

# CWA 30<sup>th</sup> Annual Conference Speaker Schedule

All Times Are Eastern Daylight Time (EDT)

## Day One: Friday, October 18, 2024

8:45 am EDT	Opening Remarks	Lynn Thompson, CWA President
9 am – 9:15 am	Keynote: Back to the Future... The Next Nine Lives	Amy Shojai, Author
9:15 am – 10:05 am	Emerging Markets: Expanding Your Target Improves Outcomes	James Evans, Founder, Companions and Animals for Reform and Equity (CARE)
10:20 am – 11:10 am	The Science of Feline Play	Beth Adelman, MS, Editor
11:25 am – 12:15 pm	Marketing Your Book	Liz Bartek, Book Industry Study Group
12:15 pm – 1 pm	Lunch/Lounges	
1 pm – 1:50 pm	Lost Cats: How Cat Writers Can Help	Kim Freeman, Lost Cat Finder
2:05 pm – 2:55 pm	Cliffhangers: Keep the Pages Turning!	Kris Bock, Author
3:10 pm – 4 pm	An Overview of How I Communicate with Animals	Pam Walker, Animal Communicator
4:15 - 5:05 pm	Feline Colors and Patterns: Demystifying the World's Most Colorful Mammal	Teresa Keiger, Editor <i>Cat Talk</i> Magazine, Cat Fanciers' Association Allbreed Judge

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## Day Two: Saturday, October 19, 2024

8:45 am EDT	Opening Remarks	
9 am – 9:50 am	The State of Freelancing and Publishing in Today's World	Jen Reeder, Amy Shojai, Mary Tan
10:05 – 10:55 am	How to Create a Literary Legacy for You and Your Cat	Vic DiGenti, Author
11:10 am – 12 pm	The 3 Things You Need to Succeed on Substack	Sarah Fay, Author, Substack Columnist
12 pm – 12:50 pm	Lunch/Lounges	
12:50 – 1:45 pm	Everything There is to Know About Catios	Alan Breslauer, The Catio Guy
2 pm – 2:50 pm	What's Up with My Cat's Fishy Breath?	Nick Lee, Aime Kitchen
3:05 – 3:55 pm	What Editors Want From Writers	Jay Hartman, CEO/Editor-in-Chief, Misti Media
4:10 – 5:00 pm	My Process for Creating Cats	Beverly Garland, Artist