

2014 Indiana SCBWI Conference



**Friday evening, April 11
and all day Saturday, April 12**

Featuring:

LeUyen Pham, Keynote Speaker, Author/Illustrator

Minju Chang, Agent at BookStop Literary

Grace Kendall, Editor at Blue Sky Press/Scholastic

Erica Finkel, Editor at Abrams/Amulet

Maria Middleton, Art Director at Abrams

Barbara Fisch & Sarah Shealy, Blue Slip Media marketing firm
Indiana Authors Mike Mullin, Janna Matthies, Laurie Gray, & Alina Klein

Canyon Inn, McCormick's Creek State Park

451 McCormick Creek Park Road, Spencer, IN 47460

www.indiana.scbwi.org

REGISTRATION

Online registration required: www.indiana.scbwi.org

Registration will open January 10, 2014.
Credit cards only. No refunds.

SCBWI Members Early Bird (before 2/28): \$115
SCBWI Members after 2/28: \$135
Non-Member Early Bird (before 2/28): \$140
Non-Member after 2/28: \$160
Manuscript or Portfolio or Marketing Critique: \$35

Registration questions: Katie Mitschelen,
kmitschelen@hotmail.com

IMPORTANT DATES

Jan 10: Registration opens.

Feb 10: Last day to email sketches to Maria Middleton if you are one of the first 8 illustrators to register for her Art Samples Breakout.

Feb 28: Last date manuscripts may be RECEIVED for one-on-one paid manuscript critiques or for marketing & publicity evaluations.

Feb 28: Last day to register to receive the early bird conference price.

March 11: Last day to submit a PAL book title for the bookstore.

March 21: Last day to reserve a hotel room at the conference rate.

April 4: Last day to register.

April 11-12: Conference

BOOKSTORE

The bookstore will be open at various times during the conference to purchase books by our speakers and P.A.L. members. If you are a P.A.L. (Published And Listed) member of SCBWI attending the conference, you may submit one P.A.L. book title to be available in our conference bookstore. Our conference bookstore will try to stock it, but we can't guarantee we'll have it. Please email your PAL title along with its ISBN by March 11 to: Sharon Vargo, sharonvargo@gmail.com



HOTEL INFO

Canyon Inn, McCormick's Creek State Park

451 McCormick Creek Park Road, Spencer, IN
877-563-4371, \$5 park entry fee.

Conference attendees are offered the special rates below until March 21. Call the hotel to reserve your room and ask for the Indiana SCBWI conference rate: **Group Code 0411SC**. Ask on the listserve if you'd like to find a roommate, as rooms may fill.

One Double Bed: \$78.39 (includes tax)

Two Twin Beds \$78.39 (includes tax)

Two Double Beds: \$100.79 (includes tax)

One Queen Bed: \$89.59 (includes tax)

Two Queen Beds: \$111.99 (includes tax)

One Kind Bed: \$100.79 (includes tax)

Studio: Two Queen Beds & One Sofa Bed: \$145.59 (includes tax)

SHARING POLICY

Audio taping, video taping, and/or transmitting any part of this conference is prohibited. The presentations and handouts are copyrighted and may not be reprinted, blogged, tweeted, or reproduced in any way without written permission of the copyright holder. You may share your thoughts about the conference and some brief quotes, but please respect our speakers and the copyright law by not giving away detailed notes. Thank you for your professionalism.

BOOKS TO DONATE

You may bring new or like-new children's books to be donated to a needy school. Questions: Sharon Vargo, sharonvargo@gmail.com

Keep in mind that critiques are usually in high demand and the slots may fill up quickly.

MANUSCRIPT CRITIQUES

A limited number of one-on-one 10-minute manuscript critiques are available from conference faculty for \$35. They will take place Saturday evening between 4:30 and 6:30 pm. Manuscripts must be RECEIVED in the mail by Feb 28. All manuscripts must follow these rules: 12-point font, Times New Roman or similar, double-spaced, 1-inch margins, white paper. Submit up to the first ten pages from only one manuscript plus an optional one-page synopsis for longer works. Include your name, phone, email, and page number on each page. Include the format on the first page at the top (picture book, middle grade, young adult, nonfiction, etc.). Including a specific genre such as high fantasy or mystery will help us in assigning manuscripts to faculty. Manuscript critique questions: Katie Mitschelen, kmitschelen@hotmail.com

Only send your manuscript for critique if you successfully registered for one online. Mail it to:

MANUSCRIPT CRITIQUE

Katie Mitschelen
1808 Monroe St
La Porte, IN 46350

PORTFOLIO CRITIQUES

A limited number of one-on-one 15-minute portfolio critiques by art director Maria Middleton will be available for \$35. These will take place Saturday evening between 4:30 and 6:30. Bring your portfolio to the conference; do not send it. You will be emailed your assigned time ahead of time. Portfolio critique questions: Sharon Vargo, sharonvargo@gmail.com



MARKETING & PUBLICITY EVALUATIONS

A limited number of one-on-one 10-minute marketing & publicity evaluations are available from Barbara Fisch and Sarah Shealy for \$35. These can be for unpublished manuscripts (it's helpful to be able to identify potential markets in a cover letter to agents or editors), for books about to be or already published, or even for books coming from big publishers with a house publicist (it makes conversation with the house publicist much more effective to be able to ask if she/he is covering xx markets or if the author may need to do that work him/herself). Evaluations will take place Saturday evening between 4:30 and 6:30 pm. Manuscripts must be RECEIVED in the mail by Feb 28. All manuscripts must follow these rules: 12-point font, Times New Roman or similar, double-spaced, 1-inch margins, white paper. Submit completed manuscripts for picture books or an outline and first chapter for novels. Include your name, phone, email, and page number on each page. Include the format on the first page at the top (picture book, middle grade, young adult, nonfiction, etc.). Marketing & publicity evaluation questions: Kristi Valiant, indianascbwi@gmail.com

Only send your manuscript for a marketing & publicity evaluation if you successfully registered for one online. Mail it to:

MARKETING & PUBLICITY EVALUATION

Indiana SCBWI
PO Box 8211
Evansville, IN 47716

PORTFOLIO DISPLAY

The editors, agent, and art director will each mark their favorite illustration in every portfolio Friday evening. No added charge. Drop off your portfolio on the table marked, "Portfolio Display" by 6:15 Friday evening. Pick it up at the end of the evening. You may bring it back in the morning to set out all day Saturday. No original artwork should be included in your portfolio; have high-quality color copies of your illustrations that are appropriate for children's books. You may also bring postcards as handouts. Have your name on your portfolio and at the top or bottom of each page. We are not responsible for the safety of your portfolio. Questions: Sharon Vargo, sharonvargo@gmail.com

FRIDAY SCHEDULE

5:45 - 6:15 pm: Oak Room

Pick up folder and nametag. Illustrators drop off portfolios to be seen by faculty.

6:15 - 6:30 pm: Oak Room

Welcome

6:30 - 7:30 pm: Oak Room

LeUyen Pham: How to Break In and Stay in the Business of Children's Picture Books. Tips on how to get started in the children's book world, and once in, how to stay relevant.

7:30 - 8:30 pm: Oak Room

Blue Slip Media: Everything You Need to Know about Publicity and Marketing (But Were Afraid to Ask). This session will arm you with inside knowledge about the marketing process and give you the skills to converse with your publisher's marketing department effectively. You'll learn what standard outreach you can expect from your publisher, and what things you can do to supplement their efforts. As publisher marketing budgets shrink, the onus is more and more on the author to publicize his/her book effectively. This session, led by two veteran publicists, will give you the tools you need to feel confident about your book's launch into the world.

8:30 - 9:30 pm: Oak Room

Mingle, eat appetizers, get books signed by our faculty, and browse the portfolio display. Illustrators pick up portfolios before you leave.



SATURDAY SCHEDULE

7:45 - 8:15 am: Oak Room

Coffee. Pick up folder and nametag if you had to miss Friday. Breakfast on your own before you come.

8:15 - 9:15 am: Breakout A:

1. Oak Room

Mike Mullin: Going from "Tell" to "Show," or How To Make a Scene in Your Writing. Not sure what the difference between showing and telling is? This workshop will make it crystal clear. You'll also learn that despite the clichéd advice to "show don't tell," there are times when you should tell instead of showing. Bring pen and paper or a computer—you will be asked to write during this workshop.

2. Sycamore Room

Maria Middleton: Getting it Covered: The Elements of Cover Design. A cover is the face of a book and makes a first impression, good or bad. This hands-on session will focus on conceptualizing strong cover sketches, staying aware of marketplace trends, and collaborating with an art director to create your own stand-out cover.

9:30 - 10:30 am:

Breakout B:

3. Oak Room

Grace Kendall: Building Character with Community. A craft-centered talk on building main characters in middle-grade fiction by focusing on interpersonal relationships and dialogue with supporting characters. Includes a short study of two sample texts, character-development charts, and tips on fixing character relationships.

4. Sycamore Room

Blue Slip Media: Niche Publicity and Marketing: How to Tap Unusual Markets. This session will help you learn to identify hidden markets for your book and give you the tools to pursue them in unusual and cost-effective ways. We'll talk about the all-important school and library market and unique ways to get your book noticed by teachers and librarians, but also cover the non-traditional niche outlets based on a book's subject matter—how do you reach dog or cat lovers, baseball fans, aviation buffs? This session will give you the tools to discover and tap these hidden publicity gems. The discussion will cover a wide range of book types (picture book through YA, fiction and nonfiction) and offer specific examples from past and current campaigns.

SATURDAY

continued...

10:45 - 11:45 am:

Breakout C:

5. Oak Room

Erica Finkel: Inside The Editorial Meeting: What happens when you are out on submission? Using actual edit meeting minutes and powerpoint, we will suss out what an editorial department's criteria is for acquisition. What factors do editors take into account, aside from whether or not a submission is "good"? Topics will include comps (successful? Unsuccessful? Too Similar? Too Different?), category (trends, positioning), the needs of our list, and more.

6. Sycamore Room

Maria Middleton/Minju Chang: Art Samples. Any number of people may attend the session, but the first 8 to register may do a homework assignment from Maria Middleton and receive feedback by email before the conference. Other attendees may bring art samples to the session to be critiqued if time allows. If you are one of the first 8: Create a character sketch and place that character in an environment in which they will encounter conflict, great or small. Characters can be humans, animals, or objects. Sketches should be conceived as art for a postcard mailer. When choosing your size and dimensions, take into account that this will be a possible postcard mailer for yourself. Please submit low-res (smaller than 1mb) PDFs or JPGs of the sketch to Maria Middleton by February 10, 2014. We will give the first 8 the email address to submit to. Art notes will be supplied by March 10, 2014 and final art will be reviewed at the conference by Maria Middleton and Minju Chang.

11:45 am - 12:45 pm: Restaurant

Buffet Lunch

12:45 - 1:45 pm:

Breakout D: **First Pages.** Writers may submit only one anonymous first page of a manuscript to the registration desk by 8:15 am on Saturday.

You may attend either the session for picture book manuscripts or the session for middle grade & young adult manuscripts. Since they take place simultaneously, only submit a first page for the session you are attending. Do not submit the same manuscript as you submit for one-on-one critiques. First pages must have no author name, but should include title and genre. First pages must be in standard format (white paper, 1" margins, 12-point standard type, double-spaced). Public critiques can be difficult. If you haven't been to a First Pages session before, please observe this time without submitting. Most won't be read due to limited time.

7. Oak Room

Grace Kendall/Maria Middleton: First Pages for Picture Book Manuscripts

8. Sycamore Room

Erica Finkel/Minju Chang: First Pages for Middle Grade and Young Adult Manuscripts

2:00 - 3:00 pm:

Breakout E:

9. Oak Room

Minju Chang: Storytelling and the Art of Fascination. Great authors seem to have the magical ability to bewitch readers and transport them into a different world. Let's pull back the curtain and take a close look at the tools and techniques writers employ to weave their spells. I'll be sure to give a wide range of examples—from picture book to novels. I'll also cover "what not to do."

10. Sycamore Room

LeUyen Pham: Visual Storytelling. A refresher course for both the novice and professional on how make an image read, and how that translates into sequenced storytelling.

3:15 - 4:15 pm: Oak Room

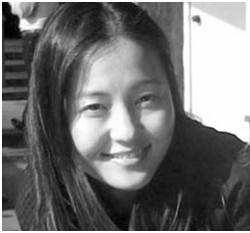
Mike Mullin, Janna Matthies, Alina Klein and Laurie Gray: Tackling the Tough Stuff. We'll discuss strategies for dealing with serious issues such as death, disease, sexual assault, and substance abuse in writing fiction for children and young adults.

4:10 - 4:30: Oak Room

Doorprizes, Evaluations, Closing

4:30 - 6:30 pm: Sycamore Room

Optional Manuscript Critiques, Portfolio Critiques, and Marketing & Publicity Evaluations



Minju Chang joined BookStop Literary Agency in 2006. She represents all categories of children’s books, from picture books to middle-grade to YA. She is looking for humorous, slightly wacky picture books with heart; gripping adventure novels; school stories with a fresh twist; magical realism; intense and eye-opening literary fiction; evocative historical fiction; and relationship-driven teen novels. Though she has a wide range of interests, she finds she is always drawn to funny, clever, and gutsy characters with big attitudes; stories that pack an emotional punch; unlikely heroes and misfits; and anything related to 19th-century British literature.



Erica Finkel is an assistant editor at Abrams Books for Young Readers and Amulet Books. Before working in children’s editorial, she worked as a production editor (also at ABRAMS), earned an MA in Publishing and Writing from Emerson College, taught English to elementary schoolers in France, and got a BA in English at Tufts University. Her first acquired picture book, *FRAIDYZOO*, is a Junior Library Guild selection. She has assistant edited a variety of middle-grade and young adult novels, including the bestselling *ORIGAMI YODA* series by Tom Angleberger and *THE INFINITE MOMENT OF US* by Lauren Myracle. Some of her favorite children’s books include *THE LITTLE PRINCE*, *GRACELING*, *OKAY FOR NOW*, *THE SCORPIO RACES*, *THE ELEVENTH HOUR*, and *ME, EARL, AND THE DYING GIRL*.



Barbara Fisch and Sarah Shealy were the associate directors of publicity for Harcourt Children’s Books for many years before starting their own children’s book publicity and marketing firm, Blue Slip Media. They currently work on projects for Disney, Houghton Mifflin Harcourt, Scholastic, and other publishers, as well as for individual authors such as Kathi Appelt, Ron Koertge, Monica Brown, Anne Rockwell, Joanne Rocklin, and others. They work exclusively with children’s books and have over twenty years of experience marketing and publicizing picture books and novels to reviewers, teachers, librarians, parents, kids, and booksellers. Well-versed in all aspects of the ever changing marketplace, they enjoy the challenge of helping books and authors find their best audiences.



Laurie Gray: An experienced trial attorney, author and child advocate, Laurie Gray is the founder of Socratic Parenting, LLC (www.SocraticParenting.com) Laurie’s debut YA novel *SUMMER SANCTUARY* (Luminis Books/2010) earned a Moonbeam Gold Medal and was named a 2011 Indiana Best Book Finalist. Laurie’s second young adult novel, *MAYBE I WILL* (Luminis Books/ 2013) earned a Moonbeam Bronze Medal in the YA Fiction – Mature Issues category. Her third novel, *JUST MYRTO* (Luminis Books/2014) introduces readers to Socrates and Plato. In addition to writing, speaking and consulting, Laurie currently works as an adjunct professor of criminal sciences at Indiana Tech and as a bilingual forensic interviewer at her local child advocacy center. She has served on the faculty at the National Symposium on Child Abuse from 2009-2014.



Grace Elizabeth Kendall is an Associate Editor at The Blue Sky Press and Scholastic Press. Grace works on a wide range of material from picture books to young-adult novels, both fiction and nonfiction. Recent projects include the middle-grade series *JEWEL SOCIETY* by Hope McLean and two forthcoming picture books: *HOT ROD HAMSTER: MONSTER TRUCK MANIA!* by Cynthia Lord and illustrated by Derek Anderson, and *A BUNNY IN THE BALLET* by debut author/illustrator Robert Beck. Grace also edited *EIGHT DAYS: A STORY OF HAITI* by Edwidge Danticat and illustrated by Alix Delinois, which was published to national media acclaim. When reviewing a manuscript, she looks for glittering humor, well-drawn characters, settings that almost speak for themselves, and a narrative that is rich with emotional, ethical, and/or political concerns and that gives readers a new perspective on familiar themes.



Alina Klein studied Biology at Utah State University and her first publications were science articles for young children. She is also the author of the picture book, *MARTIMUS AT MIDNIGHT* and the YA novel *RAPE GIRL*. Alina lives on a hobby farm in central Indiana with her husband and two young sons. Alina has volunteered in the past as the Assistant Regional Advisor of the Indiana chapter of the SCBWI.



Janna Matthies is the author of the award-winning picture book, *THE GOODBYE CANCER GARDEN*, as well as *PETER, THE KNIGHT WITH ASTHMA*; lift-flap book, *MONSTER TRUCKS*; and stories in *Spider* and *Humpty-Dumpty* magazines. She finds great satisfaction in writing books that help families navigate through tough times. She also enjoys a light-hearted moment here and there, as evidenced in her music classes with preschoolers. She lives with her husband and three kids in Indianapolis.



Maria T. Middleton is the Associate Art Director for ABRAMS Kids Books. Originally from Virginia, Maria graduated from Parsons School of Design in New York and worked for HarperCollins before joining the ABRAMS team in 2007. She has designed and art directed a wide range of children's and young adult books including the *SPLINTERED* series by A. G. Howard; *THE INFINITE MOMENT OF US* by Lauren Myracle, the YALSA gold medal winner, *JANIS JOPLIN: RISE UP SINGING* by Ann Angel; and *EMANCIPATION PROCLAMATION* by Tonya Bolden. She lives in Brooklyn with her dog, Mozart.



Mike Mullin's first job was scraping the gum off the undersides of desks at his high school. From there, things went steadily downhill until his first novel, *ASHFALL*, was published in 2011. It was named one of the top five young adult novels of 2011 by National Public Radio, a Best Teen Book of 2011 by Kirkus Reviews, and a New Voices selection by the American Booksellers Association. The sequel is *ASHEN WINTER* and the conclusion to the trilogy is *SUNRISE*.



LeUyen Pham is the award-winning author and illustrator of over sixty books for children, including *GOD'S DREAM* by Archbishop Desmond Tutu, *FRECKLEFACE STRAWBERRY* by Julianne Moore, *GRACE FOR PRESIDENT* by Kelly Dipuccio, and the *ALVIN HO* Series, by Lenore Look. Her own books include *BIG SISTER*, *LITTLE SISTER*, *ALL THE THINGS I LOVE ABOUT YOU*, and the soon to be released *A PIECE OF CAKE*. She lives in San Francisco with her husband (who is also an artist) and two young sons.

Thank you from your Conference Coordinators:
 Regional Advisor Kristi Valiant
 Assistant Regional Advisor Katie Mitschelen
 Illustrator Coordinator Sharon Vargo

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