



2011 Fall Retreat Artwork by H. T. Yao

SCBWI-WI Fall Retreat 2011
Celebrating Twenty Years of
Passion, Process
and
Promise!

October 14-16, 2011
Olympia Resort & Conference Center
Oconomowoc, Wisconsin

Light the firecrackers! SCBWI-Wisconsin's Annual FALL RETREAT is **20 years old!** Come join us for a weekend of learning, networking and **good times galore!** As usual, we have a fabulous faculty consisting of highly accomplished and highly esteemed folks who know the craft and the business inside and outside—and backwards and forwards! Authors **Kathleen Duey** and **Marsha Wilson Chall**, Illustrator **LeUyen Pham**, Editors **Cheryl Klein** (Arthur Levine Books-Scholastic) and **Andrea Welch** (Beach Lane Books-Simon & Schuster), Agent **Tracey Adams** (Adams Literary) and **Kathleen Horning**, Director of the CCBC will highlight the weekend. Together, they'll fill our minds with new ideas and our souls with inspiration. Sandwiched in between, you'll find critique sessions, break-out sessions and plenty of kid-lit bonding with your writer/illustrator pals—old and new. We might even throw in a few surprises, too—who knows?! So, grab your laptops, iPads or a good ol' fashioned notebook and join us at the Olympia Resort. Share the **Passion**, learn the **Process**, make the **Promise!**

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Meet Our Faculty



Tracey Adams together with her husband Josh, runs Adams Literary - a boutique agency exclusively dedicated to representing children's and young adult authors and artists, including many award-winning and bestselling clients. She founded Adams Literary in 2004, after years with Writers House and McIntosh & Otis, where she was the head of the children's department. Prior to becoming an agent, she worked in the marketing and editorial departments of Greenwillow Books and Margaret K. McElderry Books.

Tracey speaks frequently about her profession and the children's book industry at conferences across the country. She is a member of the Society of Children's Book Writers and Illustrators (SCBWI), the Association of Author Representatives (AAR), and a founding member of the Women's National Book Association (WNBA) chapter in Charlotte, NC.

In her free time, Tracey enjoys Taekwondo (she is currently a 1st degree black belt), exploring the South (especially beaches), and test-marketing children's books with her two daughters.

Marsha Wilson Chall Born and raised in Minnesota as an only child, Marsha Wilson Chall amused herself in daydream and now sets those dreams in the storyscapes of lakes, woods, prairie, and beyond (even France). She hopes her books invite the reader to explore new destinations, both outward and inward.

Chall has published a children's chapter book and eight picture books, including *Pick a Pup*, *One Pup's Up*, *Up North at the Cabin*, and *Bonaparte*. Her books have received numerous awards: an International Reading Association Teacher's Choice Award, American Booksellers Pick of the Lists, Parents Choice, NAPPA Gold Award, and Smithsonian Notable recognition.



When she's not writing or sharing her love of good books at schools or conferences, she enjoys teaching in the MFA program in Writing for Children and Young Adults at Hamline University. She has two grown children and lives on a small farm west of Minneapolis with her husband, dog, and barn cats.



Kathleen Duey has published over 70 books for readers K-12, many of them historical novels and fantasy settings. *Skin Hunger*, the first book of a dark YA fantasy trilogy was a National Book Award finalist.

Cheryl Klein is the senior editor at Arthur A. Levine Books/Scholastic. She edited *Marcelo in the Real World*, by Francisco X. Stork, winner of the Schneider Family Medal; *The Snow Day* by Komako Sakai, a *New York Times* Best Illustrated Book; *A Curse Dark as Gold* by Elizabeth C. Bunce, winner of the inaugural William C. Morris Award for a YA debut novel; and *Moribito: Guardian of the Spirit* by Nahoko Uehashi, translated by Cathy Hirano, winner of the Mildred L. Batchelder Award for translation, among many other novels and picture books. Her book *Second Sight: An Editor's Talks on Writing, Revising, and Publishing Books for Children and Young Adults* was published in March. Please visit her editorial website at www.cherylklein.com.



LeUyen Pham is the illustrator of over fifty children's books, with titles including the best-selling Freckleface Strawberry series, with Julianne Moore, "God's Dream", by Archbishop Desmond Tutu, as well as her own self-authored "Big Sister, Little Sister" and "All the Things I Love About You." Soon to be released books include "Solomon's Thieves", a graphic novel she collaborated with her husband on, and "Sgt Pepper's Lonely Hearts Club", the first in a collection of Beatles songs-turned-picture books for Random House Books. Born in Vietnam, LeUyen came to the United States at the end of the Vietnam War when she was only two. She studied illustration at the Art Center College of Design, and worked for a short period of time at Dreamworks Feature Animation as a layout artist, before turning to illustrate picture books full-time. She lives in San Francisco with her husband (who is also an artist) and her two sons.

Andrea Welch is a Senior Editor at Beach Lane Books, a San Diego-based imprint of Simon & Schuster. She has the pleasure of working with a long list of wonderful authors and illustrators, including Douglas Florian, Ashley Wolff, and Angela DiTerlizzi. Recent books she has edited include the *New York Times* bestselling *LMNO Peas* by Keith Baker and the multiple-starred-review recipients *Rah, Rah, Radishes!* by April Pulley Sayre and *Sophie Peterman Tells the Truth* by Sarah Weeks. Andrea acquires projects ranging from very young picture books to middle-grade and teen novels—especially those that are filled with heart, humor, and irresistible characters.



Break-Out and Closing Speakers

Break-out speakers:



Ann Angel believes it was amazing fortune that brought Janis Joplin's music and style into her life when, as a teen, she preferred writing bad poetry and drawing to Janis's songs over following along with the popular girls. It was that same influence that encouraged Ann to live her own life without compromise. Ann has written young adult biographies, served as contributing editor for the highly acclaimed *Such a Pretty Face*, *Short Stories About Beauty* and is working on young adult fiction. In addition to winning an SCBWI Crystal Kite

Award and this year's Kingery/Derleth Award for Book-length Nonfiction from the Council for Wisconsin Writers, *Janis Joplin: Rise Up Singing* has received the ALA's 2011 YALSA Excellence in Nonfiction Award, starred reviews and other awards. Ann teaches writing at Mount Mary College in Milwaukee. www.annangelwriter.com.

Ann's session: "Readers and Me: Finding Narrative Voice in Nonfiction"

Whether writing fiction or nonfiction writers are always aware of their characters. While we often aim for a self-effaced narrator in fiction, the character of narrative voice, the speaker's passion and tone, are critical elements in developing strong nonfiction. Join me to explore who is speaking on the page. Is it the self-effaced narrator? The teenager with a fan crush? The historian? Let's find the narrative voice for your next nonfiction work.

Jacqueline Houtman holds a PhD in Medical Microbiology and has been a freelance science writer for ten years, writing for adults and children. She also edits and has served as a "writing coach" for UW faculty. Her experiences in science writing, where strict word counts are the norm, have taught her the value of precise writing. Her middle grade novel, *The Reinvention of Edison Thomas* (Front Street 2010) is the winner of the 2010 Tofte/Wright Children's Literature Award. www.jhoutman.com



Jacqueline's session: "Not in So Many Words: Make Your Manuscript Lean and Mean" Concise writing, where every word counts, is important for any kind of writing, and especially in writing for children. In this session, we'll look at ways to tighten up a bloated manuscript, whether it's fiction or nonfiction, picture book or YA novel. We'll start with the big picture (is this chapter really necessary?) and work down to the word level (using one strong word instead of two or three weaker words). We'll look at issues like narrative structure and flow, showing vs. telling, voice, setting, exposition, and trust in the reader. We will work together on exercises to practice trimming the literary fat.



Lisa Moser I feel blessed to be a children’s book author. I’ve been writing for 15 years, have 2 beginning readers and 3 picture books published, and have 2 more picture books slated to come out in the next few years.

- *Perfect Soup* (illus. Ben Mantle, Random House, 2010)
- *Kisses on the Wind* (illus. Kathryn Brown, Random House, 2009)
- *Squirrel’s World* (illus. Valerie Gorbachev, Candlewick, 2007)
- *The Monster in the Backpack* (illus. Noah Z. Jones, Candlewick, 2006)
- *Watermelon Wishes* (illus. Stacey Schuett, Clarion, 2006)

Coming Soon:

- *Railroad Hank* (illus. Benji Davies, Random House, 2012)
- *Squirrel’s Fun Day* (illus. Valerie Gorbachev, Candlewick, 2013)
- *Cowboy Boyd and Mighty Calliope* (Random House)

www.lisamoserbooks.com

Lisa’s session: “Read, Read, Read to Write, Write, Write: Studying the Picture Book” The answer to that ever elusive question, “How do I write children’s books?” has always been the same. “Read!” But reading is just the beginning of the process. My goal for this program is to teach authors how to go to the library or bookstore, pull out a stack of books, and study them very intently to help them solve their own writing problems. Using great picture books as examples, we’ll study how other authors tackle: beginnings, suspending disbelief, conflicts, different story arcs and endings. By equipping writers with techniques to solve problems, we ensure they’re never alone at their desks.

Michele Regenold earned an MFA in writing for children from the Vermont College of Fine Arts where she learned these helpful analysis techniques. She’s the founding editor of an online magazine teens published by Iowa State University. She currently teaches writing at Nicolet Area Technical College in Rhinelander, Wisconsin, and regularly teaches and uses the techniques she’ll discuss in this workshop.

Michele’s session: “How Becoming a More Critical Reader Helps You Become a Better Writer” In this interactive workshop for novelists, we’ll begin by discussing how to choose what to analyze in the first place. Then we’ll do a close reading of short texts and discuss the authors’ choices for the character, plot, and voice to figure out how those effects, intended or not, were created. Finally, we’ll discuss how this kind of in-depth analysis can help us see our own work more clearly and ultimately help us make better, stronger, more effective choices as writers.



Jamie Swenson joined SCBWI in 2000 shortly after deciding to take this “writing thing” seriously. She considers joining SCBWI one of the smartest moves she ever made career-wise. In 2009, she received her MFA in writing for children and young adults from Hamline University. She is represented by the Sheldon Fogelman Agency and is anxiously awaiting the upcoming release of three picture books—two from Farrar,

Straus & Giroux and one from Disney-Hyperion. Jamie writes picture books, easy readers, and middle grade fiction. She will lead the session “From Beginner to Pro” for first-time conference attendees.

Closing Session Speaker:



Kathleen T. Horning is Director of the Cooperative Children's Book Center of the School of Education at the University of Wisconsin-Madison. She is a graduate of UW-Madison, and has worked her entire career at the CCBC, beginning as a volunteer when she was an undergraduate studying Linguistics. For ten years, she also worked half time as a children's librarian at Madison Public Library.

KT has served on numerous book award committees, including the Newbery Medal Committee and the Coretta Scott King Award Committee. She is a past president of the Association for Library Service to Children of the American Library Association, and of the United States Board on Books for Young People. She is the author of *From Cover to Cover: Evaluating and Reviewing Children's Books* (HarperCollins, 2010). She delivered the 2010 May Hill Arbuthnot Lecture last spring entitled "Can Children's Books Save the World? Advocates for Diversity in Children's Books and Libraries" at the University of California- Riverside. She frequently writes and lectures about children's and young adult literature, and is a regular reviewer for *Horn Book* magazine.

****TAKE NOTE!****

EARLY BIRD DEADLINE: August 20, 2011
FINAL REGISTRATION DEADLINE: September 17, 2011

*Our Retreats fill up fast. Early registration is **strongly** encouraged.*

NOTE: Registration will only be accepted via U.S. Postal mail.

For Confirmation: CLEARLY print your e-mail address in the space provided.

Cancellation Policy:

- Cancellations received on or prior to August 20, full refund minus \$50 processing fee;
- Cancellations received between August 20 and September 17, full refund minus \$100 processing fee;
- Cancellations received on or after September 17, **NO REFUNDS.**

Questions: Contact Pam Beres, pjberes@centurytel.net or
Judy Bryan: judybee293@yahoo.com.

Marsha Dunlap Memorial Scholarship

The scholarship was created to honor Marsha Dunlap, a talented professional illustrator who evolved into an author-illustrator through her involvement with SCBWI-WI. It is intended to provide support and encouragement to a writer who has worked hard but not yet had a novel or picture book published by a traditional publisher. The scholarship recipient will attend the chapter’s fall conference without charge. A runner-up will be selected and will attend for half of the conference fee.

Guidelines

1. Only SCBWI members who reside in Wisconsin may apply for the scholarship. (Previous winners not eligible.)
2. Applicants must have attended at least one prior SCBWI-WI conference or chapter-sponsored workshop **and** be registered for the 2011 Fall Retreat. (Winner’s registration fee will be returned.)
3. The scholarship is available to members who have not published fiction in book form. For the purposes of this program, “published in book form” applies to any book published by a traditional publishing company (PAL-level), large or small. Authors who have self-published books may still apply for the scholarship.
4. Applicants may submit the first ten pages of a novel OR a complete picture book text. If submitting a picture book text, do not include illustrations. Applicants may only send one submission in a year.
5. Each page of the submission must include a header with the story title and page number. **The author’s name should not appear on these pages.**
6. The entries will be judged by two published chapter members. The judges will not be able to provide critiques on submissions.
7. To apply, include two copies of the entry, plus one copy of the entry form below to JoAnn Macken, 4462 N. Newhall St., Shorewood, WI 53211. **Deadline: August 20, 2010.**

Contributions to the scholarship fund are always welcome and appreciated. Please send your tax-deductible donation (payable to SCBWI-WI) to: SCBWI-WI c/o JoAnn Macken, 4462 N. Newhall St., Shorewood, WI 53211.

-----Cut Here-----

Author’s Name _____

Address: _____

Phone: _____ Email: _____

Title of story submitted: _____

This story is a novel _____(Y/N) Picture book _____(Y/N)

I confirm that I am a Wisconsin resident, that I have attended at least one SCBWI-WI Conference or workshop, and that I have not had a novel or picture book published by a traditional (PAL-level) publishing company.

Signature: _____ Date: _____

SCHEDULE

FRIDAY

3:00 - 4:30	New Participant Check-in and Orientation – Jamie Swenson
4:00 - 4:45	Check-in for returning participants
4:45 - 5:00	Welcome
5:00 - 6:00	DINNER
6:00 - 7:00	Cheryl Klein — “The Principals of Plot”
7:00 - 8:00	Marsha Wilson Chall — “Second Looks at Picture Books: Seeing Your Story Anew”
8:00 - 9:00	LeUyen Pham — “Visual Storytelling”
9:00 - ?	SOCIAL TIME

SATURDAY

8:00 - 9:00	BREAKFAST
9:00 - 10:30	Kathleen Duey — “World-Building: (Kansas, Mars, London 1432 or the Faerie Realms) How to Keep it REAL”
10:45 - 11:45	Andrea Welch — “Make Your Picture Book a Perfect 10”
12:00 - 1:00	LUNCH
1:00 - 5:00	Individual Writer/Illustrator Critiques and Breakout Sessions
1:30 - 2:30	1) Ann Angel — “Readers and Me: Finding Narrative Voice in Non-Fiction” 2) Jacqueline Houtman — “Not in So Many Words: Make Your Manuscript Lean and Mean” 3) Peer Group Critique
3:00 - 4:00	1) Lisa Moser — “Read, Read, Read to Write, Write, Write: Studying the Picture Book” 2) Michelle Regenold — “How Becoming a More Critical Reader Helps You Become a Better Writer” 3) Peer Group Critique
3:00 - 4:00	Illustrator Workshop with LeUyen Pham
4:30 - 5:30	Autograph Session
5:30 - 6:30	DINNER
7:00 - 8:00	Tracey Adams — “Tracey's Top 10 Tips (From 20 Years in the Biz)”
8:00 - 9:00	SCBWI Success Stories
9:00 - ?	Portfolio Display/SOCIAL

SUNDAY

8:00 - 9:00	BREAKFAST
9:00 - 9:45	Panel
10:15 - 11:30	Kathleen Horning — “What We’ve Learned From Harry Potter”
11:30 - 12:00	Annual SCBWI Meeting — Book Basket Giveaway
12:00	Dismissal

**** Schedule and faculty subject to change**

Come Prepared!

Overnight Accommodations: A block of rooms at the Olympia Resort and Conference Center has been reserved for our use. If you plan to stay overnight, you must reserve a room on your own.

Reservation Procedure: Individuals reserving guestrooms for the event must call **800-558-9573** and identify themselves with The Society of Children's Book Writers & Illustrators - WI Chapter to receive the Group rate. All reservations must be guaranteed with a credit card or advance deposit. Guestroom requests including bedding type, smoking preferences, adjoining rooms, etc., will be accommodated on a space available basis upon arrival. Such requests cannot be guaranteed in advance by the Resort.

Guest Room Rate: Single or double occupancy: \$99; Triple Occupancy: \$109; Quad: \$119 Applicable room taxes will be added. Cancellation of room requires 48 hours advance notice.

Check-In: 3:00 p.m. **Check-Out:** 11:00 a.m.

Cut-Off Date for Reserving Rooms: September 14, 2011. Reservations after this date are subject to availability.

Book Basket: Retreat participants are again invited to donate a book to the **Book Basket** which in turn will be donated to a raffle winner's local library in SCBWI's name.

From Beginner to Pro: What Do You Need to Know? This pre-retreat session (3:00 Friday) is tailored to those in the early stages of their children's writing career. We will cover: how to get the most out of this weekend, knowing your markets, submitting your work, rejection and revision and using print and on-line resources to launch your career. *First time attendees are strongly encouraged to attend.*

Book Sale: Boswell Books will be on the premises all day Saturday with a wide selection of our faculty's books as well as books by our break-out speakers, critique faculty and new releases by Wisconsin members who are attending the retreat. **Pre-Ordering** of books on-line will also be available through Boswell Books. Information will be posted on our SCBWI-WI Listserv when available.

Our Famous SCBWI-WI Snack Table: Olympia Resort will not allow us to bring our own food or alcohol into our meeting rooms. However, an SCBWI-WI Fall Retreat would not be the same without the sweet and savory treats our members have traditionally provided each year. So feel free to bring them! We'll have a hospitality room available where they can be shared.

All Manuscripts submitted for the Marsha Dunlap Scholarship Competition and/or critique by our faculty must be properly formatted following professional industry standards. For help, members can log into www.scbwi.org, then click "Just Getting Started" in the lower right-hand corner. The document called "From Keyboard to Printed Page" will provide details.

Need a Roommate? Chances are, someone else does, too! Feel free to use our **Listserv** to make these connections.

For more information about our SCBWI Listserv, see the FAQ page at www.scbwi-wi.com. To join the Listserv, e-mail Peggy Tromblay: mspeggy (at) centurytel.net. She'll send you an invite. It's the best way to stay informed and connect with our members!

SCBWI-Wisconsin
2011 Fall Retreat Registration Form
October 14-16, Olympia Resort and Conference Center, Oconomowoc, WI
http://olympiaresort.com/

Name: _____ First Retreat: Yes or No
Address: _____ City _____ State _____
ZIP _____ Phone: _____
E-Mail: _____

Include me in the roster: Yes or No Published in the Children's Market: Yes or No

Recent Publications: _____

Circle one for Critique:

- Illustration Portfolio Picture Book Chapter Book
Middle-grade Young Adult Magazine Article/Story

*Submit manuscript (properly formatted, up to ten pages) with fee and registration form.
For Portfolio Critique, bring portfolio to the Retreat.*

SATURDAY BREAKOUT SESSIONS

1:30 - 2:30 (Please check the one you will be attending)

- 1) Ann Angel - "Readers and Me: Finding Narrative Voice in Non-Fiction"
2) Jacqueline Houtman - "Not in So Many Words: Make Your Manuscript Lean and Mean"
3) Peer Group Critique
I am willing to lead a Peer Group Critique
4) None (I prefer a break)

For descriptions of break-out sessions, see pages 4 - 5.

3:00 - 4:00 (Please check the one you will be attending)

- 1) Lisa Moser - "Read, Read, Read to Write, Write, Write: Studying the Picture Book"
2) Michelle Regenold - "How Becoming a More Critical Reader Helps You Become a Better Writer"
3) Peer Group Critique
I am willing to lead a Peer Group Critique
4) None (I prefer a break)

Please include full payment (payable to SCBWI-WI) along with Proof of Membership:

Conference Fee before August 20 (\$295)
Conference Fee after August 20 (\$330)
Non-SCBWI Member (add \$75)
I prefer vegetarian meals if available (circle: Yes or No)

NOTE: Fee includes meals but does NOT include overnight accommodations. See page 8.

Total Payment Enclosed: \$ _____

Please mail registration, manuscript for critique (no more than ten pages, properly formatted), proof of membership, and full payment (checks payable to SCBWI-WI) to:

Judy Bryan
4484 Rustic Drive
Madison, WI 53718

FINAL REGISTRATION DEADLINE: September 17, 2011