



a community connecting  
people & ideas to create  
a world that works for all

# 2022 BK Author Retreat

Friday, Sept 30

ACTIVITY	LOCATION	DESCRIPTION
1:00 – 4:00 pm		
<b>Set-up and Early Arrival</b>	Rotunda	You can arrive as early as 1. Room check-in will not begin until 4:00, so you will not have a place to secure your luggage until then.
3:00 – 4:00 pm		
<b>Optional Activity: Redwood Grove Nature Preserve Walk</b> Steve Piersanti	Meet in the Rotunda	Take a relaxing and meditative walk to and around the Redwood Grove Nature Preserve trail (half mile walk from the Jesuit Retreat Center to the redwoods, half mile around the Grove boardwalk, half mile back).
4:00 – 6:00 pm		
<b>Room Check-In</b>	Rotunda	Pick up your room key, lanyard, name badge, and schedule.
<b>Reception Activities</b>	Rotunda	Enjoy jigsaw puzzles, getting-to-know-you activities, and small-talk.
4:30 – 5:30 pm		
<b>First-time Attendee Orientation</b>	Courtyard	Meet BK Author leadership and other first-time attendees. Learn about the history, purpose, and vision of the BK Retreat and how to get the most out of your retreat experience.
<b>Homeroom Convener Huddle</b>	Library	Training for homeroom conveners, led by John Kador.
6:00 – 7:00 pm		
<b>Dinner</b>	Cafeteria	Included in retreat price
7:00 – 9:00 pm		
<b>Kickoff Activity</b> Juana Bordas	Rotunda	Get to know other attendees, introduce yourself, and lay the foundation for an amazing retreat experience.
9:00 – 9:30 pm		
<b>Homerooms</b>	Groups 1–5 meet in Parlors 1–5.  Group 6 meets in Bellarmine.	Homerooms are a retreat within the retreat: a small group of 6–8 authors who will meet together at the end of each day to process the event and share insights and any feelings that come up. If done right, your homeroom experience can be the richest part of the retreat and lead to lifelong friendships.  Homeroom assignments will be posted in the Rotunda.



a community connecting  
people & ideas to create  
a world that works for all

# 2022 BK Author Retreat

Saturday, October 1

ACTIVITY	LOCATION	DESCRIPTION
<b>8:00 – 9:00 am</b>		
<b>Breakfast</b>	Cafeteria	Included in retreat price
<b>9:00 – 10:15 am</b>		
<b>Concurrent Conversations and Connections 1</b>		
<b>Beyond Efficiency: Imparting Human Values into Technology</b> Gerald Harris		With Covid and virtual meetings, and in the love of technology and the rush to “efficiency,” we have entered a phase of under-valuing and under-using human interaction as a tool for learning and understanding. Explore what’s beyond rushing to a “right” decision and taking credit for getting to it “fast.” <ul style="list-style-type: none"><li>• What values other than “efficiency” should we return to communication?</li><li>• Are there new standards, techniques, or rules we can incorporate to return a deeper human aspect to virtual communication?</li><li>• Are there some topics and subjects that should be off the table in virtual communication?</li><li>• How should groups (maybe even families) come to agree on those off-the-table topics?</li></ul>
Parlor 1		
<b>Enjoy Being a Climate Solver</b> Don Maruska		Don’t despair about climate change and wait for someone else to take action. There are opportunities to solve climate change for each of us in our daily activities. You can even connect what you love to do with climate needs. The key is a proven attraction and engagement model. <ul style="list-style-type: none"><li>• What are fresh ways to address chronic problems like climate change?</li><li>• How can we engage more people to boost awareness, actions, and advocacy?</li><li>• What’s your sweet spot where what you love to do and climate needs meet?</li><li>• What are some easy ways to have inspiring climate action conversations?</li></ul>
Parlor 2		
<b>Using an Agency for Book Proposals and Promotion</b> Tony Saldahna		It continues to become harder to get your message out, with the number of books published per year exploding and the number of books sold shrinking. While publishing agents can sell your work to publishers and book promotion agents and get your book noticed once published, the question is—how to best employ these to best effect? <ul style="list-style-type: none"><li>• Do publishing and marketing agents really help?</li><li>• How do you identify the best-fit agent for you?</li><li>• What agents will NOT do for you.</li><li>• Tips and tricks on how to get the best from your agent.</li></ul>
Parlor 3		
<b>Transforming Your Message into Powerful Learning Experiences</b> Susan Fowler		Discuss how to transform the intellectual property in our books into compelling, meaningful, and profitable learning experiences and training modules. <ul style="list-style-type: none"><li>• Why differentiate between training and learning experiences?</li><li>• Why advocate developing content into training and learning experiences? Don’t we risk commercializing our message?</li><li>• Can you describe your journey from author to a content creator?</li><li>• Where would I begin to create an approach to training and learning experiences?</li><li>• What are the most significant obstacles to being in the learning experience “business?”</li></ul>
Parlor 4		
<b>Walking Meditation</b> Maren Showkeir		Enjoy the beauty and solitude of the Retreat grounds and learn how to experience the rejuvenating art of walking meditation. Meet in the Rotunda to start.

10:45 am – 12:00 noon

## Concurrent Conversations and Connections 2

### **What Does It Mean to Be Fully Present?**

Marcia Reynolds

Parlor 1

The word “presence” is so overused it is losing its meaning and value. Explore what being fully present means, and how we achieve it in our interactions, wherever we are.

- What does full-body presence mean? What is the impact of presence in our interactions, including large group presentations?
- How does presence differ from being attentive or being mindful?
- How do you know when you are fully present? And when you are not, how can you quickly return to this state?
- Is there ever a time when you would choose to be focused over being present?

### **Organizations must Get Different and FAST!!!**

Fred Miller

Parlor 2

In his 52 years as an organization consultant, Fred Miller believes that these are by far one of the most challenging times for organizations. Many will not survive because they will not change or change fast enough. Get ready to explore the culture changes organizations must make.

- What does being a socially responsible organization mean in 2022 and beyond regarding making public statements and internal organization change? (Note: Fred was on the Board of Ben & Jerry's)
- How do you maintain the “glue” needed for individual, team, and organization high performance in a time with increased polarization, cancel culture, hybrid work, etc.?
- The evolution of the “suits”: The “Organization Man.” What is needed from leaders today and in the future to enable organizations to get different?

### **Co-Creating Healing Spaces for Changemakers**

Shilpa Jain

Parlor 3

Join former BK Foundation board member, Shilpa Jain, for a conversation around why and how to co-create transformative learning and healing spaces with changemakers across the world. Shilpa was executive director of YES! for the last 11 years and was a learning activist with Shikshantar: The Peoples' Institute for Rethinking Education and Development for 10 years before that. She has utilized a variety of BK tools and practices in her work to weave together communities and support personal, interpersonal, and systemic change.

- What kind of healing do you see as necessary now for these times? Why?
- How is your work and life path contributing to healing?
- Where are you struggling and where are you growing in your own healing work?
- What core tools, perspectives, frameworks and practices are essential for changemakers?
- How can we weave together our multiplicity of approaches for deep and lasting impact?

### **Book PR and Marketing: Let's Talk Myths and Facts**

Ann-Marie Nieves

Parlor 4

Explore today's evolving truths around book PR and marketing.

- Myth or Fact? Good press for your book will lead to sales.
- Myth or Fact? I need to be on every social media platform for my book to get exposure.
- Myth or Fact? My book appeals to everyone, so the media will be very interested.
- Myth or Fact? This [insert podcast, insert radio show, insert newspaper] is too small for me and is a waste of my time to do an interview.

### **Mind the Flux!**

April Rinne

Parlor 5

You've probably heard the phrase "change your perspective, change your life." But how do you put that into practice? We'll explore a range of physical and mental exercises for looking at today's world—a world in flux, with more change on the horizon—in fresh ways. Please wear comfortable clothing.

12:00 noon – 1:00 pm

**Lunch** Cafeteria Included in retreat price

1:00 – 1:50 pm

**The State of Publishing** Rotunda Learn from the president of Berrett-Koehler Publishers about current trends, challenges, and opportunities in the publishing industry.  
Johanna Vondeling

2:00 – 4:50 pm

**Open Space 1** Rotunda Open Space is a time to talk about what you want to talk about. First we will meet all together to propose and identify 6–10 topics for each breakout period; then you get to decide which conversation you want to join. You are welcome to propose your own topic, so get thinking!  
Jesse Stoner (then parlors)

4:50 – 6:00 pm

**Unstructured time**

6:00 – 7:00 pm

**Dinner** Cafeteria Included in retreat price

7:00 – 8:00 pm

**Homerooms** Same as Friday Meet with your homeroom group to debrief and discuss your retreat experience.

8:00 – 10:00 pm

**Talent Show** Rotunda All talents welcome! Don't be afraid to get creative. A sign-up sheet will be available in the Rotunda starting Friday.  
Rob Jolles



a community connecting  
people & ideas to create  
a world that works for all

# 2022 BK Author Retreat

Sunday, October 2

ACTIVITY	LOCATION	DESCRIPTION
8:00 – 9:00 am		

<b>Breakfast</b>	Cafeteria	Included in retreat price
------------------	-----------	---------------------------

9:00 – 10:15 am		
<b>Concurrent Conversations and Connections 3</b>		

<p><b>How Can You Succeed If You Don't Know Who You Are?</b> Larry Ackerman</p> <p>Parlor 1</p>	<p>Join us as we journey into this most vital, if elusive realm: the realm of personal identity. Explore what identity means to each of us and how it affects—or should affect—our lives in real and practical ways.</p> <ul style="list-style-type: none"> <li>• How do you define identity? By gender? Career? Race? Political affiliation? Sexual orientation? Religion? Parental status? All of these? Something else?</li> <li>• Is one's identity fixed or flexible?</li> <li>• Can you define your identity in 10 words or less?</li> </ul>
---	--

<p><b>Supporting Each Other</b> Victoria Holtz</p> <p>Parlor 2</p>	<p>With about 11,000 business books published every year, how can we ensure that ours stand out? Explore the content landscape and collaborative opportunities that can help us all to thrive.</p> <ul style="list-style-type: none"> <li>• What are the topics of the future we must look out for?</li> <li>• Are there still some “white spaces,” and where do they exist?</li> <li>• How do we leverage BK's superpower to achieve success and become bestsellers?</li> <li>• How do we collaborate to help each other excel and win over the market?</li> <li>• How do we use technology and social media to multiply our combined networks?</li> </ul>
--	---

<p><b>All About Podcasts</b> Rob Jolles</p> <p>Parlor 3</p>	<p>Explore the use of podcasts in promoting your book and your message—with a focus on starting a podcast, getting booked, and being a great guest.</p> <ul style="list-style-type: none"> <li>• When pitching yourself to a podcaster, what documentation would be the best to truly catch his or her eye?</li> <li>• Other than the subject matter expertise that we bring to the table, what are some other techniques we can use to improve our performance as guests?</li> <li>• What sound equipment is affordable, effective, and easy to work with?</li> <li>• What are some techniques to build an audience if we choose to launch a podcast?</li> <li>• All in, what are the costs to launch a podcast?</li> </ul>
---	--

<p><b>Yoga</b> Maren Showkeir</p>	<p>Meet in the Rotunda. Wear comfortable clothing. Mats will be provided. This will be a gentle class focused on stretching, suitable for all levels, even beginners.</p>
---------------------------------------	---

10:45 am – 12:00 noon		
<b>Concurrent Conversations and Connections 4</b>		

<p><b>Hate Speech</b> Majora Carter</p> <p>Parlor 1</p>	<p>Stick your neck out and someone will be likely to lop your head off for reasons that have nothing to do with you, but that you will feel the impact of it, usually in more ways than one. Explore how we deal with hate speech when our work and or we are the target.</p> <ul style="list-style-type: none"> <li>• Does the vitriol fuel you, hinder you, or something else?</li> <li>• Do you think that those engaged in hate speech might be constructively engaged?</li> <li>• What are some strategies you use to remind yourself you are not the sum of your memes?</li> </ul>
---	--

## **The Sharing Economy**

Pete Neuwirth

Parlor 2

In a world of high inflation, unreliable supply chains, and great uncertainty around the future, more and more communities are turning to the Gift/Sharing Economy as an alternative means for the production, distribution, and exchange of goods and services.

- Where/when have you seen a Gift/Sharing Economy in action?
- When has it worked and when has it failed?
- How might we apply the principles of a Gift/Sharing Economy to the BKA community?

## **Selling and Delivering Winning Keynote Speeches**

Jennifer Kahnweiler

Parlor 3

Explore how to sell, craft, and deliver a winning keynote presentation based on your book.

- How do you get gigs?
- How do you become a better speaker?
- How much of your book's content should you include in your keynote?
- What are the benefits of pre-work and debrief sessions with clients?
- What are the common mistakes speakers make?
- What are some tips for delivering virtual presentations?

## **Improvise Writing**

John Kador

Parlor 4

When was the last time you experienced the sheer joy of writing? Improvisational writing is designed to take the work out of writing, leaving only the delight of creativity. Each 2- or 3-minute session starts with a common prompt, and then everyone starts writing without paying attention to grammar, spelling, punctuation, or all the other "rules" that have been used to take the fun out of writing. People are invited but never required to share what they created.

12:00 noon – 1:00 pm

### **Lunch**

Cafeteria

Included in retreat price

1:00 – 2:00 pm

### **DDI "Fishbowl" Conversation**

Rotunda

Watch a "fishbowl" conversation, facilitated by Juana Bordas, about issues of diversity, equity, and inclusion, followed by a group Q&A and discussion.

2:15 – 4:40 pm

### **Open Space 2**

Eileen McDargh

Rotunda  
(then split  
into parlors)

Open Space is a time to talk about what you want to talk about. First we will meet all together to propose and identify 6–10 topics for each breakout period; then you get to decide which conversation you want to join. You are welcome to propose your own topic, so get thinking!

4:40 – 6:00 pm

### **Unstructured time**

6:00 – 7:00 pm

### **Dinner**

Cafeteria

Included in retreat price

7:00 – 8:00 pm

### **Homerooms**

Same as  
Friday

Meet with your homeroom group to debrief and discuss your retreat experience.

8:00 – 10:00 pm

### **Sunday Night Fiesta**

Rotunda

Enjoy snacks, dancing, music, and good fun with good people.



a community connecting  
people & ideas to create  
a world that works for all

# 2022 BK Author Retreat

Monday, October 3

ACTIVITY	LOCATION	DESCRIPTION
<b>8:00 – 9:00</b>		
<b>Breakfast</b>	Cafeteria	Included in retreat price
<b>Room check-out</b>	Rotunda	Rooms must be vacated by 9 am. Your luggage can be kept in the Rotunda for the rest of the morning.
<b>9:00 – 10:30</b>		
<b>Creating a World that Works for All</b> Shariff Abdullah	Rotunda	How can we as BK authors help create a world that works for all? This session will guide us in looking at the future through different perspectives.
<b>10:40–11:40</b>		
<b>Envisioning the Future of the BK Author Community</b> Karen Phelan	Rotunda	Join a discussion and activity led by BK Authors’ president, Karen Phelan. <ul style="list-style-type: none"> <li>• What could the future BK Community look like or be like?</li> <li>• What role do you want to play?</li> <li>• What do you want to get from our community?</li> </ul>
<b>11:40–12:00</b>		
<b>Closing Activity</b>	Rotunda	To prepare, think about something you commit to do or be as a result of this retreat.
<b>12:00 – 1:00</b>		
<b>Lunch</b>	Cafeteria	Included in retreat price
<b>1:00 – 1:30</b>		
<b>Final Farewells</b>		Go forth and create a world that works for all!

Share any photos you take to this Google Photo album! We will show a slideshow of retreat photos on Monday.



Mark your calendars for upcoming BK events!

**2023 Nonfiction Book Marketing Workshop**

Held virtually  
April 19–21

**2023 BK Author Retreat**

Pendle Hill Retreat Center (Philadelphia, PA)  
September 28 – October 1