What can we learn from His example about connecting with our audience more deeply? This session will cover 7 principles from His life and other scriptures. Then we'll use clips from Mister Rogers Neighborhood, The Chosen livestreams, and other popular YouTube channels as case studies to see the principles in action and how to apply them!

Editing, Design  
& Production  
213-A



Suzy  
Bills

### Microsoft Word Tricks and Shortcuts to Increase Editing Speed and Accuracy

If you're ready to up your Microsoft Word game, then this session is for you. You'll learn how to customize the Ribbon and Quick Access Toolbar and how to create keyboard shortcuts. You'll also be introduced to Find and Replace's wildcard function and to macros. Learn how to use these tools to automate mundane tasks, increase your editing speed, and improve your editing accuracy.

Business/  
Leadership/  
Finance  
213-B



Jack  
Zenger

### Achieving the 90th Percentile: Becoming an Extraordinary Leader in Publishing, Media, and the Arts

Great leaders make a huge difference compared to average leaders. Based on 1.5 million assessments from leaders worldwide, learn about the leadership competencies needed to achieve the "90th percentile" of effectiveness as a leader, whether in publishing, media, or the arts. Discover compelling research and actions that you can take to improve your leadership today, including how the practice of seeking suggestions and advice from others impacts your career and effectiveness as a leader.

Interactive  
Sessions  
Center Stage  
(1st floor)



### Quick Critiques

Receive feedback on your manuscript from Eschler Editing. (Advanced sign-up required.)



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Go from  
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**3 Easy Steps!**

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to see how!



## SATURDAY 2:00–2:50 • Sessions

	SPEAKER	TITLE	DESCRIPTION
<i>Fiction Writing</i> <i>Ragan Theater</i>	 Gale Sears	<b>Creating Dynamic Characters Your Readers Will Love</b>	Readers stay up past their bedtimes for characters who are dynamic, motivated, and challenged. In this class, participants will learn how well-crafted characters make choices that propel the plot and engage readers' emotions, all while using tools like backstories, motivations, arcs, and more.
<i>Nonfiction</i> <i>206-C</i>	 Leigh Ann Copas	<b>Embracing Vulnerability in the Peer Review Process</b>	Recent surveys show that although authors are aware of the value of peer review, most dread exposing themselves to criticism. We will address how getting comfortable with vulnerability can positively shape the peer review experience. We'll discuss models of peer review, techniques for reviewers, and tips for incorporating reviewer feedback as authors. Please bring a short writing excerpt of 1-3 pages to workshop during the session.
<i>Marketing</i> <i>206-B</i>	 Erika Sargent	<b>Marketing Safety: Five Ways to Both Promote and Protect Yourself</b>	Many creators don't realize how much personal information they share while promoting themselves and their work. While marketing is necessary, you should never sacrifice your safety for the sake of a sale. Learn how to prevent social media hacking, stop common social media oversharing, promote in-person events safely, keep your home address secure, and protect family, friends, and fans.
<i>Musical Arts</i> <i>206-A</i>	 Nick Sales	<b>It's Not Luck: My Formula for How I Made Over 50 Music Videos Go Viral</b>	Come learn the recipe and formula you need to create a viral music video, grow your brand, gain tons of followers, and create lasting impact so that your video doesn't just entertain, but also inspires.
<i>Visual Arts</i> <i>206-G/H</i>	 Norman Shurtliff	<b>How Cartoonists Use Comics to Tell Stories</b>	Ever wonder what it would take to turn your novel idea into a graphic novel? Ka-blam! You just entered the path to becoming a cartoonist. We'll explore the techniques cartoonists use to tell their stories in this exciting visual medium, like rhythm, timing, and symbolism. We'll also take a look at the production process from script to finished comic. Just add a few "Pows!" and "Booms!" and you're well on your way.
<i>Media</i> <i>208</i>	 McKay Stevens	<b>Keeping It Real: Sharing Other People's Story Truthfully</b>	With a world filled with "narratives," how can we craft and curate truth without diluting it or exploiting it? Using examples from BYUtv's "Come Follow Up," McKay will discuss his creative process of developing episodes, including gospel scholars and member perspectives, keeping in mind how to maintain authenticity while still delivering a watchable episode of television.

Editing, Design  
& Production  
213-A



Maleah  
Warner

## Podcasting Made Easy with Descript

Learn how to (1) shave hours off podcast production time using Descript to record, transcribe, edit, and subtitle, (2) create social media clips inside Descript, (3) navigate Descript's interface, (4) add music and images into the script, (5) master audio quality, and (6) publish directly to your podcasting platform.

Business/  
Leadership/  
Finance  
213-B



Bridget  
Cook-Burch

## Your Vision As a Leader Holds Great Potential! Create a Massive Social and Spiritual Ripple to Inspire the World

Miracles happen when leaders believe in themselves, in divine support, and in serving others to an extraordinary degree. There is a tangible power in reaching others. Truth needs to be told, and it can positively inspire. Your vision can be inspirational and transformational. Faith the size of a mustard seed can grow to where your projects impact the world. Co-creation is wondrous.

Interactive  
Sessions  
Center Stage  
(1st floor)



## Quick Critiques

Receive feedback on your manuscript from Eschler Editing. (Advanced sign-up required.)



**MERRY ROBIN  
PUBLISHING**



## About Us

**Books | Editing | Coaching | Design**

Any first-time author who has ever dipped their toes in the deep waters of the publishing world knows how easy it is to get in over your head.

At Merry Robin Publishing, we help authors compile, organize, and polish their manuscript for publication.

We provide one-on-one coaching consultations, thorough and professional editing services, and expert design guidance to help bring your manuscript to life.

At Merry Robin Publishing, we prioritize:

- communication
- education
- transparency and involvement
- personalized feedback
- creative control

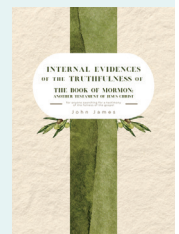
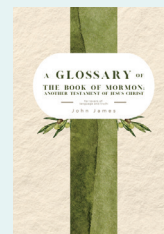
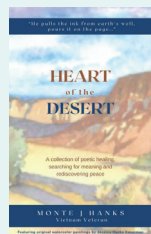
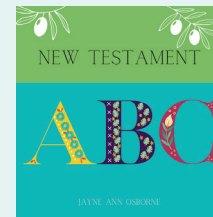
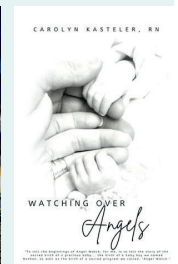
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## Our Literary Collection



SATURDAY 3:00–4:00 • Closing Keynote

Emceed by Brandon Isle and Natalia Hepworth

Creativity: The Gift that Keeps On Giving

It’s often said that great songs are not written, they’re rewritten. Same is true with screenplays, musicals, books, essays. When we feel inspired to take on a creative challenge, and we give it the best we can, that process is a gift. But that gift doesn’t end when the work is published. What is our creativity trying to teach us long after our first inspiration?

As McLean shares deeply personal experiences about the things he’s learned in his five decades of creativity—as a songwriter, a producer/director of several faith-centered films, a twenty-year journey to an off-Broadway run of a musical he wrote with Kevin Kelly, trying to compete with the greatest songwriters of his generation, rebounding from “bet the farm” flops to million seller hits—he reveals how the creative part of his brain changed and what part of his spiritual heart was transformed in the process. NOTE: Hopefully he won’t be making up too many true stories!



MICHAEL MCLEAN

Michael McLean is a songwriter, composer, author, performer, playwright, and filmmaker with a career spanning five decades. Michael has written music and lyrics for more than thirty albums, which have sold over two million copies. Since 1991, he has starred in a theatrical version of *The Forgotten Carols* to sold-out audiences on his yearly holiday tour. Michael has written, directed, or produced several films, including *Nora’s Christmas Gift* (Staring Celeste Holm), *Together Forever*, *The Prodigal Son*, *What Is Real?*, and *Mr. Krueger’s Christmas* (starring James Stewart).

Closing prayer by Gale Sears, Deep-Dive Workshops Manager

RAGAN THEATER

SATURDAY 4:00–5:15

		TITLE	DESCRIPTION
Center Stage (1st floor)	<b>mass</b> book and media <i>Signing</i>	Mass Book and Media Signing	Meet, chat with, and get books, CDs, and media signed by our participating presenters and authors, including Michael McLean. See the list on the next page.

Participating authors and companies at the Mass Book & Media Signing

Michael McLean	Natalie Anderson	Liz Kazandzhy
The Story of Our Jesus (Amilee Selfridge)	Jeana Atkison	Norman Shurtliff
Chicken Scratch Books (Kiri Jorgensen)	Sabine Berlin	Joseph Smith Skeen
Brave Girl Publishing (Lisa Tolk)	Lindsay Flanagan	Krystal Skeen
Learn-Live-FLY (Livia Pewtress)	Whitney Hemsath	Eva Timothy
Forever Mountain Publishing (Patrick Kidder)	Krista M. Isaacson	Kanga Toys
Merry Robin Publishing (JayneAnn Osborne)	Seth Johnson	
Brad Agle	Jason Jones	

SATURDAY 5:15-6:45 • LDSPMA Information & Leadership Meeting

TITLE	DESCRIPTION
<i>Center Stage</i> <b>LDSPMA Information Meeting and Leadership Meeting</b>	Come and learn about open leadership and volunteer roles for 2025! All conference attendees and LDSPMA members are welcome. A light dinner will be provided.

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# Presenters

(ORGANIZED BY FIRST NAME)

**Jeana Atkison** is a professional graphic designer and publisher who has jumped headfirst into children's book publishing. She successfully funded the bulk offset print and illustrations of her first book in October 2023. Since then she has published three additional books, two of which were funded through Kickstarter as well. She lives in Idaho with her husband, four kids, and a library card that maxes out each week.

**Rob Adamson** is a passionate painter and teacher, who for 27 years has been drawn to cityscapes throughout the United States, including landscapes of the Intermountain West. Rob teaches drawing, painting, landscape painting, portrait painting, and figure drawing at SLCC. He is a member of the Plein Air Painters of Utah, the American Impressionist Society, and the Oil Painters of America. His award-winning work is included in many private and public collections and has been displayed in galleries throughout the United States.

**Sharyl Myers Adamson** worked as a production artist for various companies before retiring in 1994 to support her husband Rob in his career and to create an artistic home for their children. In 2014, Sharyl created a series of monotypes with Sandy Brunvand at Saltgrass Printmakers through Art Access. Her monotype, *Vertical Desert II*, received a purchase award in the 10th International Art Competition. Her solar print, *Remember*, won second place in the wildcard category of the 2019 Speedball New Impressions Show.

**Natalie Brianne** is an author, graphic designer, and voice actor with books across multiple genres. While she loves writing, she's found a passion for book design and formatting. As a freelancer, she's had the pleasure to work on the interior design for all sorts of books, from family history to high fantasy and beyond. Above all, she believes in the power of words to make the world a better place.

**Caralyn Buehner** has collaborated with her husband Mark to create several award-winning picture books, including the *Snowmen at Night* series, *Fanny's Dream*, *Dex*, *The Heart of a Hero*, and *Merry Christmas, Mr.*

*Mouse*. Their books have been honored with multiple children's choice awards, a CBC Children's Choice Award, a Parent's Choice Award, and a Boston Globe-Horn Book Honor Award, and have been on the New York Times bestseller list.

**Daniel Blomberg** built a six-figure music production company in just over three years with his wife and business partner, Kathryn, making mainly religious music, in a place where musicians are often viewed as a "dime-a-dozen" commodity. Blomberg Music Productions works with professionals and hobbyists alike, including several of Utah's household music names, to help flood the Earth with God's music.

**Laura Baumgarten** of Luminous Editing is a freelance developmental editor who is devoted to helping the heart of your story shine. She has edited a variety of speculative fiction novels, including the award-winning *Cece Rios and the Desert of Souls* and its sequels. Her specialty is helping plot, character arcs, and theme work together to create a resonate whole.

**Mark Buehner** is the illustrator of many children's picture books, including *The Adventures of Taxi Dog*, *My Monster Mama Loves Me So*, *Harvey Potter's Balloon Farm*, and *My Life with the Wave*. His work has garnered medals from the Society of Illustrators, has won library and bookseller awards, and has been featured on Reading Rainbow and Storytime on PBS.

**Suzu Bills** is an editor, author, and faculty member in the editing and publishing program at BYU. She's owned a writing and editing business since 2006, working with clients to publish everything from books to dissertations to technical manuals. She loves sharing her skills with others, whether through teaching, helping authors get their thoughts on paper, or fine-tuning their writing. Her book, *The Freelance Editor's Handbook*, was published in 2021.

**Yahosh Bonner** is a recording and performing artist, motivational speaker, and actor. He played the lead role in the award-winning film *His Name is Green Flake* and has been a co-host on BYUtv's Family Rules. He was

featured in Utah Valley's Business Q's "40 under 40." Yahosh wishes to live up to the quote "I am my ancestors' wildest dreams." He looks for every opportunity to bring the Spirit into every situation.

**Bridget Cook-Burch** is called "The Book Whisperer" by her clients. A New York Times bestselling author, mentor, humanitarian, business leader, and speaker known for riveting, transformational stories, her books and authors have been showcased on Oprah, Dateline, Netflix, Paramount, A&E, CNN, GMA, NPR, and in People. As the founder of Your Inspired Story, she helps others discover the importance of their own story and powerfully launch it into the world.

**Christopher Cunningham** is the managing editor and a founder of Public Square Magazine, the leading Latter-day Saint perspective editorial magazine. He has focused on AI since the public release of Chat GPT to help navigate its disruptions to our industry.

**Leigh Ann Copas** serves as the publications coordinator at the BYU Religious Studies Center. She completed a BA in English and an MA in literature/rhetoric and composition at Western Kentucky University and received a TESOL certificate from the University of Utah. Prior to working at BYU, she served as the Writing Center director at UVU and taught ESL and first-year composition courses. She enjoys camping, reading, and learning languages.

**Michelle Dennis Christensen** serves on the editorial staff of the Liahona Magazine. Michelle's first book, *Mirrors of Jesus: Finding Parallels to Christ in Our Lives*, was published through Cedar Fort. She helps others come out of the dark and into the light through generational stories so that they can remember who they are, connect with their eternal family, embrace the light and power of Jesus Christ, and be a shining beacon in the latter days.

**Paul Cartwright** received his MFA in acting from the Royal Conservatoire in England—working with the best voice coaches in the world at the Royal Shakespeare Company—before moving to Los Angeles and pursuing a full-time acting career. Now living in Lehi, Utah, as a full-time performer and filmmaker, Paul has written and directed his own feature films as well as acted in major motion pictures and television.



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Book Signing at Conference End

## PRESENTERS (BY FIRST NAME; CONTINUED)

**Joelle Einerson** was born with an intense love for all things musical. In 2020, she started releasing music under the artist name “Bravely Gray” and since then has evolved into writing mainly for and with other artists. She loves writing in a variety of styles and genres including children’s, country, pop, punk, folk, worship, and others. She loves mentoring new songwriters and believes the best music is yet to be written.

**Ann Ferguson** is a Master Mentor and owner of Joy Power, LLC. She is a Rare Faith Facilitator and has led multiple Mindset Mastery classes, Genius Bootcamps, and Ignite Your Life Retreats. She is the creator of the 12-week spiritual mindset program Igniting Your Belief. Ann is a mom of five and a grandma of five and lives in southern Utah with her husband and son.

**Austin Falter** is an agency owner, TEDx speaker, and Tiktoker. His agency, Falter Media, is responsible for over 275 million organic video views for his clients’ social media accounts. Austin offers a fresh approach to authentic social media marketing.

**Kurt Francom** is the founder, host, and executive director of the podcast *Leading Saints*. Kurt graduated from the University of Utah in 2008 with a degree in business marketing. He ran a web development company for five years before focusing on *Leading Saints* full-time. Kurt has helped build the *Leading Saints* podcast to half a million monthly downloads.

**Rachelle Funk** is a freelance editor who has worked in the industry for almost twenty years. Rachelle started her editing career at a traditional publishing company as a proofreader and editor for galley prints and quickly developed a strong interest in the publishing industry. She works with independent authors to refine their writing and prepares them to submit their work by coaching them through the creation of query letters and nonfiction book proposals.

**September C. Fawkes** has worked in the fiction-writing industry for over ten years, editing for both award-winning and bestselling authors as well as beginning writers. She has worked on manuscripts written for middle grade, young adult, and adult readers, and specializes in fantasy and science fiction. She has been blogging writing tips

on her site for over ten years and has written over 500 articles.

**Dennis Gaunt** has published several nonfiction books in the Latter-day Saint market and also worked on the curriculum committee that wrote *Teachings of the Presidents of the Church: Gordon B. Hinckley*. He has worked for Deseret Book and Shadow Mountain Publishing since 2000 and is eager to share his experiences with authors.

**Emily Gould** has been writing for over twenty years, with her first work published in 2018. Emily’s books have reached #1 on Amazon’s top seller list multiple times. Her words have spanned across nations and touched the hearts of people all over the globe. Emily’s greatest passion is helping others to feel the love that God has for them personally.

**Jade Gottfredson** is a film actress and producer based in Utah. She has worked on many productions from TV shows to made-for-TV movies. Jade is a teacher, actor, producer, and singer/songwriter who loves the outdoors.

**Steve Goveia** has worked with Levi Strass in Europe, at SEGA, in private equity, and in venture capital. He has been the CEO of multiple companies. The author of 86400, an entrepreneurial program with 200+ graduates, Steve is an adjunct professor of law, business, and entrepreneurship. He holds an MBA, CPA, and GPHR with post-graduate work at Stanford and Harvard.

**Natalia Hepworth** is the radio programming coordinator at BYU-Idaho Radio, where she works with her manager and co-emcee Brandon Isle. She also teaches as an adjunct professor for a communication writing course. Before her work with BYU-Idaho, she worked for the Church of Jesus Christ developing content strategy and social media marketing for Latter-day Saint Charities and JustServe.

**Steven and Ginger Hitz** have founded several businesses, employing more than 10,000 young adults. They are co-founders of Launching Leaders, a charitable organization in over 86 countries with more than 5000 students, which teaches personal leadership principles that empower and transform. Steve is the author of *Launching Leaders: An Empowering Journey for a New Generation and Entrepreneurial Foundations for Twenty*



and *Thirty Somethings*. Together, their entrepreneurial ventures have spanned insurance, banking, farming and cattle, appraisal management, real estate, and numerous franchise operations.

**Brandon Isle** is the station manager at BYU-Idaho Radio. He enjoys working with students to help them become journalists, story tellers, and amazing content creators. He began his radio journey as a student at Ricks College and continued it in 2014 when he was hired as the news and programming coordinator. He took over as the supervisor of BYU-Idaho Radio in 2023 and was excited to hire Natalia Hepworth, his co-emcee. He also teaches radio and video journalism classes at BYU-Idaho.

**Jason Lamont Jones** is the author of the pioneer time-travel adventure *One Day a Year*. He founded the "Nourish and Strengthen Our Spirits" newsletter and blog at [JLamontJones.com](http://JLamontJones.com) to spotlight creatives, which has also evolved into exploring the artwork in the Come, Follow Me lessons each week. He currently lives in

Highland, Utah, where he enjoys listening to the scratchy sounds of his vinyl record collection from the '70s and '80s.

**Seth Johnson** is an attorney and the founder of Solaris Legal Solutions. His practice focuses on the legal and strategic obstacles facing artists, startups, influencers, and small businesses. He earned a B.A. in communications from BYU and a J.D. from Georgetown University. His passion for the creative arts is exemplified by his creative endeavors, most recently including his self-published book *The Deliverer: The Gifts of Saint Nicholas*.

**Angie Killian** has created a successful music business from music streaming and selling sheet music. She stumbled upon her spark for songwriting after accidentally writing a song for her sleepless baby in 2016 and is now blessed to write every day. Her music videos currently have over seven million views on YouTube, and her songs have been sung and enjoyed by Christians around the globe.

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## PRESENTERS (BY FIRST NAME; CONTINUED)

**Kevin Klein** is a picture-book enthusiast who published the picture book *Oh, How Lovely Was the Morning* with Covenant Communications (2020) and self-published the poetic, symphonic picture book *Showdown Symphony* with his wife, Leah (2023). He holds degrees in English, behavioral science, and teaching and currently teaches sixth grade.

**Jolynne Lyon** has done PR and marketing at the Institute for Disability Research, Policy & Practice at Utah State University for more than 13 years. She has hired many first-time marketers, run large and small campaigns, and evaluated them for their effectiveness. Over the years she has compiled a list of things she wished she and other marketers knew.

**Allison Hong Merrill** is the award-winning and bestselling author of the memoir *Ninety-Nine Fire Hoops*. Her work has appeared in the *New York Times* and the *HuffPost* and has won both national and international literary awards.

She is a keynote speaker, instructor, and panelist at various writers' conferences nationwide and in Asia. Sign up for her monthly email at [AllisonHongMerrill.com](mailto:AllisonHongMerrill.com).

**Jana Miller** started her freelance editing business in 2017 after years of informal editing for budding authors. Her love for helping authors reach their full potential began with a job as a writing assistant at Southern Utah University, where she earned a BA in English. She and her husband have six kids and live in Northern Colorado.

**Julie Matern** writes regency romance under her own name and cozy mysteries under the pen name Ann Sutton. She has sold or had read on KU over 170,000 units of her bestselling series since the fall of 2020. She has served on the Storymakers committee for two years.

**Lynde Mott** has been a freelance historical illustrator for 30 years. Her special interest in portraying women and children from the early American colonial and pioneer eras has inevitably connected her to the importance of



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textiles, handiwork, and quilting. Her mentors, Carma DeJong Anderson and artist Greg Olsen, both lit a fire in her to portray history with integrity, and that fire is still burning hot!

**Marshall and Michelle Moore**, owners and co-directors of the Zions Indie Film Fest, bring 45+ years of combined film industry experience. Marshall's background is in location management and as VP at Utah Film Studios. Michelle, currently director of content at Living Scriptures, excels in film publicity and brand campaigns, with a portfolio of 30+ movies under her belt. Together, they are a dynamic duo shaping the film landscape with their expertise and passion for supporting and collaborating with many storytellers through the years.

**Pastor Jeff McCullough** has a YouTube channel called "Hello Saints" that chronicles his journey to better understand The Church of Jesus Christ of Latter-day Saints. Jeff's genuine curiosity and respectful approach to learning all things Latter-day Saint has earned him a loyal YouTube following of over 50,000 subscribers (including Latter-day Saints, Evangelicals, Christians, and many others), and collectively his videos have over 4.4 million views. "Jeff has a unique personality and spirit about him that allows him to become your friend over YouTube."

**Staci Olsen** is the production manager and an acquisitions editor for Immortal Works. She is also a hybrid author, self-publishing her own novels and releasing short stories with traditional publishers. As a side hustle, she does freelance editing and formatting, because she loves helping other authors put their work out in the world!

**Doug Pew** is an award-winning composer of classical music. He is also a sought-after marketer and online business coach who has helped his clients make millions selling their expertise in the form of digital courses, memberships, masterminds, and coaching programs. Doug's music is published by Boosey & Hawkes, Schott Music, Santa Barbara Music Publishing, Jackman Music Corporation, and his own publishing house, Blue Shore Music.

**Lehua Parker** writes speculative fiction for kids and adults often set in her native Hawai'i. Her published works include the award-winning Niuhi Shark Saga trilogy and

*Sharks in an Inland Sea*. Her short stories appear in *Va: Stories by Women of the Mona*, *Bamboo Ridge*, *Dialogue*, and various anthologies. An advocate of authentic indigenous voices in media, she is a frequent speaker at conferences, symposiums, and schools.

**Barry Rella** helps individuals and organizations perform work with purpose. He has served on the LDSPMA board, is a popular conference speaker, and is an executive leadership coach at BYU. Barry is the coauthor of *A Slice of Trust* and a cofounder of FranklinCovey's Trust Practice, working closely with Stephen M. R. Covey, author of *The Speed of Trust*. He lives with his family in Cedar Hills, Utah.

**Kaela Rivera** is the multi-award-winning author of the Cece Rios trilogy and the new *LEGO DREAMZZZ: Dream Chasers* and the *Riddle-Spoken*s. She grew up reading the folktales of her Mexican-American and British parents in the forests of Tennessee, but now she writes about them from the soaring mountains of Utah. When not weaving together children's stories, she works as a managing editor for a marketing company. She believes in the power of hope and aims to write adventures that heal.

**Nick Sales** owns a video production company called Aevium Films, where he has shot hundreds of music videos and gained over a billion views. Nick has more than a decade of experience working with some of the top YouTube channels and musicians in the world, such as the Piano Guys, David Archuleta, The Crobys, Peter Hollens, BYU Vocal Point, the One Voice Children's Choir, and many more.

**Connie Sokol** is a national speaker, bestselling author, TV and podcast personality, and mother of seven. She is a regular contributor on "Studio 5 with Brooke Walker" and podcast host of *Called to Create*. She is the founder of Disciple Thought Leaders, where she teaches women to find their purpose and fulfill it as influential speakers and writers. Learn more about Connie at [conniesokol.com](http://conniesokol.com).

**Erika Sargent** is a marketing specialist for Familus and founder of The Author+Marketer. She graduated from BYU with a BA in communications (advertising emphasis) and an English minor. She has worked for over ten years in retail marketing and promotional writing as director of

## PRESENTERS (BY FIRST NAME; CONTINUED)

marketing and PR for Familius and as marketing manager for Utah Valley University.

**Gale Sears** is an award-winning and bestselling author of historical fiction novels, middle-grade books, and children's picture books, and is an essayist for nonfiction anthologies. Her recent publications include the historical novel *The Sister Preachers* and a contribution to *Be It Known*, a nonfiction anthology of Book of Mormon witnesses for today's Latter-day Saints.

**Mckay Stevens** is a writer and producer based out of Utah County. He has worked with larger studios such as NBC and Discovery, and currently works as the Supervising Producer over BYUtv's *Come Follow Up*, a scripture-based talk show. As Supervising Producer, he is responsible for all creative development and execution of the show and its marketing. He lives in Lindon with his wife, three sons, and two cats.

**Norman Shurtliff** is the creator of the graphic novel series *Skull Cat*, published by Top Shelf Productions. His comic strips appear in the *Amalgamated Sugar* published magazine, the *Sugar Beat*, and his self-published comic series, *Soulmate Chronicles*. His maze comic adventure, *Amazing Scriptures*, is published by Cedar Fort. He has also drawn comics for church magazines.

**Paul Schwartz** holds a BA in communications from BYU, where his studies focused on children's prosocial media effects. Paul has been an avid student of the work of Fred Rogers for his whole life, including doing multiple research trips to the Fred Rogers' Archive in Pennsylvania and co-owning neighborhoodarchive.com. Paul most recently served as associate producer for American Heritage School's worldwide campus, producing and teaching online K-8 courses. He is also a frequent producer of audio/visual media and live productions, including founding the nonprofit performing arts organization A Voice for Good in 2016.

**Eugene Tapahe** has won several awards for his photography, including the Best of Show at the Cherokee Indian Market and Museum of Northern Arizona. Tapahe has also won two International Awards of Excellence from *Communication Arts* magazine. Tapahe is Diné, originally from Window Rock, Arizona. He currently resides in Provo with his wife and two daughters. His work has been

exhibited in the Natural History Museum of Utah, Arizona State Museum, Utah Museum of Contemporary Art, BYU Museum of Art, and many other venues.

**Eva Koleva Timothy** grew up under the shadow of communism in Eastern Europe. Under the tutelage of her artist father, she learned to cherish the pursuit of personal passion and the freedom to view the world for its possibilities, whatever the circumstance. She was one of the first converts in Bulgaria, joining the Church soon after the wall fell. Eva's work has been exhibited by and collected at various institutions, including the Smithsonian National Museum of American History, the Museum of Fine Arts Houston, and Oxford University. Her love of the gospel and of freedom are both major themes in her art.

**Becky Willard** brings three decades of experience as a vocal coach, session vocalist, songwriter, and producer/engineer. She helps artists grow through each part of their music career, from developing their unique sound, fine-tuning their story, and creating their best art, to crafting the career they want. Becky has produced hundreds of songs that collectively have millions of streams, and her own songs and voice can be heard in dozens of TV shows and movies.

**Maleah Warner** brought her Descript expertise to the LDSPMA podcast team in 2021 and expanded the audio podcast to YouTube. She has spent over 600 hours editing & mastering 49 episodes and creating video clips and social media content to help grow the *Called to Create* podcast. Maleah teaches Intro to Writing classes at the American Fork Library. Her memoir, *Lies of the Magpie*, won the 2020 AML (Association of Mormon Letters) Creative Nonfiction Award.

**Jack Zenger** is a world expert in leadership, co-author of 7 books, and CEO of Zenger-Folkman. He was an HR VP of Syntex, co-founder of Zenger-Miller, VP of Times Mirror Corporation, and President of Provant. He served on the USC and Stanford faculty, was chairman of the UVU Board of Trustees, and is a regent for higher education in Utah. He holds a DBA from USC, MBA from UCLA, and bachelor's in psychology from BYU.



# New Membership Structure Coming January 2025!

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- **Discounts** to the Annual Conference and other LDSPMA programs
- **Spotlights** in public-facing newsletter, calendar, and social media
- **Online Classes and Trainings Library**, including access to past years' conference recordings

*\* Discounts will be available for college students and youth.*

**More details to come.**  
**Contact [Membership@LDSPMA.org](mailto:Membership@LDSPMA.org) with any questions.**



# About Us

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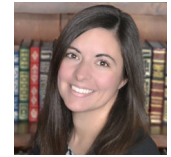
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**Kim Cobler**  
Director of Revenue

## Team Managers



**Kayli Gill**  
Volunteer Recruitment Manager



**Liz Gillespie**  
Mentorship Manager



**Cindy Anderson**  
Podcast Producer



**Connie Sokol**  
Podcast Host



**Ken Baker**  
Partners/Sponsors Relationship Manager



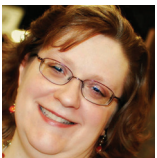
**Lindsay Sanchez**  
Zoom Discussions Manager



**Amy White**  
Master Classes Manager



**Kristina Bishoff**  
Gala Manager



**Tristi Pinkston**  
Articles Editor in Chief



**Julia Allen**  
Articles Senior Editor



**Tiffany Thomas**  
Affiliate Specialist



**McKenna Zaugg**  
Assistant Design Manager



**Brian Howard**  
Student Chapters Manager



**Kaylee Long**  
UVU Student Chapter President



**Catherine Perry**  
BYU-Idaho Student Chapter President

## Conference Committee Members



**Kaela Rivera**  
Fiction Track



**Krista Isaacson**  
Nonfiction Track



**Randel McGee**  
Visual Arts Track



**Marci Monson**  
Marketing Track



**Arthur Jue**  
Business/Finance/  
Entrepreneurship  
Track



**Meghan Hoesch**  
Editing, Design, and  
Production Track



**Todd Hougaard**  
Media Track



**Daniel Blomberg**  
Musical Arts Track



**Tessa Hauglid**  
Tracks Manager



**Heidi Petersen**  
In-Person Fast Pitch



**Kimberly Clement**  
Virtual Fast Pitch



**Randy Lindsay**  
Fast Pitch Outreach



**Emily Woodbury**  
Fast Pitch Assistant



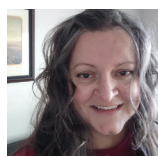
**Aurellia Saunders**  
Real-Time Reactions



**KaTrina Jackson**  
Quick Critiques



**Gale Sears**  
Thursday Deep-Dive  
Workshops



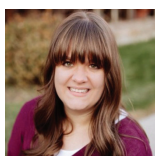
**Tricia Simpson**  
Logistics Manager



**Patrick Kidder**  
Conference  
Marketing Manager



**Kaitlyn Schroeder**  
Registrations  
Manager



**Amy Bell**  
Vendor & Bookstore  
Coordinator



**Jere Clune**  
Vendor & Sponsor  
Outreach



**Jackie Nuttall**  
Vendor & Sponsor  
Outreach



**Austin Shurtliff**  
Program Designer



**Mali McKenzie**  
Book Drive  
& Attendee  
Engagement



**Natalia Hepworth**  
Conference Emcee



**Brandon Isle**  
Conference Emcee



**Lisa Kidder**  
Technology & Zoom  
Specialist



**Christopher  
Robbins**  
Publishers' Summit



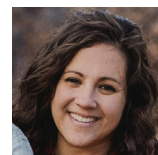
**Laurel C. Day**  
Publishers' Summit



**Heather Burton**  
Youth Outreach



**Shannon Symonds**  
Youth Outreach



**Lindsay Haynes**  
Editing Assistant

**Plus about 25 other volunteers and committee members!**

## Help Move Our Mission Forward!

Come serve on one of our committees! You are invited to attend our **leadership meeting** on **Saturday** from **5:15 to 6:45 pm** in **Center Stage**. We'll give an overview of open positions and needs, then let you chat with the committee you're most interested in joining.

Committees you can serve on include: Annual Conference, Master Classes, Podcast, Articles, Mentoring, Awards, Membership, Zoom Classes, Media, Revenue, Student Chapters, Youth Programs, and Marketing.

You can also get involved by visiting [ldspma.org/volunteer](https://ldspma.org/volunteer), or you can support us financially at [ldspma.org/donate](https://ldspma.org/donate).



## 4 ADDITIONAL OPPORTUNITIES TO MAGNIFY HIS LIGHT!



### SHARE AND EMPOWER **Support Member Growth.**

We invite individuals and businesses to support our members by offering exclusive discounts or sharing expertise.

Whether it's providing discounts on your products and services or contributing to our training library with videos or articles, your support helps enhance the benefits we can offer our growing community.

### MAGNIFY HIS LIGHT ANTHOLOGY **Share Your Story. Illuminate the World.**

Contribute to our upcoming anthology, *Magnify His Light: Using Our Talents to Uplift, Inspire, and Share Light with the World*. We're seeking personal essays (1,200 words or fewer) about your experience magnifying His light. This is an unpaid opportunity. All proceeds will help fund our organization's programs. Publication date TBD.

### CHRISTMAS MUSIC VIDEO PARTICIPATION **Musicians Wanted. Spread Joy Through Music.**

Calling all musicians! Join us in creating LDSPMA's first-ever Christmas music video to celebrate the season and raise awareness of our new public-facing initiatives. Let's come together to share the spirit of Christmas through music. Details forthcoming.

### LDSPMA IN THE SPOTLIGHT **Follow, Share, Help us Reach More.**

In addition to our current social media pages, we're launching "LDSPMA In the Spotlight" to highlight our members to a broader, general audience. We invite you to follow and share these new pages to help us reach a larger Latter-day Saint community and showcase the incredible talents within LDSPMA.

Contact [Membership@LDSPMA.org](mailto:Membership@LDSPMA.org) with any questions.





# YOUR LEGACY STORY

## PROFESSIONALLY PRODUCED LIFE DOCUMENTARIES

Create a personal documentary to leave for your posterity. A professional camera crew will come to your home and interview you or your loved one. Then it will be edited to include photos, music, titles and posted with easy access for your family and friends.

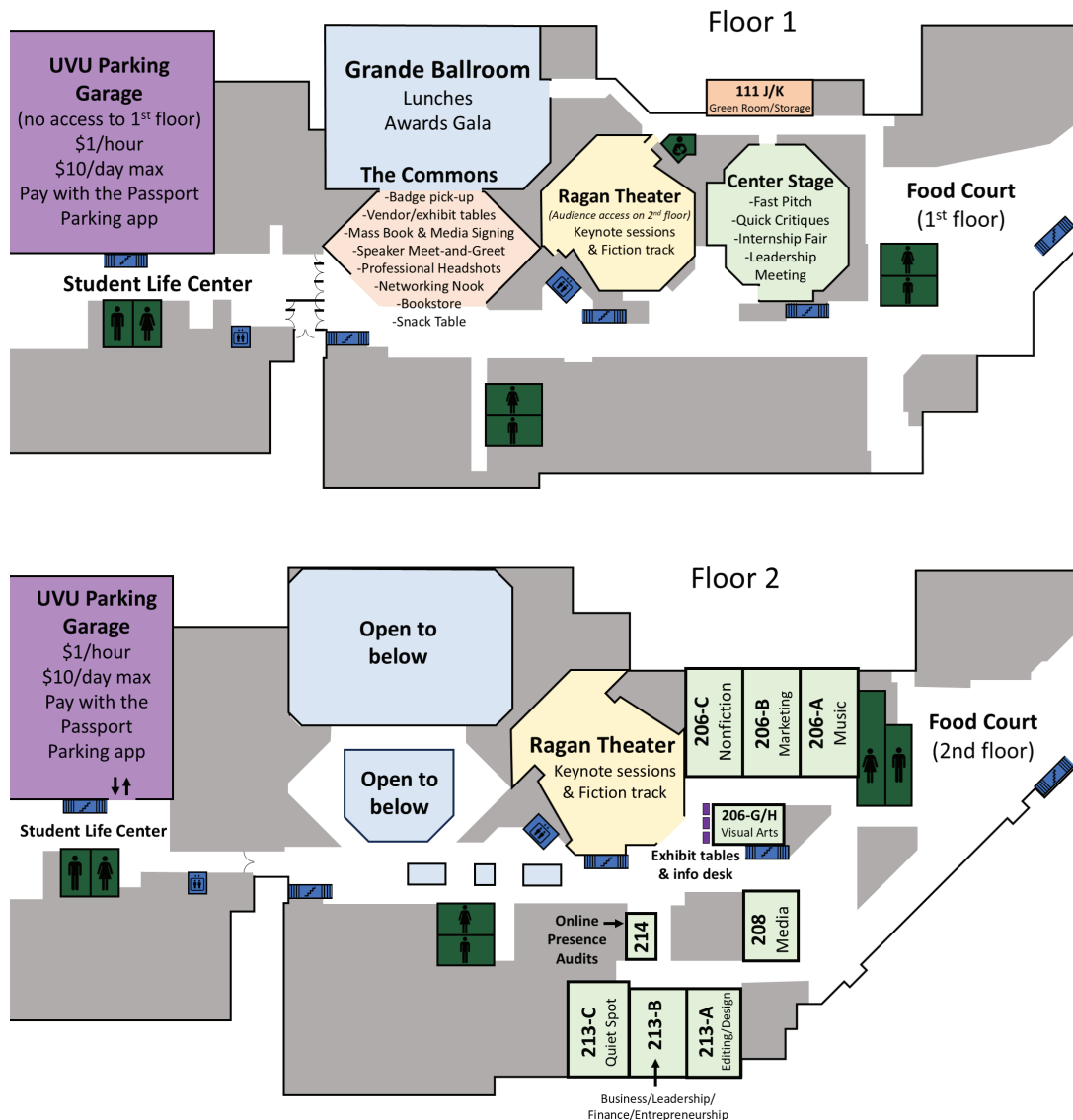
**START BUILDING YOUR STORY TODAY**  
**[YOURLEGACYSTORY.COM](http://YOURLEGACYSTORY.COM)**





# UVU Sorensen Center

## Room locations for the 2024 LDSPMA Conference



Scan to open  
the Conference  
Evaluation



## We're Bribing You to Complete the Conference Evaluation

We really need everyone to rate the conference sessions and speakers. Everyone who does so can select two free books from various different popular titles gifted to us by our sponsoring publishing companies. To complete the conference evaluation (which will take about 10 minutes), scan the QR code or go to [bit.ly/ldspma2024](https://bit.ly/ldspma2024).

After you have completed the survey, to pick up your two free books, go to the LDSPMA Info Table (outside the Ragan Theater on the second floor) sometime between 3:00 and 6:00 pm on Saturday. You're on the honor system: if you've completed the evaluation, you get your choice of two free books.