

## A Sneak Peek at IEW's 2022 Fall Conference

### Transcript of Podcast Episode 341

**Julie Walker:** Hello and welcome to the Arts of Language Podcast with Andrew Pudewa, founder of the Institute for Excellence in Writing or as many like to say, “IEW.” My name is Julie Walker, and I’m honored to serve Andrew and IEW as the chief marketing officer. Our goal is to equip teachers and teaching parents with methods and materials, which will aid them in training their students to become confident and competent communicators and thinkers.

So Andrew, this is one of those podcasts that we don’t do very often, but it’s a little bit time sensitive.

**Andrew Pudewa:** Because it is about something coming up soon?

**Julie Walker:** Exactly. So we have an event coming up, and that event is happening on October 14.

**Andrew Pudewa:** Oh, yes. I know about this event.

**Julie Walker:** Yeah. And this podcast is launching today, September 28. So if people are listening to this today, they have a couple weeks to sign up and register.

**Andrew Pudewa:** Two weeks and two days ...

**Julie Walker:** And listener, if you’re listening to this after October 14, well, it’s still relevant.

**Andrew Pudewa:** Well, you could get the recordings, right? But so October 14 – how do we choose this day?

**Julie Walker:** Okay. So this is kind of a unique thing, which is why I’m excited to talk about this today with the hope that our listeners will join us on October 14. So let me just say a couple things about that date. That is a Friday. Now we often do these online conferences where we basically say, “Hey, Andrew, could you do these convention talks?” We did it in June. And listeners, you can still see that recording. It’s on our YouTube channel.

**Andrew Pudewa:** And are you going to put the link in the show notes below?

**Julie Walker:** No doubt. Of course we are. But you know, we gave away prizes. You had some great talks, and our plan – it’s kind of a twofold plan. We want to be able to allow people who can’t get to a conference, or there’s no conference near them ... Maybe they’re in a foreign country. We have many dozens of registrations from countries all over the world literally, which always surprises me. And if they’re watching live, that’s a completely different time zone.

**Andrew Pudewa:** It is; we don’t even know what day of the week it is in Mozambique.

**Julie Walker:** Exactly. And I will just say this right at the top: These conferences are completely free. All they require is time to actually attend them, which means, of course, that they're not completely free because time is precious, right?

**Andrew Pudewa:** Well, it just depends on how you define *free*.

**Julie Walker:** Yes.

**Andrew Pudewa:** "Are you free for dinner?" is very different than "Is this a free dinner?"

**Julie Walker:** Exactly right.

**Andrew Pudewa:** This is a free dinner, but you have to be free to get the free dinner.

**Julie Walker:** Yes, exactly. So this is not only just an opportunity for people, like I said, to hear your talks live or hear the recordings of the talks that you do at conferences, but it's also an opportunity for us, quite frankly, to create videos that we can, then, at the future either give away or sell. Or what we're creating is future opportunities for people to listen to you. And we have lots of your conference talks as just audio, but these will be video.

**Andrew Pudewa:** Right. And updated and hopefully with higher quality. Sometimes recordings of conference talks – you know, they're just not as clear or easy to listen to, or there's technical problems. And a lot of people don't go to conferences. And a lot of people might be interested in some of these talks, and they might never go to a homeschool conference because they're teaching in a school, or they live in Mozambique.

**Julie Walker:** Right. Exactly. That would be a little difficult to come to this conference talk. Now the one that we did in June – we actually invited people in the local community. And actually some came in from out of state to join us in June. We are not doing that in the fall because we are actually having our IEW team join us here in the studio. And so there will be dozens of people that help us out on our IEW team. Whether they are customer service people, whether they are online instructors, whether they are putting books together in our production facilities, all of the staff, all of the IEW team will be joining us live in the studio.

And this would be one of the reasons I would love for people to attend this live because when you attend live, you get an opportunity to see kind of the behind the scenes ...

**Andrew Pudewa:** Right, but you mean attend live through Facebook or YouTube live stream?

**Julie Walker:** Yes. Live stream.

**Andrew Pudewa:** Attend live as opposed to be alive and watch on video. You know, watch on social media platform. Well, you know that I really like friendly audiences who will laugh at the right times. That's just critical for my happiness. This should happen, right?

**Julie Walker:** This is going to be absolutely guaranteed your biggest fans.

**Andrew Pudewa:** All right. So it should go well. So what's on the menu?

**Julie Walker:** So this starts actually ... These are Central Time. So it starts at 8:30 in the morning.

**Andrew Pudewa:** Central Time? Well, that's going to, like, wipe out the people in Alaska.

**Julie Walker:** Well, it is true.

**Andrew Pudewa:** They'll have to watch the replay. Or California. That's 6:30AM. Who would want to get up at 6:30AM to watch me talk on Facebook?

**Julie Walker:** You know what? They don't even have to change their clothes. They could just bring their computer or their phone in bed with their cup of coffee and enjoy watching you talk about ...

**Andrew Pudewa:** Or they could do it while they're on their stationary bike, getting their morning recharge of burning three hundred calories in exercise.

**Julie Walker:** Right. They could do that. Now like I said ...

**Andrew Pudewa:** I can't do that because I've got to be here talking.

**Julie Walker:** It's true. So "Nurturing Competent Communicators" is the first thing that you're going to be talking at 8:30 in the morning Central Time. And this is actually ... I was working not for you, but with you when you were developing this talk. I remember you talking to me about how important it is to do these two things to help a child become better writers.

And one of the things that you said is, "The number one predictor of good writers is that they were read to out loud in huge quantities as a child." And I said, "Oh, that was my dad." He did that for us. And I just have many memories of my dad, not just reading to my siblings and me but also to his grandchildren – lots of reading out loud to his grandchildren.

**Andrew Pudewa:** And he passed on at a ripe old age just recently.

**Julie Walker:** He did. He just passed away two months shy of his ninetieth birthday. So sweet, sweet, wonderful man.

**Andrew Pudewa:** Well, great legacy for your family. Yeah. I often introduce that talk by saying, "This is the most important stuff I know." So ...

**Julie Walker:** There's the reason to get up at 6:30 Pacific Time to join us. And you know, not that this usurps that at all, but we do have prizes and things that we give away at the live streaming event. We won't be giving away prizes ...

**Andrew Pudewa:** Okay, like what kind of prizes?

**Julie Walker:** Well, we have been giving away our *Structure and Style for Students* video courses. We have been giving away gift certificates to our IEW store. We've been giving away a free dinner. No, we haven't been giving ...

**Andrew Pudewa:** At Morton's Steakhouse?

**Julie Walker:** No, we're not doing that.

**Andrew Pudewa:** No, we don't do that. We keep it in house.

**Julie Walker:** Yeah. So "Nurturing Competent Communicators" at 8:30. Then at 10:00 we're doing "From Copywork to Composition."

**Andrew Pudewa:** Okay. That is an interesting talk because the whole theme is the importance of imitation. And so a lot of people even semi- or subconsciously are a little bit afraid of imitation as a method of teaching and learning. And yet we know that learning anything basically happens ... I mean, you watch any little kid; that's how they learn everything.

**Julie Walker:** Well, you and I just got a little note today from one of our, you know, one of our team members. His daughter wrote us a little note; she's four years old. And I'm sure that her mom told her how to make the letters. And all she did was just copy the letters. And it says Andrew and Lulie because her *J* is backwards. But it was super sweet. And I'm sure that's copywork at its youngest.

**Andrew Pudewa:** She must listen to our podcast.

**Julie Walker:** Maybe she listens to our podcast. Hi, Nora. Thank you for the letter. It was very nice. Okay, so "Copywork to Composition." And of course, that's the progression of the simplest, basic form of writing all the way up to a more advanced level of writing and how these steps can be built upon step by step, and eventually you're going to get eighteen pages or more.

**Andrew Pudewa:** If you want it. I don't even want to read eighteen pages let alone write it, but go ahead. What's after that?

**Julie Walker:** Okay. So then 11:30 is "By Heart: The Goodness of Memory."

**Andrew Pudewa:** Oh, yes. There's a little bit of overlap between these talks, which will be okay, because they'll be stand-alone. But I like that because it builds context for everything. Memory subject is always fascinating to me.

**Julie Walker:** And I love that, you know, we were talking a little bit about my dad and what he did. I love that part of this talk. You talk about your mother and how she helped her voice students learn things.

**Andrew Pudewa:** Most music teachers. But the interesting thing is I never remember her saying, "You have to memorize this." She would always say, "You must learn it by heart." And so

there's a contextual shift. "Memorize," we think, is very modern, mechanical, stifling, unnecessary, especially in today's world where we have continuous access to all the knowledge of humanity through our phones. But "by heart" – That's indicating that what you learn you kind of take into your being. It affects your soul.

**Julie Walker:** Okay, then we'll have a little lunch break. Probably that will be a time that we'll give away lots of prizes. But then at 1:30, we'll start up again with "Fairy Tales and the Moral Imagination." This is a highly requested talk. People love this idea: moral imagination. What does that even mean? And how does that tie into fairy tales?

**Andrew Pudewa:** The term *moral imagination* was, I think, first kind of published and became widely known through the writing of Russell Kirk. And he talked about different types of imagination and this being very important to a free society actually. So ...

**Julie Walker:** One thing that I like about this talk is that you talk about different types of fairy tales and whether they are good, whether they are twisted, whether they broken.

**Andrew Pudewa:** Well, yeah, but it's not just fairy tales. You know, this understanding of types of stories applies to not just stories but books, movies, you know, anything that has a story line. The categories are whole, healing, broken, and twisted.

And so there's the four. And of course, a lot of stories have multiple components there, but it's so helpful as a tool to be able to analyze. And I think right now is one of the hardest times in all of history for parents to figure out what, then, shall we read or watch or listen to?

**Julie Walker:** Right. It's so true. And then we're going to end the day with a really powerful talk that's a rather recent talk. It's called "Preparation for Persecution: A Curriculum Proposal."

**Andrew Pudewa:** Yes, I created that one for this past year's conference season not because I wanted to but because I felt this strong, compelling force that was saying, "Yeah, you've got to do this." And I was a little afraid because I thought, who's going to show up, you know, for a talk on persecution? But I did it, and it really resonated with a lot of people. So yes, I think that will be interesting. Things have changed in the world even since I started doing that just six months ago.

**Julie Walker:** And I sat in on one of the times that you gave this talk at the Great Homeschool Convention in Missouri. And one of the things that you provide is the curriculum proposal, is some resources that a teacher or a homeschool mom can use, or even just a parent can use to help prepare themselves and their students for ... I don't want to ... You know, spoiler alert here. But I love how you say, even if we are not heading into a time of persecution, it would still be good to do these activities.

**Andrew Pudewa:** Right. It's kind of like anything. If you are tough and prepared and ready for anything, if that thing doesn't necessarily happen, you're better off because you're tougher, and you're prepared, and you're stronger and smarter and all that. But you know, there's a lot of, I think, people who are kind of getting the sense that the status quo for education that we have had

for the last many decades—my whole life, I’m sure, beyond that—isn’t necessarily the best way to think about education for the coming years.

**Julie Walker:** Yes. Yeah, that’s true.

**Andrew Pudewa:** Yeah. We’ll unpack that and probably step on a few toes. But I like everyone to love me and like me a lot, but I’m not afraid to challenge some ideas here and there as long as the audience is friendly.

**Julie Walker:** Friendly, yes, exactly. So that’s it: five talks in one day on Friday, October 14. And the reason we did it on a Friday is because it’s part of our team retreat.

**Andrew Pudewa:** Right, which is lasting for several days there. And what’s the link if people want to go and either get more info or sign up? I mean, it could probably just go to [IEW.com](http://IEW.com). And it’s on the front page.

**Julie Walker:** There is a banner on the front page that has a picture of you and some fall leaves and all the details. Click there. Register so that you can be reminded to show up. You know, and even if you can’t come the whole day ... I think, you know, we were talking about those people that are on the West Coast. But what about the East Coast?

They get to sleep in. They get to have brunch, and then they get to join us. And then maybe they won’t be able to stick around for the afternoon.

**Andrew Pudewa:** And the people in Mozambique – You know, what time is it there? I don’t know. I will say that it’s very possible the people who view this will experience a little bit of initial shock. But I’m not going to say why. Just kind of a general overall change in my appearance from, say, the videos we made three or five or seven years ago.

**Julie Walker:** Yes. Well, I won’t say anything more to that. It will just be another reason for people to tune in even just for a few minutes to see what you’re talking about.

**Andrew Pudewa:** The new me.

**Julie Walker:** The new you. Well, short and sweet. I’m sorry, listener, if you are listening to this after October 14, but not truly sorry because as Andrew mentioned, we will have a link in the show notes for the recording and also a link in the show notes to register if you were listening to this earlier. Fall Conference.

**Andrew Pudewa:** All right. Should be fun.

**Julie Walker:** Should be fun.

Thanks so much for joining us. If you enjoyed this episode and want to hear more, please subscribe to our podcast in iTunes, Google podcasts, Stitcher, or Spotify. Or just visit us each week at [IEW.com/podcast](http://IEW.com/podcast). Here you can also find show notes and relevant links from today’s

broadcast. One last thing: would you mind going to iTunes to rate and review our podcast? This really helps other smart, caring listeners like you find us. Thanks so much.