



**QUAIL RIDGE  
BOOKS & MUSIC**

**919.828.1588**  
800.672.6789  
Raleigh's Independent  
Full-Service Bookstore

**Winter Writers Workshops  
January-February 2015**

**Quail Ridge Books & Music presents workshops for new and emerging authors. All workshops are stand-alone and open to the public. Registration required (see individual workshop for registration information).**

**Saturday, January 10, 2015, 9:30 to Noon**

**"From Personal Essays to Magazine Feature" with Lee Zacharias**

**Free-Registration required: [mamie@quailridgebooks.com](mailto:mamie@quailridgebooks.com) or call store (919)828-1588**

**Lunch available \$10 (provided by Whole Foods), Preorder by January 7, 2015**

*Lee will teach us how to write personal nonfiction and turn it into material suitable for literary journals and magazines. Participants will write to prompts.*

*After lunch at 1:00 pm, Lee will read from her book, *The Only Sounds We Make*, a memoir (in the form of personal essays) that is deeply concerned with the way language, image, and memory give life coherence and meaning.*

Greensboro author **Lee Zacharias** is the author of a novel and a book of short stories, and is the recipient of fellowships from the National Endowment for the Arts and the NC Arts Council. A former professor at UNC-G, she has received several awards for teaching excellence. Her memoir essay collection, *The Only Sounds We Make*, was published in May 2014 by Hub City Press.

**Saturday, January 17, 2015, 10:00-11:30**

**"Good Relations: QRB & the Self-Published Author" with Mamie Potter**

**Free-Registration required: [mamie@quailridgebooks.com](mailto:mamie@quailridgebooks.com) or call store (919)828-1588**

*We will discuss what Quail Ridge Books does for self-published authors and what we require of self-published books. There will be information about various methods of self-publishing and how to make your book shelf-worthy.*

**Mamie Potter** is a writer and employee of Quail Ridge Books. She has edited several self-published books. She organizes "Home Grown," a twice-yearly presentation of the store's best-selling self-published authors.

**Saturday, January 24, 2015, 11:00 a.m.**

**"Children's and YA Market" with Louise Hawes, Clay Carmichael and Jacqueline Ogburn**

**Free-Registration required: [mamie@quailridgebooks.com](mailto:mamie@quailridgebooks.com) or call store (919)828-1588**

*This will be a panel discussion and Q & A session with four members of the Writers and Illustrators of North Carolina ([winbooks.com](http://winbooks.com)). These authors will tell you what they know and think about the traditional publication process, give you the benefit of their continuing experience, and answer your questions about writing, illustrating, and publishing a book for young people.*

**Louise Hawes** has published more than fifteen novels and story collections for both young readers and adults. She is a teacher as well as an author, and helped found the nation's first MFA program in writing for

children and young adults at the Vermont College of Fine Arts. You can learn more about her books and read some of her lectures at [www.louisehawes.com](http://www.louisehawes.com).

Author-Illustrator **Clay Carmichael's** works include three picture books, the middle grade novel *Wild Things* and the Young Adult novel *Brother, Brother*. She lives with her sculptor-husband Mike Roig in Carrboro, NC. More: [www.claycarmichael.com](http://www.claycarmichael.com)

**Jacqueline K. Ogburn** is the author of ten picture books. Her most recent book, *Little Treasures: Endearments from around the World*, was illustrated by Caldecott-award winner Chris Rashka. *The Bake Shop Ghost*, illustrated by Marjorie Priceman, was read on NPR by Daniel Pinkwater and made into a short film. She has been a children's book editor, both in New York and NC. Currently, she lives in Durham, NC in a Cinderella neighborhood that has gone from "sketchy" to "hip."

**Saturday, January 31, 2015, 9:00 to noon**

**"Publisher versus Printer: What You Need to Know Before You Choose to Self-Publish or Go with a Traditional Publisher" with Bridgette Lacy**

Cost: \$100 (To reserve a place, contact Bridgette at [Bridgettelay@att.net](mailto:Bridgettelay@att.net))

Registration Deadline: January 25

*This is a step-by-step workshop on the difference between a printer versus a publisher. Publicist Bridgette A. Lacy will discuss the pros and cons of self-publishing, going with a small press or getting an agent who will send your manuscript out to mainstream publishers. Too many writers decide to self-publish without considering the limitations that choice can have on their book sales. While self-publishing may be a good choice for some, it can also limit book sales and author events, especially if the author hasn't built an audience. This workshop will help you make an informed decision about what publishing route to take.*

**Saturday, February 21, 2015, 9:00 to noon**

**"Publicity Boot Camp" with Bridgette Lacy**

Cost: \$100 (To reserve a place, contact Bridgette at [Bridgettelay@att.net](mailto:Bridgettelay@att.net))

Registration Deadline: February 10

*Whether you're an author working with a big publisher or a small press, this hands-on workshop will teach you the best methods to launch a successful publicity campaign for your book. The three-hour session will cover how to create an Author Press Kit, a Social Media Strategy for Your Book and How to Build an Audience. Participants should come ready to brainstorm and work in small groups.*

**Bridgette A. Lacy** is an award-winning journalist, who has written author stories for more than 20 years for The News & Observer and reviewed books for The Washington Post. She's also a publicist for several local authors including award-winning short story writer Marjorie Hudson and novelist Angela Belcher Epps.

**Sunday, February 22, 2015, 3:00**

**"Home Grown: Quail Ridge Books Celebrates Local Self-Published Authors"**

Free, no registration required

*Several best-selling local authors will read from their books and discuss their publishing process. This is the second bi-annual Home Grown event.*