



## UNDER THE WRITER'S VEIL

During this writing weekend, which is packed with hands-on writing exercises and inspirational experiences, you'll be able to find your unique writer's voice.

"Under the Writer's Veil is designed for people who know they want to write, but aren't sure *what* they want to write," Jane explains. "In a supportive and encouraging environment, we'll 'sample' six different genres as we each work to find our unique writer's voice. For each unit, the structure will be: how to find inspiration/ write/ debrief. The six units are: Creative Non-fiction; Cookbooks; Memoirs; Literary Fiction; Mysteries & Thrillers; Children's Books."

Jane continues: "There will also be facilitated discussions of the writing process and next steps. The inspiration modules include observing the Endicott House's Executive Chef prepare a dish; touring their spectacular conservatory; making our own dried flower bookmarks; et al."

Jane has published both fiction [Minotaur Books, an imprint of the St. Martin's Publishing Group]; non-fiction [McGraw Hill and NAL, an imprint of Penguin Putnam]; short stories [*Alfred Hitchcock Mystery Magazine*]; and articles [various industry journals]. She's also an experienced instructional designer, curriculum developer, and trainer working with universities and corporations to develop and deliver various writing courses and workshops.



## ABOUT THE KEYNOTE SPEAKER

Jane K. Cleland, author and business consultant, has more than 20 years' experience in communications. She specializes in change management, time management, marketing strategy, and business communications. Her clients include top corporations, non-profit organizations / NGOs, and universities in various industries. Jane has worked with scores of corporate and government executives throughout North America, as well as organizations in Europe and Asia.

Jane has delivered speeches to tens of thousands of people for organizations as diverse as Pepsi (for their scientists), American Express (at their leadership training off-sites), the Magazine Publishers Association (at their annual conference, Folio:), and Chemical Week (at their annual Distribution & Transportation conference). Other clients include the American Management Association, Pfizer, PricewaterhouseCoopers, the Universities of Toledo, Clemson, and Ulster (U.K.), the Hong Kong Bureau of Trade, the Irish Times, and the Singapore Health Promotion Board, among many, many others. All of her speeches are tailored to address each client's needs.

Additionally, Jane regularly designs and implements strategic business plans focusing on forward-thinking tactics. She writes e- and in-person seminars, and designs facilitator guides and training programs, to help organizations' in-house trainers use the results-oriented content and plans she develops. As a communications expert, she has helped many thousands of business professionals create strategic plans that produce bottom line results and express their ideas clearly in person and in print.

Jane's had four books published on communication topics. Her titles include *Business Writing for Results* (McGraw Hill) and *Putting First What Matters Most* (Penguin Putnam). In addition, she has written articles published in professional journals and magazines on meeting facilitation, time management, priority-setting, customer service, and niche marketing. She also writes the Josie Prescott Antiques Mysteries (St. Martin's Minotaur), featuring the amateur sleuth, Josie Prescott, an antiques appraiser who uses her knowledge of antiques to solve crimes. The series has been called an *Antiques Roadshow* for mystery fans.



JANE K. CLELAND