

January, 2011

Issue 1

scbwi
society of children's book writers & illustrators

WISCONSIN



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Looking Back, Moving *F o r w a r d*

- **Regional Advisor:** Pam Beres
 - **Assistant Regional Advisor:** Judy Bryan
 - **Illustrator's Network:** Deb Gross
 - **Area Reps:**
 - ✓ **SE WI**
JoAnn Macken
 - ✓ **SW WI**
Georgia Beaverson
 - ✓ **NW WI**
Eva Apelqvist
 - ✓ **NE WI**
Susan Manzke
 - **Critique Group Coordinator:** Lisa Moser
 - **Publicity Chair:** Denice Martin
 - **Luncheon Committee:** Jamie Swenson & Emily Kokie
 - **New Member Chair:** Jamie Swenson
 - **Webmaster:** Andy Pitas
 - **Listserve:** Peggy Tromblay
 - **Newsletter:** Peggy Tromblay
- WEBSITE:**
www.scbwi-wi.com

Inside this Issue:

Chapter News & Events

- 2010 Retreat Recap
- Publicity & Illustrator News
- Retreat Proposal Callout
- Upcoming Events
- Important Dates – Mark Your Calendars

Here we are at the start of another new year. Resolutions have been made, diets started, and we're all ready to dig in for a long winter of writing and illustrating. After pausing to focus on family and holiday activities, it's time to move forward once again.

In the spirit of moving ahead, Judy and I have decided it's time for a change in the leadership of our Chapter. At the end of 2011, I will have served as Regional Advisor for six years and Judy will have served three as Assistant Regional Advisor. While we both enjoy the work, we also realize that change is good. It keeps us fresh, it keeps us growing. With that in mind, both Judy and I will be stepping down from our positions following the 2011 Fall Retreat. JoAnn Early Macken will take the RA position while Michael Kress-Russick will take the ARA role. Both JoAnn and

Michael are familiar to many of you as they have both been very active in our chapter for many years. They're often the first to volunteer and each brings a wealth of experience and expertise to the role. We're confident that they'll bring new ideas and new energy to the organization! Of course Judy and I will be working with JoAnn and Michael throughout the year to assure a smooth transition. They'll be ready to go by year's end!

In the meantime, we have a full and busy year planned with something, we think, for everyone. Registration for our **Novel Workshop with Cynthia Leitich Smith** is well underway (see our website for details), our **Spring Luncheon** will be held in April, and in May, by popular demand, **Pat Schmatz** will present an expanded version of the fabulous revision session she presented at the 2010 Fall Retreat. We're also

excited that plans are also in the works for an **Illustrator's Day** this summer. Last but not least, our 20th annual **Fall Retreat** will be held October 14-16. Since this is an anniversary year for this wonderful event, we hope to make it special. We've booked the Olympia Resort in Oconomowoc, Wisconsin as the site and we hope to have an announcement soon of the faculty who will highlight the event. We plan to make this one the best yet!

If that's not enough to keep you busy, keep reading to see what our publicity chairperson and area reps have in store for the up-coming months. **PLUS**, remember that January is the time to enroll/renew or up-date your **Speakers/Membership Directory** listing. **DEADLINE: January 31st.**

Whew—time for a break! I'm grabbing a warm blanket, a cup of hot chocolate and a good book. Wishing you all joy and peace for the new year! --Pam

Publicity News:

Winter likes writers. It's the one season that says, "Don't bother going outside. Pour a cup of tea and write." DRM

Without a doubt, SCBWI-WI members are becoming savvy self promoters. This past year it's been a delight to hear about the various places our members and their books are popping up, including trade shows/conferences, awards ceremonies, television/radio shows, blogs, and bookstores. And who can forget that full page ad in the *New York Times* that featured fellow chapter member Julie Bowe's book cover?!

To support our talented members and reach aspiring authors and illustrators, the publicity committee was involved in several activities the last half of 2010.



First, summer kicked off in a festive way with our participation in the first annual SE Wisconsin Festival of Books at UW-Waukesha. Our chapter was a sponsor for the free two-day family event and received an exhibit space where our members took turns greeting book lovers of all ages and giving little ones colorful tattoos.

Nearly 25 of our members participated in the children's programming, sitting on panels, doing story-times and presenting solo programs. It was an impressive showing for the first year! This year's festival takes place June 17th & 18th. Stay tuned for more details.

In late summer, the FALL HARVEST OF BOOKS new release flyer was produced with charming harvest art by illustrator Jamie Stevens. Thank you, Jamie! The flyer was sent out to the usual suspects (bookstores, libraries, press) along with mailings to several fall literacy/writing conferences in all parts of the state.

In early February SCBWI-WI returns to the Wisconsin State Reading Association's conference in Milwaukee. If you're going, stop by our table in the exhibit hall for some chocolate and schmoozing. And be sure to check out the Wisconsin Authors and Illustrators Showcase and book signing with SCBWI-WI members on Feb 3rd.



Finally, if you have a new release scheduled for Spring 2011, please send the title, publisher and release date to Denice Ryan Martin by February 28th: deepaul@centurytel.net. Wishing you a Happy New Year bursting with creativity and success! -Denice Ryan Martin, Publicity Chair, Genesee, WI

Help Fly the SCBWI-WI Kite! If you'd like to help the publicity committee or know of an event or place that would welcome our SCBWI-WI bookmarks and materials, please contact Denice at deepaul@centurytel.net

Illustrator News:

We were thrilled to have Loraine Joyner, art director at Peachtree Publishers as the illustrator faculty member at our Fall Retreat this year. She met with the illustrators and critiqued their portfolios. She also judged our Illustration Contest. Prior to the retreat she supplied participating illustrators with two picture book manuscripts. Each artist then chose one scene to illustrate. Congratulations to first place winner Carol Schwartz, and runners up Ned Gannon and Jay Fullmer.

The Illustrator Network has recently created a blog where members can share their latest creations, ask for critique and post special events. We're just getting it off the ground, but you're welcome to check it out at scbwistoryart.blogspot.com.

In the works is an Art Director one-day workshop to be held on a Saturday sometime early next year. Details will be posted on the listserv, Illustrator Network email and blog.

If anyone is interested in joining the Illustrator Network please email me at Deb144@charter.net.



Northeast Wisconsin:

****March 5, 2011**

Member author, Nancy Sweetland will speak about story arc at our northeast meeting. We meet from nine to noon at the **Harmony Cafe** (920) 569-1593, 1660 W Mason St, **Green Bay**, WI. Nancy Sweetland is the author of *God's Quiet things*, *If I Could*, *Jelly Kelly*, among many other books that include romance novels.

Fierce Revision Workshop

by Pat Schmatz

A workshop addressing revision from the emotional ground up. A look at commitment, curiosity, and gratitude. Bring your work in progress, your characters, and your fierce writer's heart.

Fierce Revision Workshop will be held on **May 21, 2011**, at the Muehl Public Library, Seymour, WI from 10 to 2 (brown bag lunch). **Registration information to follow.**

Pat Schmatz grew up in rural Wisconsin, and moved through Michigan, California and Minnesota before landing back in Amherst Junction. She is the author of three novels for teens: *Mrs. Estronsky and the UFO* (Windstorm Creative, 2001); *Circle the Truth* (Carolrhoda Books, 2007), and *Mousetraps* (Carolrhoda Books, 2008). *Circle the Truth* was chosen by Wisconsin Library Association as one of the outstanding books for children by a Wisconsin Author in 2008. *Mousetraps* was awarded the Council for Wisconsin Writers Award for children's fiction, and was a 2009 Lambda Literary Award nominee for best children's/young adult fiction. Pat's fourth novel, *Bluefish*, was awarded the 2010 PEN/Phyllis Naylor Working Writer Fellowship. *Bluefish* is scheduled for release by Candlewick Press in fall of 2011.

Southwest Wisconsin:

Madison Members Attended Susan Patron Lecture

Madison-area members are lucky enough to be close to the University of Wisconsin's Cooperative Children's Book Center and all the wonderful events it offers for lovers of children's literature. On September 29, area SCBWI members attended the CCBC's 2010 Charlotte Zolotow Lecture given by author and Newbery Award-winner Susan Patron.

Patron, author of the Newbery book *The Higher Power of Lucky*, movingly related her experiences as a librarian and author in her speech "Merging the Universe." She spoke about the controversy surrounding the use of the word "scrotum" in *Higher Power*, and how controversy continued with her next book, *Lucky Breaks*, and will likely continue with her upcoming third Lucky novel, *Lucky for Good*.



-Susan Patron

But, Patron asserted, lack of controversy shouldn't be the goal for children's literature. "...children live in the same world we do," she explained. "Books are powerful tools that let children peer into the heart; stories help them figure out what it means to be human. Books don't harm readers; they arm them."

After the lecture, audience members got a chance to meet with Patron and have her sign their books. Thanks to the CCBC for bringing Susan Patron to Madison.

Spring Luncheon 2011

Save the Date! Our annual Spring Speaker Luncheon featuring editor Julie Scheina of Little, Brown Books for Young Readers, will be held on Saturday, April 9th at the Oconomowoc Lake Club. A huge thank you to Sue Berk Koch and her family for once again allowing us to use this beautiful facility overlooking Oconomowoc Lake. Please watch for registration materials in February.

Mentorship Program

Our new mentorship program is off to a great start! A special thank you to Julie Bowe, Dori Chaconas and Pat Schmatz who developed the application and helped get the program up and running. Our two mentors this year, Dori and Pat, will each guide one lucky winner for an entire year and generously give their time, expertise, critiques and wisdom.

And the winners are . . . drum roll please . . . Sue Berk and Pat Lessie! Sue will team up with Pat S. and Pat L. will team up with Dori. Over 25 entries and outstanding manuscripts made for stiff competition. A big thank you to our judges, Georgia Beaverson, Emily Kokie and Kashmira Sheth for taking time out of their busy holiday schedules. They had the difficult job of selecting the top manuscripts to forward on to Pat S. and Dori, who then had the even more difficult job of choosing the winners.

Congratulations Sue Berk and Pat Lessie!!!

Critique Groups



The start of a new year calls for big steps. But not too big. You can still eat chocolate. The big step you might want to consider is joining a critique group. Critique groups are a wonderful way to develop your writing skills, support fellow writers, gain insight into your stories, and make new friendships.

If you are willing and able to critique one story a week, and can submit your own story for critique once every six weeks, then please contact Lisa Moser at LisaMoser@wi.rr.com She'll send you a questionnaire to fill out and return. Once she has enough writers in a similar genre, she'll contact you, and the fun will begin.

Take that next big step in your writing career. Join a critique group.

Call for Presenters

Our 20th annual Fall Retreat is scheduled for October 14-16, 2011 at Olympia Resort in Oconomowoc. Once again, we are accepting proposals for Saturday afternoon's popular break-out sessions. Sessions run approximately one hour and usually draw about 40-50 attendees. The talk should appeal to a wide audience but not be so broad so that it could not be covered in the allotted time. Participants often appreciate a hands-on or interactive approach. Topics that have recently been suggested by members include:

- Internet/social networking
- Book promotion/marketing
- Critique techniques
- New media/publishing options
- Rhythm and rhyme
- Organizing character and plot
- Researching editors
- Character development (what makes a book middle-grade, young-adult, adult?).

Of course, your own ideas are more than welcome, too! Your proposal should include the following:

- A short, catchy title which gives a clear idea of the talk content;
- A clear, specific description (approx. 100 words);
- Equipment needed (power point projector, flip chart, etc.);
- A bio showing knowledge and experience in the field of children's writing (approx. 100 words);
- Brief information about your teaching/speaking experience.

Please send your completed proposal between January 1, 2011 and March 31, 2011 to: Pam Beres at [pjberes\(at\)centurytel.net](mailto:pjberes(at)centurytel.net). Attachments are acceptable. You'll be notified in May whether or not your proposal has been accepted. If your proposal is accepted, you will be given a discount on the retreat registration fee as well as a \$125 honorarium which will be paid at the conclusion of the Fall Retreat.

We look forward to seeing some great proposals!

SCBWI-Wisconsin 2010 Fall Retreat

Shake, Rattle and Revise: How Technique Strengthens Craft

Packed with high energy, a great faculty, and information-filled sessions, the 19th annual Fall Retreat sold out in record time. Author Bruce Hale kicked off the weekend with an entertaining session on *Stakes & Suspense: How To Make Your Story Unputdownable*. His fun and inspiring presentation set the tone for a weekend filled with laughter and ah-ha moments.



Editor Lisa Yoskowitz surprised everyone with an announcement that she was moving to Disney Hyperion. We wish her well in her new position! She talked about *Perfect Pitch: Marketing Yourself and Mastering the Submission Process* and also went through the Title Information Sheet. This is used in the submission process and is filled out for every manuscript going to an acquisitions meeting. Fill it out for your own books for an eye-opening experience!

Greg Ferguson, Egmont USA Editor, gave a presentation on *Before & After: The Editorial Game*. Peachtree Art Director Loraine Joyner led us through the process of creating a picture book. Mary Kole, agent with Andrea Brown, gave a lively talk on *Finally Getting an Agent: What Separates Hopefuls From Clients in the Kidlit Market*. Author Deb Wiles took us on a journey into our characters. Using writing exercises and heartfelt stories about her own life, she touched and inspired all with her warm and lovely style.



For the illustrator contest, Loraine Joyner had the illustrators use text from our own Kashmiria Sheth's upcoming Peachtree picture book, *Tiger In My Soup*. Loraine had a difficult time choosing a winner from the outstanding artwork submitted. Congratulations to Carol Schwartz for taking the top prize! To see the entries visit Story Art, SCBWI-Wisconsin's new illustrator's blog (created by Deb Gross) at <http://scbwistoryart.blogspot.com>, click on Contests. Our two lucky winners in the Marsha Dunlap Scholarship contest are Michele Regenold, first place, and Carol Neumann, second place. Congratulations to both and a big thank you to our judges, Ann Angel and Lisa Moser!

Four fabulous, talented members filled the retreat with craft focused breakout sessions. Jamie Swenson, *P.O.V. – S.O.S.*; Elizabeth Fixmer, *Writing to Foster Emotional Growth in the Middle-Grade and Young Adult Reader*; E. M. Kokie, *Finding an Agent Who's Right For You*; and Georgia Beaverson, *Writing a One-Page Synopsis of Your Novel*.

Sherri Sinykin, former RA and organizer of the first Fall Retreat, was presented with a commemorative garden stone for her new home in Massachusetts. Pat Schmatz closed the weekend with an inspiring session on *Fierce Revision*. An engaging speaker, Pat will delve deeper into the revision process during a workshop in May. More highlights: the wine and chocolate reception; our famous, uber-delicious snack table; the book basket giveaway (won by Laurie Risch); and as always the support and camaraderie of our amazing chapter.



Pat Schmatz presents her awe-inspiring revision workshop

Laurie Risch presents the SCBWI-WI book basket to a lucky library

NOTE THE DATE:

- ✓ **Feb. 28th**
**New Spring
Release Titles to
Denice Martin**

- ✓ **March 5th**
**NE-WI: Nancy
Sweetland at
the Harmony
Café**

- ✓ **March 25th -
27th**
**Novel
Workshop
with Cynthia
Leitich Smith**

- ✓ **March 31st**
**Deadline for
Retreat Breakout
Proposals**

- ✓ **April 9th**
**Spring Luncheon
at the
Oconomowoc
Country Club**

- ✓ **May 21st**
**Pat Schmatz's
Fierce Revision
Workshop
in Seymour, WI**

- ✓ **Oct. 14th -16th**
**Fall Retreat at
the Olympia
Resort in
Oconomowoc, WI**

Dear Squibwy



Welcome to the second edition of “Dear Squibwy.” What is this and who am I? I’m an evolving section (and character-there is a debate going on) created to answer those burning questions you have and may be too, let’s say, “quiet” to ask. I encourage you to utilize me as a resource as I’m quite a sharp cookie (note the quills). I have recently polled the Listserve announcing my debut and soliciting questions for this edition. Apparently, you are all sharp cookies just like myself. You haven’t a single question for me. Until next time!

GET CONNECTED, GET INVOLVED!

If you’re not on SCBWI-WI’s Listserve, you’re not getting the most out of your membership! The Listserve is where members ask questions, post good news and provide encouragement and support. It’s also where you’ll first hear chapter-related news, including details about events as they are scheduled. Sign up now by sending an e-mail to Peggy Tromblay at mspeggy@centurytel.net. Remember! We are here to serve you! In keeping with SCBWI’s goal of providing the best in literature for kids, we’re committed to providing events and workshops that will help you reach your goals.