



2021 Virtual

TEXTBOOK & ACADEMIC Authoring Conference



JUNE 18, 21-24, 2021

Schedule at a Glance

Friday, June 18

ET	CT	MT	PT	
1:00-1:20p	12:00-12:20p	11:00-11:20a	10:00-10:20a	Conference Welcome & Opening Remarks <i>Laura Frost, TAA President; Michael Spinella, TAA Executive Director</i>
ET	CT	MT	PT	
1:30-2:20p	12:30-1:20p	11:30-12:20a	10:30-11:20a	Creating an Author Promotional Platform: What, Why, and How To (GENERAL TRACK) <i>Presenter: John Bond, President, Riverwinds Consulting</i> Concretizing the Abstract (ACADEMIC TRACK) <i>Presenters: Erin McTigue, Writing Coach, The Positive Academic; Wendi Kamman Zimmer, Assistant Professor, Texas A&M University</i>
ET	CT	MT	PT	
2:30-3:20p	1:30-2:20p	12:30-1:20p	11:30-12:20p	Reach All Students: How Can We Make Our Educational Content Accessible to All? (TEXTBOOK TRACK) <i>Presenters: Alyssa Harter, Asst. Professor, Umpqua Community College; Laura Jacobi, Assoc. Professor, Minnesota State University, Mankato; Kevin Patton, Professor Emeritus, St. Charles Community College</i> Writing Success Through Accountability (ACADEMIC TRACK) <i>Presenters: Ella Ingram, Assoc. Dean, Rose-Hulman Institute of Technology; Michelle Marincel Payne, Assoc. Professor, Rose-Hulman Institute of Technology; Manda Riehl, Assoc. Professor, Rose-Hulman Institute of Technology</i>
ET	CT	MT	PT	
3:30-4:20p	2:30-3:20p	1:30-2:20p	12:30-1:20p	Publishing Litigation and Dispute Resolution: 2020-21 Roundup (TEXTBOOK TRACK) <i>Presenters: David Slarskey, Attorney, Slarskey LLC; Brenda Ulrich, Attorney, Archstone Law Group PC</i> Pitfalls to Avoid: Unload the Dead Weight in Your Academic Writing (ACADEMIC TRACK) <i>Presenter: Micki M. Caskey, Professor, Portland State University</i>
ET	CT	MT	PT	
4:30-5:00p	3:30-4:00p	2:30-3:00p	1:30-2:00p	Networking Event: Get Connected! <i>Hosts: Laura Frost, TAA President; Kevin Patton, TAA Vice President; and Michael Spinella, TAA Executive Director</i>

Monday, June 21

ET	CT	MT	PT	
2:00-2:50p	1:00-1:50p	12:00-12:50p	11:00-11:50a	Book Publishing 101: The Steps from Idea to Finished Product (TEXTBOOK TRACK) <i>Presenter: John Bond, President, Riverwinds Consulting</i> Double-Dipping Using Focused Feedback: How to Improve Your Writing While Improving Student Writing (ACADEMIC TRACK) <i>Presenters: Dannelle Stevens, Professor Emerita, Portland State University; Tamara Bertrand Jones, Assoc. Professor, Florida State University</i>
ET	CT	MT	PT	
3:00-3:50p	2:00-2:50p	1:00-1:50p	12:00-12:50p	Publisher Roundup: Royalty Hints in the Pages of Financial Filings (TEXTBOOK TRACK) <i>Presenter: Juli Saitz, Senior Managing Director, Ankura Consulting</i> Five Academic Writing Moves to Level Up Academic Writing for Publication (ACADEMIC TRACK) <i>Presenter: Christine Tulley, Professor, The University of Findlay</i>
ET	CT	MT	PT	
4:00-4:30p	3:00-3:30p	2:00-2:30p	1:00-1:30p	Networking Event: Join in the fun! <i>Hosts: Laura Frost, TAA President; Kevin Patton, TAA Vice President; and Michael Spinella, TAA Executive Director</i>

Tuesday, June 22

ET	CT	MT	PT
2:00-2:50p	1:00-1:50p	12:00-12:50p	11:00-11:50a

Back to the Future: Opportunities to Reset the Terms of Your Book Contract (TEXTBOOK TRACK)

Presenter: Steve Gillen, Attorney, Partner, Wood Herron & Evans LLP

Coauthor Strategies for Non-Peer Writing Collaborations: Mentors and Mentees (ACADEMIC TRACK)

Presenter: Kristina Quynn, Founding Director, CSU Writes, Colorado State University

ET	CT	MT	PT
3:00-3:50p	2:00-2:50p	1:00-1:50p	12:00-12:50p

Think Small! How Authoring Stand-Alone Supplements with Small Publishers Could be Your Niche (TEXTBOOK TRACK)

Presenter: Paul A. Krieger, Professor Emeritus, Grand Rapids Community College

Brand Beyond Borders: Making Your Name (GENERAL TRACK)

Presenter: Janet Salmons, Writer, Coach, Artist, Vision2Lead

ET	CT	MT	PT
4:00-4:50p	3:00-3:50p	2:00-2:50p	1:00-1:50p

Inclusion and Diversity in our Textbooks (TEXTBOOK TRACK)

Presenters: Shawn Nordell, Education and Career Specialist, Washington University in St. Louis; Laura Frost, Professor and Assoc. Dean, Florida Gulf Coast University

Support Strategies for Your Writing Journey (ACADEMIC TRACK)

Presenters: Kristen Cvancara, Professor, Minnesota State University, Mankato; Erin McTigue, Writing Coach, The Positive Academic

ET	CT	MT	PT
5:00-5:30p	4:00-4:30p	3:00-3:30p	2:00-2:30p

Diversity, Equity, and Inclusion (DEI) Survey Results: Where We Are and What We Have Learned (GENERAL TRACK)

Presenters: TAA Committee for Diversity, Equity, and Inclusion

Wednesday, June 23

ET	CT	MT	PT
2:00-2:50p	1:00-1:50p	12:00-12:50p	11:00-11:50p

Copyright and Permissions Issues for the 21st Century Textbook Author (TEXTBOOK TRACK)

Presenter: Brenda Ulrich, Attorney, Partner, Archstone Law Group PC

How to use Mindmapping to Make Yourself a More Productive Writer (ACADEMIC TRACK)

Presenter: Daphne Gray-Grant, Independent Writing & Editing Coach

ET	CT	MT	PT
3:00-3:50p	2:00-2:50p	1:00-1:50p	12:00-12:50p

What is Happening to Your Textbook? (TEXTBOOK TRACK)

Presenters: Laura Frost, Professor and Assoc. Dean, Florida Gulf Coast University; Kevin Patton, Professor Emeritus, St. Charles Community College

Faculty Writing Groups: Sustaining and Thriving in a Virtual World (ACADEMIC TRACK)

Presenters: Elizabeth L. Lee, Asst. Professor, Sam Houston State University; Kristina K. Vargo, Assoc. Professor, Sam Houston State University; Rebecca A. Wentworth, Assoc. Professor, Sam Houston State University; William H. Blackwell, Asst. Professor, Sam Houston State University

ET	CT	MT	PT
4:00-4:30p	3:00-3:30p	2:00-2:30p	1:00-1:30p

Networking Event: Connect, Communicate, and Have Fun!

Hosts: Laura Frost, TAA President; Kevin Patton, TAA Vice President; and Michael Spinella, TAA Executive Director

Thursday, June 24 (30-Minute General Sessions)

ET	CT	MT	PT
2:00-2:30p	1:00-1:30p	12:00-12:30p	11:00-11:30p

Streamline Your Data Management & Writing Productivity: Zotero Digital Citation Management System (GENERAL TRACK)

Presenter: Dannelle Stevens, Professor Emerita, Portland State University

ET	CT	MT	PT
2:45-3:15p	1:45-2:15p	12:45-1:15p	11:45-12:15p

What Does Mindfulness Have to do with Academic Writing? Lots! (GENERAL TRACK)

Presenters: Tamara Bertrand Jones, Assoc. Professor, Florida State University; Dannelle Stevens, Professor Emerita, Portland State University

ET	CT	MT	PT
3:30-4:00p	2:30-3:00p	1:30-2:00p	12:30-1:00p

How to Include Diversity and Culture in Your Textbook and Other Academic Writing (GENERAL TRACK)

Presenter: Stacie Craft DeFreitas, Interim Assoc. Dean, Assoc. Professor, University of Houston-Downtown

ET	CT	MT	PT
4:00-4:30p	3:00-3:30p	2:00-2:30p	1:00-1:30p

Networking Event: Conference Wrap-Up & Cheers to All!

Hosts: Laura Frost, TAA President; Kevin Patton, TAA Vice President; and Michael Spinella, TAA Executive Director