

“Refresh”

ACFW VA Royal Writers Conference

Friday, November 6, 2026

**All times are Eastern Time*

9:30am-10:50am	Welcome by Debb Hackett Devotion & Prayer by Jacinta Meredith Keynote by Kimberley Woodhouse ...	
11:00am-11:50am	DiAnn Mills (Beg/Int) <i>Writing the High Concept Novel</i>	Lisa Carter (Beg/Int/Adv) <i>Author-Branded Marketing – Part 1</i>
12:00pm-12:50pm	Crystal Caudill (Int/Adv) <i>Writing Essential & Effective Subplots</i>	Shannon Sue Dunlap (Beg/Int) <i>Canva Carnival: A Fun Social Media Tool</i>
1:00pm-1:50pm	Lunch/Social Hour with Faculty Breakouts (Optional)	
2:00pm-2:50pm	Tara Johnson (Beg/Int/Adv) <i>Goal, Motivation, and Conflict: The Next Level</i>	Lisa Carter (Beg/Int/Adv) <i>Author-Branded Marketing – Part 2</i>
3:00pm-3:50pm	Steven James (Int/Adv) <i>Texture: The Subtleties of Voice and POV</i>	Cynthia Ruchti (Beg/Int) <i>Hook 'Em and Land 'Em (Hooks and Synopses)</i>
4:00pm-4:50pm	Bettie Boswell (Beg) <i>Picture Books for Dummies</i>	Betsy St. Amant (Beg/Int/Adv) <i>One & Done: Creating a Memorable One-Sheet</i>
5:00pm-5:50pm	Dinner/Social Hour with Speed Networking Breakouts (Optional)	
6:00pm-6:50pm	Sara Turnquist (Beg/Int/Adv) <i>The Importance of Being Still</i>	Abbey Downey (Beg/Int) <i>Wise Ways to Put AI to Good Use</i>
7:00pm-7:50pm	Sarah Hamaker (Beg/Int/Adv) <i>Being a Pantser in a Plotter's World</i>	Bethany Jett (Beg/Int/Adv) <i>Master the Querying Process</i>

“I will refresh the weary and satisfy the faint.”
Jeremiah. 31:25 (NIV)

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Saturday, November 7, 2026

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9:30am-10:50am	Worship by [Katarina Ruby] Crown Award Presentation by Debb Hackett Keynote by Kimberley Woodhouse ...	
11:00am-11:50am	Cynthia Ruchti (Beg/Int) <i>Creating a Lead Magnet that Actually Leads</i>	Crystal Caudill (Int/Adv) <i>Advanced Newsletter Strategies</i>
12:00pm-12:50pm	Larry J. Leech II (Beg/Int) <i>Dialogue Should Sizzle, Not Fizzle</i>	Roseanna White (Int/Adv) <i>What Are You Looking At?</i>
1:00pm-1:50pm	Lunch/Social Hour with Genre Breakouts (Optional)	
2:00pm-2:50pm	Erica Vetsch (Int/Adv) <i>Style Sheets and Story Compendiums</i>	Heather Tabers (Beg) <i>The Pre-Published Author’s Guide to Building Their Platform</i>
3:00pm-3:50pm	Tim Shoemaker (Beg/Int) <i>I Really Like This Character</i>	Katrina Glover (Beg/Int) <i>MailerLite for Authors</i>
4:00pm-4:50pm	Lori Altebaumer (Beg/Int/Adv) <i>Ordinary to Extraordinary: The Relationship that Changes Everything</i>	Megan Ryan (Beg/Int) <i>How to Find and Work with a Freelance Editor</i>
5:00pm-6:30pm	Ask the Experts Panel <i>Emcee: Debb Hackett</i> <i>Agents (5 pm): Bethany Jett, Rachel McMillian, Cynthia Ruchti</i> <i>Authors (5:30 pm): Betsy St.Amant Haddox, Tara Johnson, Kimberley Woodhouse</i> <i>Editors (6 pm): Denise Farnsworth, Liana George, Roseanna White</i>	

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