



SCBWI-Iowa Presents

THRILLS AND CHILLS IN CHILDREN'S LITERATURE

**Larry Day, Amy Lennex, Ruta Rimas,
Abigail Samoun, Sarah Prineas, and
Harold Underdown**

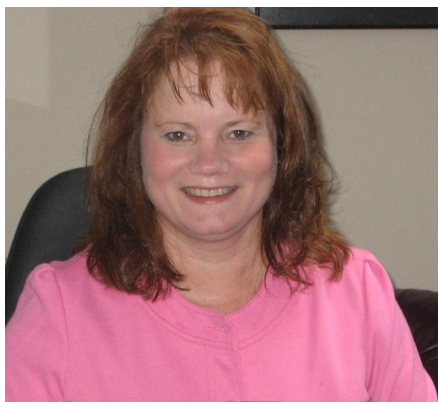
A Panel of SCBWI Members Mark Ceilley, Kellye Carter Crocker, Jill Esbaum,
Patricia Hinch, Linda Skeers

The Lodge, Bettendorf, Iowa 52722

**FRIDAY AFTERNOON WORKSHOP, April 24, 2-5 P.M. SATURDAY,
April 25, 8:30-4:30 P.M.**

**followed by a Wine and Cheese Autograph Party and the Banquet
SUNDAY, April 26, 8:45 A.M.- 1 P.M.**

REGISTER FOR ONE, TWO OR ALL THREE DAYS.



Amy Lennex, editor at Sleeping Bear Press, left, is our guest presenter for the Friday workshop. Abigail Samoun, editor, Tricycle/Ten Speed Press, right, and Harold Underdown, far right, also are featured weekend speakers.

Abigail Samoun has been an editor at Tricycle Press since 2000. In that time, she has edited a wide variety of books, from board books to picture books, from middle-grade to young adult novels. Among the picture books she's worked on are the SCBWI Golden Kite winner for picture book text, *George Hogglesberry: Grade School Alien*, the New York Public Library Ezra Jack Keats award-winner, *Yesterday I Had the Blues*, and the 2008 Pura Belpre Honor book, *What Can You Do with a Rebozo?* Visit her blog at www.wordpavillion.com. *Publisher's Weekly* recently announced that Tricycle/Ten Speed Press has been acquired by Random House.

Amy Lennex began her career nine years ago as a production coordinator with Sleeping Bear Press. Two years later, she moved into an editorial position and has had the opportunity to make dreams come true for several first-time authors and illustrators. "To be entrusted to offer my advice on their words is the best career highlight I could hope for," she said.

Beyond her editorial duties, Amy helps conduct focus groups with educators, hosts annual bookseller luncheons, and travels to trade shows several times each year gathering experience and different perspectives on publishing.

Amy earned her undergraduate degree from Eastern Michigan University in written communications with an emphasis on technical writing and recently completed her MBA degree (Dec. 2008). Picture books have been part of Amy's home life for a many years. She is the mother of three: Collin, 21; Tyler 18; and Nick, who started kindergarten this fall.



Larry Day is a published illustrator and sometimes author of 41 children's books. *Bye-bye, Baby*, by Richard Morris, Walker and Co. and *Nanook & Pryce*, by Ned Crowley, HarperCollins, will be released in 2009.

Colonial Voices, by Kay Winters, was recently selected for the 2009-2010 Keystone to Reading Award Master List. It received starred reviews from *Booklist* and *Kirkus*. Also selected for *Book of the Month* (Oct. 2008) by the Rutgers University Project on Economics and Children, it appeared on the cover of ALA's *Book Links* (Nov 2008).

Additional credits--with a long list of awards includes *Duel!: Burr and Hamilton's Deadly War of Words*, a Cybils finalist in the Non-Fiction Picture Book category; *Colonial Voices*; and *George Did It; Let It Begin Here!: Lexington & Concord: First Battles of the American Revolution* by Dennis Brindell Fradin and Larry Day comes out in paperback (Mar. 2009).

From Iowa City, **Sarah Prineas** (top right) is the author of a tween novel *The Magic Thief* (HarperCollins 2008) and its sequels, *The Magic Thief: Lost* (2009) and *The Magic Thief: Found* (2010) and two additional novels forthcoming from HarperCollins. *The Magic Thief* has been published or is forthcoming in over 17 languages worldwide. She has also published fantasy stories for adults and young adults in magazines and anthologies such as *Realms of Fantasy*, *Best New Romantic Fantasy*, and *Cicada*. Sarah has a Ph.D. in English and taught for many years at the university level, but recently quit her day job to write full time. She's married to a mad scientist and has two weird kids and two perfectly normal cats. For more information, go to www.sarah-prineas.com or www.magicthief.com.



Ruta Rimas (above, right) has been at HarperCollins since 2007, and with Balzer + Bray since the imprint's inception. Her tastes range from punchy/snarky (à la Lemony Snicket) to thriller sci-fi (*Hunger Games* by Suzanne Collins) to perfectly poignant (Jerry Spinelli) and

ridiculously goofy (Mo Willems). She has done the following: taught math to Brooklyn teenagers; valet-parked cars in Chicago; waited tables with marinara sauce on her forehead



(for a whole shift! And no one told her....); travelled to Lithuania; and fallen out of a tree in Central Park. Originally from Chicago, she now lives in Brooklyn, with her ever-patient boyfriend, and a pride of cats.

Harold Underdown is a freelance editorial consultant. He has worked at Macmillan, Orchard, and Charlesbridge, and has experience in trade and educational publishing. Among the books he has edited are Evelyn Coleman and Daniel Minter's *The Footwarmer and the Crow*, Yumi Heo's *One Afternoon*, Larry Pringle and Bob Marstall's *An Extraordinary Life*, Lisa Rowe Fraustino's *Ash*, Grace Lin's *The Ugly Vegetables*, and Sneed Collard and Michael Rothman's *The Forest in the Clouds*. He is also the editor for the Young Patriots Series, published by Patria Press.

Harold enjoys teaching, and in that role wrote *The Complete Idiot's Guide to Children's Book Publishing*, now in its third edi-

tion. He founded and runs "The Purple Crayon," a respected web site with information about the children's publishing world. He speaks and gives workshops at conferences, including SCBWI's national conferences in LA and NYC, and at smaller conferences all over the country. You're invited to visit his websites:

The Purple Crayon: <http://www.underdown.org/>

The C.I. Guide to Publishing Children's Books: <http://www.underdown.org/cig.htm>

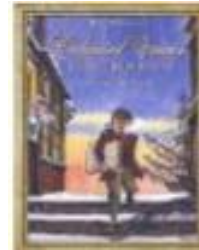
Our Returning Speakers include the fabulous following:

Jill Esbaum lives on a farm near Davenport. She serves as SCBWI-Iowa's Quad Cities Network Chair, is an instructor for the Institute of Children's Literature, and leads workshops at the University of Iowa's Summer Writing Festival. Her picture books include *Stink Soup* (Farrar, Straus & Giroux, 2004), *Ste-e-e-e-eamboat A-Comin'!* (FSG, 2005), *Estelle Takes a Bath* (Henry Holt, 2006), *To the Big Top* (FSG, 2008), and *Stanza* (Harcourt, 2009). Forthcoming are *Apples for Everyone* (National Geographic, 2009), *Pumpkins - Seed, Sprout, Pie* (National Geographic, 2009), and *Tom's Tweet* (Knopf, 2010).

Kellye Carter Crocker has been a full-time, self-employed freelancer for ten years, for magazines such as *Parents*, *Better Homes and Gardens*, *Glamour and Ladies' Home Journal*. Client companies include Liberty Mutual Insurance, Kraft Foods, Carnival Cruiselines and Lane Bryant. Before that, she worked for 14 years as a daily newspaper reporter, mostly at *The Des Moines Register*. She recently taught beginning and advanced magazine writing at Drake University. In 2006, she received an MFA in Writing for Children and Young Adults from Vermont College. Kellye, our SCBWI-Iowa Des Moines Area Network Chair, lives in Clive, and is writing a contemporary YA novel. A former member of the National Book Critics Circle, Kellye wrote a teen book review column for *The Des Moines Register* from 2004-2006.

Linda Skeers is the author of *The Impossible Patriotism Project* (Dial, 2007) and the upcoming *Tutus Aren't My Style* (Dial, 2010). Her collective biography *Toy Makers* was published by Lucent Books in 2004. She has sold many stories, poems and articles to a number of children's magazines and has written articles on the craft of writing for the ICL website, where she has been an instructor for over four years.

Mark Ceilley is an avid reader of children's books in and out of his first grade classroom. A teacher for 22 years, he holds a master's degree in Developmental Reading from the University of Iowa. Mark is a graduate of two ICL courses, including the books course with Connie Heckert, and has attended the Loft Literary Center programs. In January, he attended the SCBWI Midwinter Conference in New York. Mark has attended several SCBWI-Iowa events. His fiction story, "Jackson, Jackson, Make Up Your Mind," will be published in *Spider* in July 2009.



Books by Larry Day, illustrator, include *Colonial Voices* and *Duel!*

Former Army brat and current ARA, **Patricia Hinch** spent her childhood in Texas, Alabama, Arizona and South Carolina, eventually spending her teenage years in western Massachusetts (down the street from Jane Yolen!). She is a former elementary school teacher with a Master's degree from Western Connecticut State University. She's taken several writing classes, including the Institute of Children's Literature magazine and book courses. Her first sale, a nonfiction article, was a product of the ICL magazine course.

TENTATIVE PROGRAM

Registration and the Friday meeting takes place in The Atrium (lower level).

FRIDAY, 2-5 P.M. “What's the Hook? Delivering a Manuscript with a Hook.” --Amy Lennex, Editor, Sleeping Bear Press.

Whether you're writing fiction or nonfiction, your story must have a hook. Sleeping Bear Press knows that "hook" on every project it acquires. Find out the top questions editors ask themselves while reviewing a manuscript.

Featuring a Sundae Delight, a Great Program, Networking, and Reuniting with SCBWI Friends

Dinner on your own, but plan to dine with SCBWI friends. Bring manuscripts to critique with friends.

SATURDAY General Session in the Mozart I

8:00 A.M. The Continental (juices, muffins, bagels, Danish, the famous Lodge cinnamon rolls, coffee, tea)

Illustrators: Bring your portfolio for display.

Authors: Bring your publications in magazines and books for display.

9:00-9:45 A.M. “Three-wheeling down the road to publication: Tricycle Press and the picture book process.” --Abigail Samoun, Tricycle/Ten Speed Press

10:00-10:45 A.M. “A Small Publisher Doing Big Things” Just over a decade old, Sleeping Bear Press has developed itself into a national force in children's publishing. Learn how this small press began, the accomplishments made along the way, and what's planned for the future. --Amy Lennex, Sleeping Bear Press

11:00-11:45 A.M. “The B+B Imprint Vision” The Balzer + Bray Debut List, her own tastes, and Q & A --Ruta Rimas

12:00-1:00 P.M. Lunch ‘The Board Room Buffet’ in Mozart I, featuring chicken, egg, pasta and tuna salads with fresh fruit and breads.

1:30-2:30 P.M. “Analyzing Catalogs”--Harold Underdown, Editorial Consultant

Appointments for Critiques, Marketing Consultations and Portfolio Reviews are Assigned. See Your Folder for Details!

Breakout Sessions: Choose one:

2:30-4:30 P.M. “The Protagonist Must Protag: The Intersection of Character and Plot.”--Sarah Prineas

2:30-4:30 P.M. “Educational Opportunities for Writers and Illustrators” An Overview of Available Programs and What We Liked About Them” Anastasia Suen’s Online Classes on School Visits, The Loft, Institute of Children’s Literature, SCBWI- New York and LA; MFA Programs in Minnesota and Vermont--all from the student and attendee points of view. --Patty Hinch, ICL; Linda Skeers, School Visits; Kellye Carter Crocker, MFA in Children’s Literature--Vermont and Hamline; Mark Ceilley, The Loft, SCBWI NY

5-6:15 p.m. The Wine and Cheese Booksale and Autograph Party, hosted by Barnes & Noble in the Munchen Room

7 P.M. The Banquet features your entree choice (see registration form), and a cash bar. Banquet presenters include Ruta Rimas, “A Duck Walked into a Bar”; Jill Esbaum with the assistance of Karry Hodge, “All You Need is Love Passion and a Good Thesaurus”; and Harold Underdown. Clips from the Tomie de Paola and Richard Peck SCBWI Master Classes will be viewed on DVD.

Banquet tickets are included in the All-Conference and Saturday Registration Fees. Guest Tickets are \$30 and must be purchased in advance.

Announcement of mentorship winners for Picture books (with Linda Skeers), Middle Grade (with Susan Maupin Schmid), Young Adult Novel (with Sarah Prineas) and Nonfiction (with Katherine House)

SUNDAY

Manuscript Critiques and Portfolio Reviews Continued today--by Appointment

8:30-9:00 A.M. **“Editors Say I’m Easy”** --Jill Esbaum

How a Tip Learned at an Early SCBWI Event has made a Big Difference in Climbing the Career Ladder.

9:00-10:00 THE LODGE’S CHAMPAGNE BRUNCH

10:15-11:15 P.M. **“So What’s Up With the Market--It’s Not All**

Gloom and Doom”-- Harold Underdown, Moderator, and a panel of our speakers

11:30-12:30 P.M. **“What Makes a Book Great?”** Ruta Rimas, Assistant Editor, HarperCollins

12:30-1:00 P.M. Wrap Up

NOTES: Attendees may pick and choose any day's program for a single rate, or combine days to fit his or her schedule.

SCBWI reserves the right to meet the needs and wishes of our guest speakers in scheduling manuscript and portfolio appointments.

Attendees are responsible for submitting manuscripts by the deadline specified. Manuscripts not received will open appointments for the next person on the list. Appointments are available with paid registrations and on first-come, first-served.

Manuscripts are mailed to the critiquer with ample time for his or her consideration. After the deadline, manuscripts will be assigned to a published staff critiquer, with the writer’s permission.

Critiques with specific presenters may be requested, but cannot be guaranteed. Regional advisors are asked to serve SCBWI members first.

Please send two copies of your manuscript, paper-clipped, in a professional format. Manuscripts must be double-spaced, size 12 font, and no more than 10 pages--unless a novel project for Ruta Rimas, who will accept two chapters, with a maximum of 15 pages. Send a 1-2-page synopsis, including the ending, if a novel. She is accepting picture books, MG and YA manuscripts for critique.

Marketing consultations with Harold Underdown are intended for writers with a finished, polished manuscript that has been offered to the market, or is in need of marketing assistance. Send two copies of your manuscript, clearly identified as intended for a consultation. You may bring what you want to share to the consultation itself, but please understand that time for discussion is limited. Sign up for this only if you:

(a) have a polished manuscript or manuscripts, which may or may not have been sent out, and

(b) you've researched in *CWIM*, networked and done all the basic things to find out about publishers.

Mr. Underdown reserves the right to give someone a critique if he feels the writer needs that more than a consultation.

Absolute postmark deadline for manuscripts: before April 1, 2009 (Bring portfolios to the conference).

Mail to Connie Heckert, Regional Advisor, SCBWI-Iowa, PO Box 1436, Bettendorf, IA 52722-0024.

Please do not mail artwork or portfolios to the Regional Advisor.

Hotel Reservations: SCBWI-Iowa has a number of rooms reserved for our conference at the The Lodge. Reserve by March 18 to be included in the SCBWI block. Call the hotel direct: 563-359-7141 or use the Toll Free number: 1-866-690-4006

For room reservations, please call and mention SCBWI-Iowa. Rooms are a flat rate of \$89/day plus taxes (max. four per room). Without the special room rate, you can reserve at \$109 and up. <http://www.lodgehotel.com>

DIRECTIONS TO THE LODGE:

From the Twin Cities:

Take 35 South to I-80 East to I-74 East. Take the Spruce Hills and Kimberly Road Exit. Go left off the ramp to Utica Ridge Road. Turn left and The Lodge is on the left.

From Chicago:

Take I-55 South to I-80 West. Proceed on I-80 into Iowa--You must cross the Mississippi River. Exit I-74 East. Take I-74 East to Spruce Hills and Kimberly Road Exit. Go left off the ramp to Utica Ridge Road. Turn left and The Lodge is on the left. About three hours' driving time.

DIRECTIONS TO THE LODGE:

From St. Louis, Mo.:

Take I-55 North to I-155 North to 474 West. Proceed to I-74 West. Take I-74 West across the Mississippi River to Spruce Hills and Kimberly Road Exit. Go right off the ramp to Utica Ridge Road. Turn left and The Lodge is on the left. About four hours driving time.

From Madison, Wisc.:

Take Highway 151 South to Dubuque to 61 South to Davenport. At Kimberly Road, turn left. The road turns into Spruce Hills Drive. Go under I-74 to Utica Ridge Road. Turn left and The Lodge is on the left.

Iowa's Region Network Chairs and Leadership Team

If you're not receiving invitations and notices of events close to your home, please contact your Network Chair and ask to be put on her list.

If you're on the SCBWI mailing list, you should be included already. Notify Membership@scbwi.org if your contact information changes.

Connie Heckert, RA, hecklit@aol.com

Patricia Hinch, ARA, plhinch@msn.com

Linda Skeers, Listserv Moderator, lskeers@juno.com

Heidi Pedretti, Illustrator Chair, Website Master, hpedretti@hotmail.com

NETWORK CHAIRS

Dori Butler, Iowa City/Coralville, dhbutler@kidswriter.com

Mary Meinking Chambers, Northwest Iowa, mmeinking@hotmail.com

Kellye Carter Crocker, Des Moines Area, kelcrocker@mchsi.com

Jill Esbaum, Quad-Cities, jillsbooks@netins.net

Karry Hodge, Cedar Rapids/Marion, karryh1412@aol.com

Cheryl Fusco Johnson, Fairfield, cfj@lisco.com

Sarvinder Naberhaus, Ames/Marshalltown Area, sarvinder@aol.com