

**“Thrive as a Writer, Don’t Just Survive”**  
**Attend the 2016 State Conference of Arizona Professional Writers**

**Saturday, Oct. 15, 2016, 9 a.m. – 3:30 p.m.**

**Scottsdale Camelback Resort, 6302 E. Camelback Road, Scottsdale, AZ**

For more information, call 480-620-1358

Open to the public, conference workshops are targeted to writers and those in the communication field. See registration form for meals and payment options. Presented by Arizona Professional Writers (APW), a non-profit statewide organization of professional women and men in the communications field, in conjunction with the APW Annual State Conference and general meeting.

9 – 9:30 a.m.    Registration and coffee.

9:45 a.m.        “Fast Forward Your Career to Thrive as a Writer” by Ric Hinkie  
Nationally known speaker and senior business leader, author of *Fast Forward Your Career*, a book based on career success principles gleaned from interviews with 60 highly successful professionals from Apple, T-Mobile, Holmes Corporation and other organizations. Whether an employee or an entrepreneur, discover how to manage your own brand rather than let others determine your future.

10:30 a.m.        “How Are You Taking Charge of Your Destiny” by Raleigh Pinskey, author of six books about self-promotion, including *101 Ways to Promote yourself* and *Creating Gladitude*, a life enrichment series. Find out what may be holding you back and how to find a success path to achieving your goals.

11:45 p.m.        Lunch, with program honoring success of outstanding APW members, new officers and a brief general meeting.

1: 15 p.m.        “Maximize your Biz-Ability with Viz-Ability” by Raleigh Pinskey, president of The Raleigh Group, who will show how to use social media and other methods to put your name and products in front of your target audience over and over again. Her client history includes the first *Chicken Soup for the Soul* book, performers Sting, Paul McCartney, Herbie Mann plus many authors and speakers. Find out how to use effective digital media tools to expand your sphere of influence, boost book sales and create new income streams.

3:15 p.m.        Closing comments and networking.

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