



# EXPRESSIONS

## A CREATIVE WRITING EXPERIENCE

MARCH 31-APRIL 1, 2017

MARCH 31 9AM – 6PM  
APRIL 1 9AM – 4:30PM



**DEVELOP AS A WRITER**

**LEARN FROM PROFESSIONAL COMMUNICATORS**

**TELL YOUR STORY**

*REGISTRATION REQUIRED.*  
TO REGISTER FOR THE SEMINAR VISIT  
[SEU.EDU/ARTS/EXPRESSIONS](http://SEU.EDU/ARTS/EXPRESSIONS)

FOR MORE INFORMATION VISIT  
[SEU.EDU/ARTS/EXPRESSIONS](http://SEU.EDU/ARTS/EXPRESSIONS)

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# EXPRESSIONS

## A CREATIVE WRITING EXPERIENCE

MARCH 31 – APRIL 1, 2017



College of  
**Arts & Media**  
SOUTHEASTERN UNIVERSITY

This annual seminar provides guidance in how to develop as a writer. Attendees will learn the key elements of telling stories and will leave with a better understanding of what it takes to publish their writing. Speakers include published authors of all genres, journalists, agents, editors, and other professional communicators.

## ROY PETER CLARK

Senior Scholar

Roy Peter Clark has taught writing at Poynter to students of all ages since 1979. He has served the Institute as its first full-time faculty member, dean, vice president, and senior scholar. He contributes regularly to Poynter.org on topics such

as writing, reporting, editing, coaching writers, reading, language, politics, American culture, ethics, and the standards and practices of journalism. He is the author or editor of eighteen books.

## MATTHEW LUHN

Writer, Story Consultant

Matthew Luhn is a writer, story consultant and keynote speaker with over 20 years' experience creating stories and characters at Pixar Animation Studios. Alongside his story work at Pixar, Matthew also trains CEOs,

marketing teams, directors and other professionals how to craft and tell stories for Fortune 500 companies, Academy Award winning movies and corporate brands grossing billions of dollars worldwide. Matthew speaks to diverse audiences around the world within a variety of industries. His clients include Adidas, Facebook, BBC, Microsoft, Sony, Warner Brothers, Apple, Disney, Google, and many more. Matthew's story credits include Toy Story, Toy Story 2, Toy Story 3, Monsters Inc., Monsters University, Finding Nemo, UP, Cars, Ratatouille and other films and TV shows currently in development.

## ANDREW SKERRITT

Storytelling Editor & Coach

Andrew Skerritt is a journalist, author and essayist, an award-winning short story writer, and nonfiction author. He taught journalism at Florida A&M and at Tallahassee Community College. He is currently the storytelling coach

and editor at the Tallahassee Democrat. Skerritt's work has appeared in the Tampa Bay Times, Miami Herald, Tampa Tribune, theRoot.com, the Rock Hill Herald, Journal News, Tallahassee

Democrat, Rochester Democrat and other publications. He has been interviewed on the Tom Joyner Show, the Michael Eric Dyson Show, the BBC and many other programs.

## LENORE DEVORE

Newspaper editor, *The Ledger*

Lenore Devore was named editor of The Ledger in June 2011 following 13 years as managing editor and three years before that as assistant managing editor and metro editor. She came to The Ledger from Florida Today newspaper

in Melbourne, where she worked for 10 years. She started as a reporter but moved to the editing ranks after only 10 months. Lenore is a native New Yorker who grew up in Connecticut but moved to Florida right before she turned 16. She went to the University of Florida, completing a bachelor's degree in journalism. She currently serves as vice chair for the advisory council for UF's College of Journalism. Lenore has been named a "Woman of Distinction" by the National Association of Women Business Owners. She's judged many journalism contests, but her favorite was two years as Pulitzer Prize juror.

## TERRY WHALIN

Acquisitions Editor

W. Terry Whalin understands both sides of the editorial desk – as an editor and a writer. He worked as a magazine editor and his work has appeared in more than 50 publications. A former literary agent, Terry is an Acquisitions Editor at Morgan James Publishing. He has written more than 60 books through traditional publishers in a wide range of topics from children's books to biographies to co-authored books – several of which have sold over 100,000 copies. Terry also has an innovative online training course to help authors effectively connect with literary agents and editors called Write a Book Proposal. Terry is a popular speaker and teacher at numbers writers' conferences and an active member of the American Society of Journalists and Authors.

## OTHER GUESTS INCLUDE

### Brenda Patterson

Writer, *Lakeland Library*

### Alison Nissen

Author/Coach/Editor, Board of Directors of the Florida Writers' Association, President of the Lakeland Chapter of the Florida Writers' Association

### Daphne Tarango

Writer, Director of the Lakeland Chapter of the American Christian Writers

### Mike Martin

Attorney, Author

## REGISTRATION INFORMATION

Name \_\_\_\_\_  
 Date \_\_\_\_\_  
 Amount \_\_\_\_\_  
 Email \_\_\_\_\_ Phone \_\_\_\_\_

One-Day Ticket

Two-Day Ticket

Registration before Jan 31 \$100  
 after Jan 31 \$100  
 Quantity \_\_\_\_\_

Registration before Jan 31 \$125  
 after Jan 31 \$150  
 Quantity \_\_\_\_\_

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To register, attach your check and mail it to

Southeastern University  
 College of Arts & Media  
 1000 Longfellow Blvd.  
 Lakeland, Florida 33801

Online registration is also available at  
[SEU.EDU/ARTS/EXPRESSIONS](http://SEU.EDU/ARTS/EXPRESSIONS)

