

# Saturday – September 17, 2016

## Session Key

**7:30AM – 8:45AM**

REGISTRATION & BREAKFAST

**7:45AM – 8:30AM**

PRE-CONFERENCE SESSIONS (optional, choose one)

<b>B</b>	BASICS FOR BEGINNERS
<b>I</b>	ILLUSTRATOR TRACK
<b>P</b>	PICTURE BOOK TRACK
<b>N</b>	NOVEL TRACK
<b>M</b>	MARKETING & INDUSTRY

**I B** *Hybrid! A Buzz Word in Publishing* - **Roberta Collier-Morales**

Welcome to the hybrid world of publishing. Whether you're a writer, illustrator or both, the landscape of our profession is changing daily as the digital evolution opens doors unheard of less than a decade ago. What do we need to know, what skills do we need to have, and how do we navigate these changes? We will discuss the differences between self-publishing and traditional publishing; what it means to have an agent; and we will take a look at some of the Caldecott, Coretta Scott King, Benjamin Franklin and Newbery winners plus share favorite illustrator blogs, online classes and programs that are helpful as we continue to hone our skills.

**B** *Children's Publishing 101*- **Lindsay Eland**

How do I get started in children's publishing? What's the "slush pile"? What's the difference between a chapter book and a book with chapters? Join RMC-SCBWI RA and author, Lindsay Eland, in a short informational tour. She'll cover some of the terminology of the industry, the types & levels of children's books, submission etiquette and the process of submitting, manuscript formatting, and anything else she can squeeze in! Come with questions and an empty hand for handouts. Recommended for those new to children's publishing but all are welcome.

**8:40AM – 9:00AM** WELCOME & ANNOUNCEMENTS

**9:00AM – 9:50AM** KEYNOTE

*SCBWI and YOU: Past, Present and Future* – **Lin Oliver and Steve Mooser**

**10:00AM – 10:50AM** BREAKOUT SESSIONS (choose one)

**I** *Character Bibles* – **Judy Schachner**

For every book I do, I first create a character bible - In this session I will show you how I intuitively collage my way to story structure, character development, voice, and art style, in one stress-free, inspiring journal. This process is especially cathartic for those of us with ADD.

**P** *Growing a Picture Book* – **Minju Chang**

Hooray, you have a great idea for a picture book! Where do you go from there? In this session, we'll take a closer look at how picture books develop from idea to concept to story.

**N** *First Drafting: Now 96 % Faster!* – **Tara Dairman**

Does the process of writing a first draft of a novel stretch out endlessly for you? Do you wish you could learn some tips and tricks to make it go faster? "First Drafting: Now 96% Faster" will teach novelists how to use prewriting, outlining, goal-setting, and anxiety-management techniques to get their novel-drafting schedules from years down to weeks. Attendees will come away with resources and strategies that will help them become much more efficient on future projects.

**M** *Virtual Visits – Virtually Painless!* – **Jean Reidy**

Author and illustrator visits get kids excited about reading, writing, art and more. They also show kids that people who write and/or illustrate books are real people. But with shrinking school budgets and high-stakes curriculum demands, scheduling in-person author or illustrator visits may seem impossible. *Virtual visits to the rescue!* Whether you're published or pre-published, virtual visits are a great way to build your platform, connect directly with your audience and make good friends in school communities. Learn how to land them and the tips and tools to make them effective and easy!

## 11:00AM – 12:15PM BREAKOUT SESSIONS (choose one)

**I** *Adventures in Space: A lighthearted lesson on Perspective Drawing* – **Benjamin Hummel**  
Understanding perspective is beneficial because it allows your illustrations to maintain a professional quality, and it gives you the confidence to start brainstorming and thinking with unique and challenging points of view. In order to keep this course engaging (because let's face it, people sign up for perspective like they sign up for a root canal), Benjamin introduces humor and wit to his instruction, hammering home on core principles of understanding perspective basics through repetition and pneumatic devices. These are the same techniques he uses in the book he wrote on the subject. One-Point, Two-Point, Grids... by the end, you will have a better handle on all of these concepts.

**P** *First Pages - Picture Books* – **Minju Chang and Andrea Spooner**  
Wouldn't you love to be a fly on the wall as editors and agents read that crucial first page of your picture book manuscript? In this session, you will see and hear an editor's initial reaction to actual first pages submitted by conference attendees. **See Author Extras page for details on how to submit your first page at the registration table.**

**N** *First Pages - Novels* – **Sandra Bond and Kat Brzozowski**  
Wouldn't you love to be a fly on the wall as editors and agents read that crucial first page of your novel? In this session, you will see and hear an editor's initial reaction to actual first pages submitted by conference attendees. **See Author Extras page for details on how to submit your first page at the registration table.**

**M** *Brave New Digital World* – **Steve Mooser**  
In this session, Steve will discuss strategies for success as an independent publisher. Learn about achieving your goals while avoiding the pitfalls in writing, designing and marketing your book.

## 12:30 PM – 2:00PM LUNCH and KEYNOTE

*TALK TO ME: Giving Voice to Characters & Kids* – **Judy Schachner**

After spending over 25 years as a professional eight year old in the business of making picture books, Judy Schachner knows a few things about creating characters that not only speak to children but inspire children to speak right back.

## 2:00PM – 2:50PM BREAKOUT SESSIONS (choose one)

**I** *Watercolor Nitty-Gritty for Nervous Cats* – **Ruth Harper**  
Buckled paper? Tired of paint staining? Can't get that soft bleed or paint to stay where you put it? Why use masking fluid? Where's the white?!? A beginner/intermediate watercolor play-along. Ruth is a Signature Member of the Colorado Watercolor Society and will ease you into painting organic life and soft color movement into your illustrations, with basic materials and simple techniques. DARE to play along! A short supply list will be provided, plus in-class supplies. Learn about basic supplies plus simple methods of preparation, masking, controlling paint, bleeding, techniques like salting, and layering/glazing. No need to be a fraidy cat any more! **Please bring the following supplies:**

**Pencil & Eraser** ♦ **Palette** any kind/size (bigger is better) ♦ **Brushes** large wash (to slap down water), #8 or #10 round watercolor (synthetic blends work well) ♦ **Paper** 1-2 sheets (9x12, max) 140 or 260 lb Arches, Fabriano, or other; 1 small stretched Arches sheet provided; Pre-stretched paper is a great idea, and/or a drawing already done ♦ **Paints** Windsor & Newton or comparable (not student grade) any 3 favorite colors ♦ **Water pot** Quart size

**P** *Once Upon a Time...The End: Picture Book Plots & Structures* – **Stephanie Pitts**  
How do you tell an entire story in less than 1000 words? Topics to be discussed include the classic plot structure, other common narrative structures in children's books, including cumulative tales and circular tales, and how to give shape and direction to any manuscript. We will also discuss writing nonfiction that reads like fiction and different ways to approach a picture book biography.

**N** *Shaping the Story from the Opening Line* – **Richard Peck**

Bring with you the first page of current work as we look for a better beginning.

**M** *Querying, Do's and Don't's & Why You Need an Agent* – **Sandra Bond**

Sandra will take you through the process of searching for an agent and why you do or do not need one. She will also share tips on what makes a query letter a success or failure.

**3:00PM – 4:15PM** INDUSTRY PANEL Ballroom

Question & Answer Session with – **Sandra Bond, Minju Chang, Sylvie Frank, Stephanie Pitts, Andrea Spooner, Kat Brzozowki, Len Vlahos**

**4:15PM – 4:30PM** CLOSING REMARKS & DOORPRIZES

**4:30PM – 6:00PM** ARTS, EATS & AUTOGRAPHS

**4:30PM – 5:00PM** BOOK SIGNING

The authors and illustrators behind the books for sale in the conference bookstore will be available to chat and sign books.

**4:30PM – 5:00PM** ILLUSTRATOR PORTFOLIO VIEWING

This is a chance to see the talented illustrators that we have in our chapter. Illustrators will turn in their portfolios for public viewing. At the end of this time, illustrators may submit their work for a juried portfolio review.

**5:00PM – 6:00PM** SOCIAL AND/OR CRITIQUE CONNECT

Getting valuable peer critiques is one of the most important steps in becoming a better writer. This is a time to connect with other writers and/or illustrators in your area and start up a critique group or partnership.

**5:00PM – 6:00PM** COCKTAIL & DESSERT SOCIAL

What is better than writing, illustrating, networking, desserts, cocktails, and fun? You're right...nothing! Networking is an extremely important and often overlooked part of writing and illustrating for Children. Here is your chance to get to know and connect with other writers, illustrators, and faculty members.

# Sunday – September 18, 2016

**7:30AM – 8:00AM**

REGISTRATION & BREAKFAST

**8:00AM – 8:20AM**

ANNOUNCEMENTS & CRYSTAL KITE AWARD

**Winner! Melanie Crowder**

## Session Key

<b>B</b>	BASICS FOR BEGINNERS
<b>I</b>	ILLUSTRATOR TRACK
<b>P</b>	PICTURE BOOK TRACK
<b>N</b>	NOVEL TRACK
<b>ADV</b>	ADVANCED NOVEL TRACK

**8:30AM – 9:20AM**

BREAKOUT SESSIONS (choose one)

**I** *Storyboarding, Sequential Art, & Adding Visual Rhythm* – **Benjamin Hummel**

Brought to you by the People Who Want to Stop Boring Storyboards! The challenge for most artists is how to keep the flow of their books consistent and natural from page to page, yet adding enough dynamic impact to give the book a strong visual interest. Tapping deep into the basic principles of design, we'll go over that very challenge, and how we can use the ideation and storyboarding process to develop strong visual rhythm and pacing to enhance the story and the illustrations of the book.

**P** *Keeping THE YOU in YOUR ART* – **Judy Schachner**

In this age of digital and derivative art (everybody wants to be the next Mary Blair), it is sometimes difficult to tell the work of one illustrator from another. This session will be in praise of raw art, originality, and human imperfection. Editors and art directors are looking to discover something unique and personal, so don't be afraid to show them the "you" in your art.

**ADV** *Advanced Workshop on Writing Effective Dialogue* – **Lin Oliver**

**\*Advanced\* Novel Track**

We communicate naturally everyday of our lives, so why is it so hard to write the spoken word for our characters? Just as good dialogue helps us understand and connect with a character, bad dialogue yanks us out of the story. In this session for advanced novelists, Lin helps separate the good techniques for writing dialogue from the bad and the ugly.

**N** *SPEAK UP, I CAN'T HEAR YOU* – *Writing Voice* – **Kat Brzozowski**

You've come up with a plot. You've created characters. You have a setting. Now how do you make your readers feel like these characters are really speaking to them? Voice is one of the most important elements of fiction and one of the hardest to master. We'll talk about how other authors craft voice successfully and how you can do it too!

**9:30AM – 10:20AM**

BREAKOUT SESSIONS (choose one)

**I** *Eat the Elephant* – **Ruth Harper**

Overwhelmed? About to begin a project or half way through? The very idea of illustrating on a deadline while working full time or having kids at home, can fling anyone into nausea. So, how would you EVER tackle eating that elephant? Ruth explores different working styles/brains and offers specific ways to plan the book out, break it down, organize and where to focus, stay creatively fueled when sails fall flat, keep up momentum, and balance the craziness – in other words, one small bite at a time!

**P** *Polishing Proposals to a Shine: 10 Steps to a Better Picture Book* – **Andrea Spooner**

One of the most frequent reasons editors cite for rejection is "I loved the idea, but the execution fell short". In a crowded and competitive marketplace, polish matters in order to pass through the acquisitions process. In this practical workshop, learn about key elements and techniques picture book editors focus on in the editing process: from how to think visually and aurally, to sharpening your story's takeaway, to minding your frontmatter and backmatter.

**ADV** *Making Setting Sing* – **Tara Dairman**

**\*Advanced\* Novel Track**

Whether it takes place in a fantastical world, in an era long past, on foreign soil, or on the terra firma of contemporary American reality, setting is a key dimension of your story. How can you make your reader feel truly immersed in it? Delving into examples from many genres in YA and MG literature, we will learn how to create vibrant settings, integrate them seamlessly with the other elements of our stories, and even use them to heighten emotion and suspense. Master setting, and bring your story to life!

**N** *The “Hero’s Journey” and Novel Structure* – **Len Vlahos**

You have a great character with a great voice and a great idea for a plot. But how do you create a structure to tell your story? We'll use Joseph Campbell's Hero's Journey to dissect well-known stories to see how to create structure.

**10:30AM – 11:20AM** BREAKOUT SESSIONS (choose one)

**I** *First Impressions* – **Stephanie Pitts**

This group-format session will feature anonymous illustrations reviewed on large screen. Up to four images per illustrator will be reviewed. Each submission will be evaluated for: marketability, effectiveness for age group and book type, overall strengths and weaknesses, suggestions for improvement, possible publisher recommendation for style. Additional illustrations will be critiqued as time permits. Join fellow illustrators and take advantage of this fantastic opportunity to learn from publishing leaders. **NOTE: See the Illustrators Extras page for details on how to submit your illustrations by the deadline.**

**P** *Revising to Resonate: Taking Picture Books From So-So to SOLD!* – **Jean Reidy**

Has your picture book manuscript been cursed with the “like but don’t love” rejection? Maybe it’s missing that invisible element that connects to readers at the deepest level and demands the reread. Resonance is the most familiar, relatable or soulful aspect of every great picture book – from concept books to classics to hilarious best sellers. Yet, it can be difficult to nail down. Learn revision techniques for creating stories that speak to the heart and make agents, editors, booksellers and young readers fall in love with a picture book. Participants must bring a completed picture book manuscript to this session.

**ADV** *Killer Endings: How to Discover a Great Ending for Your Story* – **Todd Mitchell**

**\*Advanced\* Novel Track**

There’s an old adage in publishing that “the beginning sells the book; the ending sells the next book.” In this session, we’ll discuss what a good ending must do, as well as tips and techniques for accomplishing this with style. Then we’ll put these approaches into action with a fun activity so we can practice pulling off an ending that’s “unexpected yet inevitable.”

**N** *What’s So Funny: Writing Humor for Every Age* – **Lin Oliver**

Everybody loves a good laugh, especially kids. Join Lin in a laugh-out-loud session where you’ll learn how to tap into your unique sense of humor to tickle a young reader’s funny bone.

**11:30AM – 12:10AM** CLOSING KEYNOTE

*Creating the Story the Textbook Doesn’t Tell* – **Richard Peck**

Never have schools--and colleges--lived farther from the world of evolving history than today, giving real books, not textbooks, new opportunities.

## POST-CONFERENCE INTENSIVES (Optional, for an additional fee. Pre-registration required and limited number of spaces)

**1:30PM – 5:00PM**

### **I** *ILLUSTRATOR INTENSIVE* with **Judy Schachner**

*Under the Influence of Imagination!*

This no-pressure, fun-filled, workshop is guaranteed to loosen up the hand, the heart, and the mind. Reference imagery, music and words will be provided for the purpose of inspiring a series of quick multi-media studies. Be aware that you may need a designated driver at the end of the 3 hours.

**NOTE: Participants are required to bring their own non-digital art supplies such as pencils, pastels, watercolor, gouache, scissors, collage materials (decorative papers and magazines) glue sticks and a journal.**

### **N** *NOVEL WRITING CRAFT INTENSIVE* with **Todd Mitchell**

*Earning the Transformation: Vital concepts for writing & shaping compelling novels –*

Join award-winning author Todd Mitchell for this three hour interactive session focused on the most helpful and effective techniques he's found for increasing conflict, revealing characters, and writing stories that readers (and editors) won't be able to put down. Topics covered will include:

- Developing sticky stories and elemental plots
- Spotting the difference between a story and a situation
- Creating effective hooks and discovering ways to begin in medias res
- The three most important things to know about your characters
- Pulling plot from character, and using plot to reveal character
- Increasing conflict, and manifesting internal conflict through external events
- Visualizing plot and character arcs
- Pushing your character to the end of the line to earn the transformation
- Techniques for plotting novels (plot/counter plot, snowflake method...)
- Developing an effective story map (not a straight jacket)

An extensive packet is included with the session, as well as worksheets so you can immediately apply concepts to your stories and get feedback during the session. By the end of the session, participants will have a broader understanding of how to structure novels and how to make their characters' journeys both compelling and believable.

## *ROUNDTABLE INTENSIVES*

**NOTE** => Each roundtable intensive will open with a 30-40 minute presentation by the facilitator. The remaining time will be devoted to participants reading 3-5 pages of their manuscripts and receiving a critique from the editor (and other participants as time permits). Each participant will have approximately 10 minutes for read and critique.

**EACH PARTICIPANT BRINGS** sixteen (16) copies - enough for each participant, plus you and the editor facilitator to receive a copy - of a properly formatted manuscript (one-inch margins, double spaced, 12 point font, Times New Roman, printed on single side, three to five stapled pages. Keep in mind, a timekeeper will be present, so if you use all your minutes reading, you cut into your time to receive valuable feedback.

### **P** *PICTURE BOOK ROUNDTABLE INTENSIVE* with **Stephanie Pitts, Schwartz & Wade** *Writing Irresistible Picture Book Characters*

What makes a new picture book character stand out to an editor? Topics to be discussed include using voice to establish character, creating memorable and unique character traits, writing character arcs, and writing characters for nonfiction.

**P** *PICTURE BOOK ROUNDTABLE INTENSIVE* with - **Sylvie Frank** Paula Wiseman Books, an imprint of Simon & Schuster

*Dummies for Smarties: Taking "Good Design Fosters Good Reading" to Heart*

Picture books are typically thirty-two pages—but why? And why does this matter to an author? In this jam-packed session, editor Sylvie Frank will dive into the details of the physical picture book, taking a close look at how production and design elements affect the text. Once we've explored picture book production and design, we will put our new-found knowledge to use by making picture book dummies out of works-in-progress. We'll take a look at how a dummy can help to improve plot and pacing and show where to cut words. Finally, we will do a workshop on revising and selecting just the right words.

Audience: This breakout will be most informative to authors, and less so for experienced illustrators and author-illustrators.

**NOTE: All participants should bring a work-in-progress picture book manuscript, scissors, glue stick, and 4 pieces of blank 8 1/2" x 11" paper to this session.**

**N** *NOVEL ROUNDTABLE INTENSIVE* with **Kat Brzozowski** Thomas Dunne Books  
*Games to Unblock Your Writers Block*

This roundtable intensive will open with a thirty-minute session on games to unlock writer's block. Are you stuck and you can't get unstuck? Have you fallen down the Twitter rabbit hole? Is your Netflix queue exhausted but your keyboard remains untouched? In this intensive, we'll have some fun and play games that will help reignite your creative spark and get the words flowing.