

Western Pennsylvania Society of Children's Book Writers and Illustrators
www.wpascbwi.com

Annual Fall Conference 2010

Practical Solutions for Tough Times

Friday, November 12, 2010
Pre-Conference Event
7 pm – 10 pm

Saturday, November 13, 2010
Conference
8 am – 5:30 pm

Greentree Radisson, Pittsburgh, PA



Featuring:

Emma Dryden
of Dryden Books

Rachel Abrams
Assistant Editor,
HarperCollins Children's Books

Deborah Vetter
Executive Editor, Cicada
Senior Contributing Editor, Cricket

Quinlan Lee
Agent, Adams Literary

John Blumen

3:15-4:00 p.m.

Workshops C – choose 1

- C-1** Beginners: *What We Wish We'd Known*
Pat Easton and Sally Alexander

- C-2** General: *Mining the Folklore*
Kitty Griffin Lagorio

- C-3** Professional: *Writing for the Educational Market –
What it is and How to Get Assignments*
Carla Mooney

- C-4** Illustrators: *Social Networking – I Don't Wanna!*
Nora Thompson

4:15-5:00 p.m.

Workshops D – choose 1

- D-1** Beginners: *This Book Needs to Be Read –
Honing Your Craft and Writing Your Best*
Rachel Abrams

- D-2** General: *Tips and Tricks for Writing Bright and Tight –
Make Every Word Matter, Every Word Count*
Debby Vetter

- D-3** Professional: *Surviving and Thriving: An Open Discussion About What
It Takes to Start or Keep a Career Going in Today's Market*
Emma Dryden

- D-4** Illustrators: *Portfolio Reviews*
Rose Gauss

Friday Night Social & Critique Session: Reception and cash bar, 7-10 p.m., followed by informal round-table critiquing. Bring a 5-page manuscript to read aloud. Cost is \$15. Add payment to registration form. You must also attend the conference.

Contests: Check the web site for details.

Bookstore: Books featured by the conference faculty and a variety of writing and illustrating reference books will be available in the ballroom from 8:00 a.m. – 3:15 p.m. Many thanks to our bookstore, Joseph-Beth Booksellers.

Lunch: Included with registration – buffet lunch of soup, salad, sandwiches, and desserts. Vegan items will be available.

Portfolio Display: Please stop by to view our Illustrators' Portfolios. Check at conference registration for location.

Manuscript Reviews: One-on-one manuscript reviews with conference faculty are available on a first-come, first-served basis. Manuscripts should be a maximum of 5 double-spaced pages and are due no later than October 15. Manuscript and payment of \$25 must be received before review is scheduled. Those received after October 15 will **not** be reviewed. Make checks payable to WPA SCBWI, and mail via regular postal service to Kathy Ayres, 819 St. James Street, Pittsburgh, PA, 15232.

You will not receive conference confirmation through the mail. Every effort will be made to accommodate your choice of workshops. You will receive your workshop schedule at conference registration.

No refunds of conference fees after Wednesday, November 3, 2010. Partial refund of 50% granted from Wednesday, October 27, through Tuesday, November 2.

Rooms: Call the Radisson at 800-333-3333 or 412-922-8400 for conference rates and reservations. Reserve no later than October 22 to guarantee conference rate.

Questions: Pat Easton (724-941-4332) or patheaston@aol.com
Marcy Canterna (724-468-4166) or canternam@windstream.net

MEET THE CONFERENCE FACULTY

Emma Dryden:

Emma D. Dryden was born and raised in New York City. She started what has now been a twenty-five year career in children's publishing at Viking Children's Books and Random House Children's Books, followed by a position as Associate Editor for Margaret K. McElderry, whose eponymous imprint was a part of Macmillan Children's Books. After McElderry retired, Emma was made Vice President, Editorial Director of McElderry Books, and in 2005, Vice President, Publisher of Atheneum Books for Young Readers and Margaret K. McElderry Books, imprints of Simon & Schuster Children's Publishing, a position she held until May 2009.

Over the course of her career Emma's edited nearly five-hundred books for children and young readers, ranging in format from board books and picture books to poetry anthologies, novelties, non-fiction, middle grade fiction, and young adult/teen fiction and fantasy. As publisher, she oversaw a staff that ranged between six and eleven editors and the annual publication of over one-hundred hardcover and paperback titles. Authors and illustrators whom Emma has edited include Ellen Hopkins, Karma Wilson, Susan Cooper, Alan Katz, David Catrow, Raul Colon, Shelia P. Moses, Marjorie Priceman, Lee Bennett Hopkins, David Diaz, and Paul Zelinsky.

In March 2010, Emma launched her own editorial consulting firm, drydenbks (www.drydenbks.com) through which she edits children's books; consults with authors, agents, and foreign publishers; is a creative consultant with the children's app publisher, Ruckus Media Group; is a collaborative writer; and does some of her own poetry and fiction writing.

Rachel Abrams:

Rachel Abrams is an assistant editor at HarperCollins Children's Books. Since joining HarperCollins in 2007, she has worked closely with authors, including Avi, Neil Gaiman, Chris Lynch, Lemony Snicket, and Rachel Vail, as well as illustrators, Brett Helquist, Dave McKean, Charles Vess, Maira Kalman, and Vladimir Radunsky. Rachel earned her bachelor's degree at New York University and is a graduate of the Columbia Publishing Course. She currently works on books for teens, middle grade readers, and young readers. When she's not working, Rachel enjoys relaxing with a good book, but can often be found with a cupcake and a crossword puzzle. Rachel lives in New York City.

Sally Hobart Alexander:

Sally Hobart Alexander is the author of eight award-winning books for children and teens. She has also published several personal essays and monographs. She teaches in Chatham's M.F.A. program and leads two critique groups out of her home. Her message about writing is simple: "If I can do it, you can, too."

John Blumen:

With an eclectic portfolio that runs the gamut from Industrial Design to Children's Books, John's 34-year career in advertising and publishing reflects his wide range of expertise in the multi-faceted world of illustration and design.

Rose Gauss:

Rose is a 1975 graduate from the Art Institute of Pittsburgh with a degree in Graphic Design. She has taught art in elementary schools, and coordinates the Illustrators Group in Western Pennsylvania SCBWI. She has illustrated three children's books, "Callie and the Stepmother", "I Wanna Be Me" and the latest due out the end of this year, "When I am Quiet".

Quinlan Lee:

Quinlan Lee has been in the Children's Publishing Industry for the past ten years, having worked as both a writer and an agent. This unique perspective helps her understand the challenges of creating a strong opening scene and a strong bottom line. She is currently and agent with Adams Literary, a full-service, boutique literary agency representing children's book authors and artists. She has published over thirty books with Scholastic, HarperCollins, and Simon & Schuster, including licensed projects for Clifford's Puppy Days, Dora the Explorer and the Planet Earth Series.

Carla Mooney:

Carla Mooney is the author of more than 20 books for kids and teens, including *Owen and the Dragon*, *Amazing Africa Projects You Can Build Yourself*, and the upcoming *Samson's Story* (Fall 2010) and *Great George Washington Projects You Can Build Yourself* (November 2010). For as long as she can remember, she has been in love with reading and writing. She is thrilled to create adventures and explore new worlds in each of her books and hopes that readers enjoy the journey as much as she has. Carla lives near Pittsburgh, PA, with her husband and three children. When not reading and writing, Carla volunteers as the Pittsburgh Chapter Director for Flashes of Hope, a nonprofit organization that photographs children with cancer and other life-threatening conditions.

Nora Thompson:

Nora Thompson worked full time as an illustrator at a daily newspaper for six years, and has been a professional illustrator since 1991. She has won numerous awards for her work, including the Pennsylvania Newspaper Association Keystone Press Award and the William D. Davis Award in Drawing. She began creating characters called The Rots in 2006, illustrated her first children's book in 2008, and is currently writing and illustrating her first book of flash fiction for kids.

Debby Vetter:

Deborah Vetter is Executive Editor for *Cicada*, a bimonthly literary journal launched in 1998 to provide quality fiction for teens. She also serves as Senior Contributing Editor to *Cricket*. Books she has edited for Cricket Books include *Chief Sunrise*, *John McGraw and Me*, and *Bill Pennant, Babe Ruth, and Me* by Timothy Tocher, *The Princess of Atlantis* by Lisa Williams Kline, *Scorpio's Child* and *Flying Lessons* by Kezi Matthews, *Dare to Be Scared 4* by Robert D. SanSouci, and several chapter books in Barbara Seuling's popular Robert series. She is also an instructor for the Institute of Children's Literature.

Please make checks payable to **WPA SCBWI** and send form and payment to:

Kate Dopirak
2643 Timberglen Drive
Wexford, PA 15090

2010 WPA SCBWI Conference Registration Form

Name _____ Name for tag _____

Address _____ City _____ State _____ Zip _____

Phone _____ e-mail _____

Are you an: _____ Author _____ Illustrator _____ Both

Are you new to the world of writing for children? _____ Yes _____ No
(If yes, we strongly recommend workshops A1, B1, C1, and D1.)

Workshop Choices: Please circle one in each slot. Workshop space may be limited; assignments will be on a first-come, first-served basis. If you provide only one choice for each session, you may be assigned randomly to another session.

1st choice - **A: 1 2 3 4 B: 1 2 3 4 C: 1 2 3 4 D: 1 2 3 4**
2nd choice - **A: 1 2 3 4 B: 1 2 3 4 C: 1 2 3 4 D: 1 2 3 4**

Conference Fees:

SCBWI Member - \$100.....\$ _____

Full-time student ID - \$100.....\$ _____

Non-Members - \$120.....\$ _____

Pre-Conference Event - \$15.....\$ _____

Late Fee - \$10 (postmarked after
October 31).....\$ _____

Total to be sent to Kate Dopirak

\$ _____

Membership Fees:

*Non-Members can pay member fee
by joining National SCBWI – please
join online – www.scbwi.org

*Membership renewal must also be
completed online.

Manuscript Review - \$25 \$ _____

(to be sent to Kathy Ayres by regular postal service – see registration form for address)

Disclaimer: Full refund if cancelled by October 27

Half refund if cancelled by November 3

No refund if cancelled after November 3 – No refund for manuscript reviews