



2008 Viroqua Writers Workshop Sept. 11-14, 2008

Workshop Program

Thursday

- 4:00 – 6:00 p.m. Registrants sign in
Wisconsin Technical College
220 S. Main St.
- 7:00 – 9:00 p.m. Wine and cheese reception
Vernon Vineyards
Welcome:
Ingrid Mahan, Viroqua Partners executive director

Friday

- 8:00 – 8:30 a.m. Workshop day overview
WTC
Patrick Strickler, workshop coordinator
- 8:30 – 9:15 a.m. Presentation:
“How a Major Metro Newspaper Travel Section
Works”
Lori Rackl, Chicago Sun-Times Sunday Travel
Editor
- 9:15 – 10:00 a.m. Roundtable:
“Writing Travel Stories That Sell”
Facilitator: Lori Rackl, travel editor
- 10:00 – 10:30 a.m. Break
- 10:30 – 11:00 a.m. Reading #1
Michael White’s “*Driftless Draws*”
- 11:00 – 11:30 a.m. Reading #2
Ann Morrison’s “*Family Trips*”

11:00 – Noon Feedback on readings/discussion

Noon – 1:30 p.m. Lunch
Main Street Market
Remarks: “Why I Like Writing about Viroqua”
Brian Clark, freelance writer

2:00 – 3:00 p.m. Presentation
“The Art of Writing Great Travel Stories”
Frank Bures, instructor at UW-Madison’s Writers’
Institute and award-winning travel writer

3:00 – 3:15 p.m. Break

3:15 – 4:00 p.m. Roundtable: “How To Sell a Story”
Facilitator: Frank Bures

4:00 – 4:30 p.m. Reading #3
TBD

4:30– 5 p.m. Reading #4
TBD

5:00 – 5:30 p.m. Feedback on readings/discussion

7:00 p.m. Dinner on your own

Saturday

8:00 a.m. Workshop day overview
Kickapoo Valley Reserve Nature Center
Patrick Strickler

8:30 – 10:00 a.m. Presentation:
“The Kickapoo Reserve, Case Study of an
Environmental Success”
Marcy West, Kickapoo Valley Reserve executive
director

10:00 – 10:30 a.m. Break

10:30 – Noon Presentation:
“Protecting One the Driftless Region’s Priceless
Assets”

Jeff Hastings, Trout Unlimited's TUDARE Project
Manager

Noon – 2:00 p.m. Box lunches

Guided walk into reserve

2:30 – 4:00 p.m.

Presentation:

“Current Environmental Challenges in the Driftless
Region”

Tim Hundt, Vernon County Broadcaster

4:00 – 5:00 p.m.

Writers Roundtable:

“The Writer’s Role and Responsibility”

Facilitator: Anne O’Connor, editor of the Kickapoo Free Press

7:00 – 9:00 p.m.

Dinner on your own

Sunday

8:00 – 8:30 a.m.

Workshop overview

Viroqua Coop Café patio

Patrick Strickler

8:30 – 9:30 a.m.

Breakout Sessions:

“Seeing Travel Stories in the Driftless Region”

9:30 – 10:00 a.m. Break

10:00 – 11:00 a.m.

Breakout Session Reports

11:00 – 11:30 a.m.

Summation, next steps and adjourn