## Northern Hearts Conference

September 16-18, 2022  Virtual & In Person

### Friday, September 16  (all times in EST)

<table>
<thead>
<tr>
<th>Johnson Room</th>
<th>Shepard Room</th>
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<tbody>
<tr>
<td>4pm-5pm</td>
<td>No programming</td>
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<tr>
<td>Rock Your Romance Masterclass by Cathy Yardley</td>
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<tr>
<td>5pm-6pm</td>
<td>No programming</td>
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<tr>
<td>Informal dinner &amp; social</td>
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<tr>
<td>6pm-9pm</td>
<td>Informal dinner &amp; social</td>
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### Saturday, September 17  (all times in EST)

<table>
<thead>
<tr>
<th>Johnson Room</th>
<th>Shepard Room</th>
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<tbody>
<tr>
<td>9am-10am</td>
<td>How to Create Alpha Heroines by Angelina M. Lopez</td>
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<tr>
<td>Welcome &amp; Breakfast Keynote with Farah Heron*</td>
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<tr>
<td>10am-11am</td>
<td>Historical Research Methods by Edie Cay &amp; Heather Rose Jones</td>
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<tr>
<td>Hybrid Publishing Panel with Courtney Milan, Rebekah Weatherspoon, Katee Robert &amp; Jackie Lau</td>
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<tr>
<td>11am-12pm</td>
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<tr>
<td>12pm-1pm</td>
<td>Lunch Break</td>
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<tr>
<td>Lunch Keynote with Naima Simone, Sierra Simone &amp; Molly O'Keefe*</td>
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<tr>
<td>1pm-2pm</td>
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<tr>
<td>2pm-3pm</td>
<td>Query Letters by Eva Scalzo</td>
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<tr>
<td>Historical Romance Panel with Courtney Milan, EE Ottoman &amp; Jessica Cale</td>
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<tr>
<td>3pm-4pm</td>
<td>How to Design Reader Magnets by Tammi Labrecque</td>
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<tr>
<td>4pm-5pm</td>
<td>PRH Marketing by Kara Savoy</td>
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<td>Editor Panel with Sylvan Creekmore, Norma Perez-Hernandez, Stephanie Doig &amp; Jenny Holiday</td>
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*Breakfast and lunch keynotes held in Johnson Room

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Novotel Toronto North York  | 3 Park Home Ave, Toronto, M2N 6L3  | 416-733-2929
Northern Hearts
CONFERENCE

September 16-18, 2022  Virtual & In Person

Friday, September 16

Rock Your Romance - Master Class by Cathy Yardley

In this session, you’ll learn a streamlined system to get your romance novel from concept to plot points, while maintaining conflict and dynamic pacing. It covers:

- Examining your story concept first
- Creating character GMCs that work—with tests and fail-safes
- Creating two sets of easily identified plot points for a romance, one for each main character

This session synthesizes a number of established writing methodologies, but is straight-forward and easy to use.

Saturday, September 17

Red Pill, Blue Pill - Hybrid Publishing Panel

The eternal debate: traditional publishing or self-publishing? Both paths to being a published author have their pros and cons, and these days, authors don’t necessarily have to choose. Courtney Milan, Rebekah Weatherspoon, Katee Robert, and Jackie Lau are all successful hybrid authors who will share their own publishing journeys, why and how they switched from one model to the other, and tips for what might work best for you.

How to Create Alpha Heroines Readers Will Root For by Angelina M. Lopez

We’ve all heard it, that our strong heroines are “unlikeable.” Romance author Angelina M. Lopez’s novels about strong women and worthy men “thrum with desire, while still delivering knockout twists and turns” (Entertainment Weekly) and are “sexy, emotional and pitch-perfect” (NPR). Angelina will break down how to create unique alpha heroines - regardless whether she kicks ass or not -- that your readers will root for. She’ll discuss what makes an alpha heroine (it’s not what you think), tips for bumping up the “alpha” in your female characters, and how to wrestle the “unlikeable” elephant in the room.

Beyond the Duke - Historical Romance Panel

Exactly how many dukes are there in regency romance? It doesn’t matter, because history and romance is made up of more than dukes and the British aristocracy. Courtney Milan, EE Ottoman, and Jessica Cale are pushing the traditional boundaries of historical romance and bringing us characters and settings that are just as swoon-worthy as any ball with the ton. They will share their tips and tricks for how to write historical romances that are actually historical.

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Saturday, September 17

Query Letters: Dos, don’ts, and other tips by Eva Scalzo
Agent Eva Scalzo will give practical tips on how to craft effective query letters to submit to literary agents and agencies.

If You Give a Reader a Cookie: How to Design an Irresistible Reader Magnet by Tammi Labrecque
When you’re growing your author mailing list, you have to juggle goals and priorities. How do you entice readers who already love your books? How do you find new readers who will love your books — once they read them?
And how do you do all this while still finding time to write?
Tammi Labrecque has been answering these questions for you since 2014, and her solution to all of them is a convertible reader magnet (or cookie, as some may say), one that will appeal to both possible audiences.
In this presentation, she’ll teach you how to create a tightly aligned reader magnet that will attract and keep high quality newsletter subscribers — from both your existing pool of readers and from readers who’ve never heard of you.
Write one cookie that serves both, and get back to writing your next book.

Editors panel - the traditional romance publishing market
What are editors looking for these days? What do they think is selling—and what’s not? What are the benefits of traditional publishing? Join Stephanie Doig of Harlequin’s Carina Press and Norma Perez-Hernandez of Kensington in a discussion about the traditional publishing market. There will be time for audience questions.

Book Marketing: Behind the Scenes with Kara Savoy, Penguin Random House Canada
Marketing is an important aspect of how publishers bring a book to market - it ensures we’re telling the right readers about a book, and doing so in a way that entices them to read it. It’s also a mix of art and science, merging the creative with the analytical to build the best possible campaigns. In this session, Kara Savoy will bring you behind the scenes and explain the many touchpoints marketing has with sales, editors and authors throughout the life of a book, and examples of how a marketing campaign comes to be.
Speakers

Angelina M. Lopez (she/her)

Angelina M. Lopez has been writing professionally her whole life: first as a journalist for an acclaimed city newspaper, then as a freelance magazine writer, and now as a romance author. She writes sexy stories about strong women and the worthy men lucky to love them. Her first book in a new high-heat, small town, Latinx series, After Hours on Milagro Street, received starred reviews from Publishers Weekly and Library Journal, rave reviews in Entertainment Weekly and Booklist, and was named an Amazon Best Book of the Month. Angelina lives with her family in Houston, Texas.

Cathy Yardley (she/her)

Cathy Yardley is an award-winning author of romance, chick lit, and urban fantasy, who has sold over 1.2 million copies of books for publishers like St. Martin’s, Avon, and Harlequin. She writes fun, geeky, and diverse characters who believe that underdogs can make good and sometimes being a little wrong is just right. She likes writing about quirky, crazy adventures, because she’s had plenty of her own: she had her own army in the Society of Creative Anachronism; she’s spent a New Year’s on a 3-day solitary vision quest in the Mojave Desert; she had VIP access to the Viper Room in Los Angeles. Now, she spends her time writing in the wilds of Eastern Washington State, trying to prevent her son from learning the truth of any of said adventures, and riding herd on her two dogs (and one husband.)

Courtney Milan (she/her)

Courtney Milan writes books about carriages, corsets, and smartwatches. Her books have received starred reviews in Publishers Weekly, Library Journal, and Booklist. She is a New York Times and a USA Today Bestseller.

She lives in the Rocky Mountains with her husband and an exceptionally perfect dog.

EE Ottoman (he/him)

EE Ottoman grew up surrounded by the farmlands and forests of upstate New York. He started writing as soon as he learned how and has yet to stop. Ottoman has both a graduate and undergraduate degree in history and another in library science. These days he divides his time between history, archiving, and writing.
Speakers

Edie Cay (she/her)
Edie Cay writes Feminist Regency Romance. Her debut, A LADY’S REVENGE won the Golden Leaf Best First Book and the Next Generation Indie Book Award for Romance in 2020. The next in her series, THE BOXER AND THE BLACKSMITH won the Best Indie Book Award for 2021, and was a finalist for the Chatelaine Romance Award. The third in the series, A LADY’S FINDER published this year, and she is at work on a fourth, A VISCOUNT’S VENGEANCE (2023). As a speaker, she has presented at Jolabokaflosh, Historical Novel Society North America, Regency Fiction Writers, History Quill, Chicago-North Spring Fling, and the upcoming Historical Romance Retreat. She regularly writes reviews for the Historical Novel Society quarterly journal. She obtained dual BAs in Creative Writing and in Music from Cal State Hayward, and her MFA in Creative Writing from University of Alaska Anchorage. She is a member of The Regency Fiction Writers, the Historical Novel Society, ALLi, and a founding member of Paper Lantern Writers.

Eva Scalzo (she/her/ella)
Eva Scalzo was born in New Jersey, but has lived in Houston, Buenos Aires, San Juan, and Boston before settling down outside of Binghamton, New York. She has a B.A. in the Humanities from the University of Puerto Rico and a M.A. in Publishing and Writing from Emerson College. Since graduating in 2002, she has spent her career in scholarly publishing, working for Houghton Mifflin, Blackwell Publishing, John Wiley & Sons, and Cornell University in a variety of roles. Eva has been reading romance since the fifth grade when she discovered the Sweet Valley High series. On inheriting her grandmother’s collection of vintage Harlequin Romances, she promptly set about filling the gaps, and her goal is to someday finish reading all the treasures. Eva is currently seeking authors who write Adult Romance (except inspirational), Science Fiction, and Fantasy. She also represents Young Adult and Middle Grade fiction.

One last fun fact: if you’ve been reading this bio and pronouncing Eva’s name with a long E sound, you’ve been saying it wrong.

Farah Heron (she/her)
Farah Heron is a critically acclaimed author of romantic comedies for adults and young adults filled with huge South Asian families, delectable food, and most importantly, brown people falling stupidly in love. She lives in Toronto with her husband, two two teenagers, two cats, and an elderly rabbit named Strawberry. Farah’s books, including The Chai Factor, Accidentally Engaged, Tahira in Bloom, and Kamila Knows Best, have been praised by The Globe and Mail, Entertainment Weekly, CBC Books, Oprah Magazine, and have been listed as a best of the year by NPR, USA Today, and CBC Books.
Speakers

Jackie Lau (she/her)
Jackie Lau decided she wanted to be a writer when she was in grade two, sometime between penning “The Heart That Got Lost” and “The Land of Shapes.” She later studied engineering and worked as a geophysicist before turning to writing romance novels. She is now the author of over twenty books.

Jackie lives in Toronto with her husband, and despite living in Canada her whole life, she hates winter. When she’s not writing, she enjoys gelato, gourmet donuts, cooking, hiking, and reading on the balcony when it’s raining.

Jessica Cale (she/her)
Jessica Cale is a romance author, podcaster, and historian based in North Carolina. Originally from Minnesota, she lived in Wales for several years, where she earned a BA in History and an MFA in Creative Writing while climbing castles and photographing mines for BBC History. In 2021, she appeared on Netflix’s hit series Lost Pirate Kingdom as the historian who talks about syphilis over all the best scenes. She hosts the Dirty Sexy History podcast.

Kara Savoy (she/her)
Kara Savoy (she/her) is Penguin Random House Canada’s Director, Integrated Marketing, overseeing the performance marketing and operations teams, including advertising, events, title marketing, marketing analytics & email and consumer acquisition. Prior to joining PRHC, Kara spent almost six years at the PR and marketing agency High Road (now called FleishmanHillard HighRoad), where she worked with clients like Virgin Mobile, Sun Life, FedEx and Cadillac Fairview on their digital marketing programs. She spent her days working on social and content plans, consumer acquisition strategies, and full website rebuilds. It was her work at High Road that landed her on Marketing Magazine’s Top 30 Under 30 list in 2016. She started her career in PR with the Department of National Defence in Ottawa, where she continued to live after receiving her Bachelor of Journalism from Carleton University. Now she calls Bradford, Ontario home, where she lives (and works!) alongside her husband, daughter, two cats and lots of books.

Katee Robert (she/her)
Katee Robert is a New York Times and USA Today bestselling author of spicy romance. Entertainment Weekly calls her writing “unspeakably hot.” Her books have sold over a million copies. She lives in the Pacific Northwest with her husband, children, a cat who thinks he’s a dog, and two Great Danes who think they’re lap dogs.
Speakers

Molly O’Keefe (she/her)
USA Today Bestseller Molly O’Keefe is the author of over 50 romance novels. Her novels have won awards, hit numerous “best of” lists and Between The Sheets was featured in Hollywood blockbuster - Suicide Squad. She also writes women’s fiction as USA Today Bestselling author Molly Fader. Her next novel - The Sunshine Girls will be out in December 2022. She lives in Toronto Canada with her husband and two teenagers in a house that smells like skunk because she has a dog that just won’t learn.

Naima Simone (she/her)
Published since 2009, USA Today Bestselling author Naima Simone loves writing sizzling romances with heart, a touch of humor and snark. Her books have been featured in The Washington Post and Entertainment Weekly, and described as balancing “crackling, electric love scenes with exquisitely rendered characters caught in emotional turmoil.”

She is wife to Superman, or his non-Kryptonian, less bullet proof equivalent, and mother to the most awesome kids ever. They all live in perfect, sometimes domestically-challenged bliss in the southern United States.

Norma Perez-Hernandez (she/her)
Norma Perez-Hernandez is an assistant editor at Kensington Publishing Corp. She has worked on a variety of projects, including fiction, romance, mysteries, thrillers, and non-fiction. A New York City native from the Bronx, Norma studied English literature at the Macaulay Honors College at The City College of New York and is a graduate of the Publishing Certificate Program at City College. The inaugural Women’s Media Group fellowship recipient and a Publishers Weekly Star Watch Nominee, Norma is thrilled to build a diverse list of authors and books.

Rebekah Weatherspoon (she/they)
After years of meddling in her friends’ love lives, multi award winning author Rebekah Weatherspoon turned to writing romance to get her fix. Raised in Southern New Hampshire, Rebekah Weatherspoon now lives in Southern California with her dog Lizzie, where she will remain forever because she hates moving. With over twenty titles under her belt, Rebekah has covered sub-genres from suspenseful paranormal romance to steamy BDSM romantic comedies, and now young adult romance. Her most recent release, A THORN IN THE SADDLE, a cowboy remix of Beauty and the Beast, is out now from Kensington Books.
Speakers

Sierra Simone (she/her)
Sierra Simone is a USA Today and Wall Street Journal bestselling former librarian (who spent too much time reading romance novels at the information desk). Her notable works include Priest, American Queen, and Misadventures of a Curvy Girl, and her books have been featured in Marie Claire, Cosmopolitan, Entertainment Weekly, and BuzzFeed. She lives with her spouse and family in Kansas City.

Stephanie Doig (she/her)
Stephanie is an editor with Carina Press. She began her career at Harlequin in the proofreading department, and she worked as a copy editor and author liaison before moving to Editorial. Stephanie edits across genres and is especially interested in acquiring more character-driven contemporary romances with smart, sharp dialogue and deep emotion.

Tammi Labrecque (she/her)
Tammi Labrecque lives in Central Maine with three spoiled cats, two neurotic dogs, and dozens of fictional characters that keep her awake nights.

She writes under a few pen names across several genres, including urban fantasy, thriller, and LitRPG.

Under her own name, you can find her writing romance novels that no one reads or teaching at newsletterninja.net.