

# wik '18

Writing & Illustrating for Kids

**Conference: Saturday, March 10**

**Intensives: Sunday, March 11  
Birmingham, Alabama**



**Light your imagination at WIK!**

SCBWI  
Southern Breeze  
Serving Alabama, Georgia, & the Florida Panhandle

Spain Park High School • 4700 Jaguar Drive • Hoover, AL

# Conference at a Glance

## March 10-11, 2018

### SATURDAY, MARCH 10, 2018

TIME	EVENT
7:30 – 8:30 AM	<b>REGISTRATION</b> • Morning Mingle • Bookstore
8:30 – 9:00 AM	Welcome, Announcements, Book Launches, Introduction of Guests and Keynote Speaker
9:00 - 9:45 AM	<b>KEYNOTE:</b> Linda Sue Park: Yours Truly: Why Passion Matters

### 10:00 – 10:45 AM SESSION 1

	FOCUS	MARKET	SPEAKER	WORKSHOP
<b>1a</b>	PUB	ALL	Christina Farley	Enter the Magical World of Hogwarts Publishing
<b>1b</b>	WTR	ALL	Deborah Halverson	The Ultimate Checklist for Submitting to Editors
<b>1c</b>	PUB	ALL	Deborah Shine	The Role of the Independent Publisher
<b>1d</b>	GEN	PB	Erica Silverman	Discussing and Dissecting Picture Books
<b>1e</b>	PUB	ILL	Nicki Carmack	Best Practices for Creating Production-Ready Illustrations
<b>1f</b>	WTR	ALL	Matt Ringer	Create a Character
<b>1g</b>	GEN	ALL	Cathy Hall	Putting Yourself Out There
<b>1h</b>	WTR	ALL	John Cusick	Pacing

### 11:00 – 11:45 AM SESSION 2

	FOCUS	MARKET	SPEAKER	WORKSHOP
<b>2a</b>	WTR	MG/YA	Linda Sue Park	Scene: The Building Block of Fiction
<b>2b</b>	PUB	ALL	Deborah Halverson	Up to the Minute Survey of Market Needs and Trends
<b>2c</b>	GEN	ALL	Deborah Shine	Writing for a Multilingual Audience
<b>2d</b>	WTR	ALL	Janice Hardy	Creating Stronger Conflicts in Your Novel
<b>2e</b>	ILL	PB	Pat Cummings	Visual Storytelling for Author Illustrators
<b>2f</b>	WTR	ALL	Matt Ringer	Lots of Plots: From the Beginning to the End
<b>2g</b>	PUB	ALL	John Cusick	Staying Sane
<b>2h</b>	PUB	ALL	Erica Silverman	Selecting the Right Agent for You

**12:00 – 12:45 PM**      **LUNCH • Announcements • Faculty and Attendee Book Signing • Portfolio Showcase**

**SESSION KEY:**    **GEN** (General)      **WTR** (Writers)      **PB** (Picture Books)      **MG** (Middle Grade)  
                          **YA** (Young Adult)      **PUB** (Publishing)      **ILL** (Illustrators)      **ALL** (PB/MG/YA)

1:00 – 1:45 PM SESSION 3

	FOCUS	MARKET	SPEAKER	WORKSHOP
3a	WTR	MG/YA	I. Latham & J. Baggett	Setting the Scene
3b	GEN	PM	Deborah Halverson	The Read-Aloud Factor
3c	PUB	ALL	Deborah Shine	The Role of the Independent Publisher
3d	GEN	PB	Erica Silverman	Discussing and Dissecting Picture Books
3e	ILL	ALL	Pat Cummings	Killer Portfolios
3f	PUB	ALL	Jaimie Engle	Landing A Literary Agent
3g	WTR	ALL	John Cusick	Pacing
3h	WTR	ALL	Matt Ringer	Create a Character

2:00 – 2:45 PM SESSION 4

	FOCUS	MARKET	SPEAKER	WORKSHOP
4a	GEN	ALL	Debbie Dadey	Five Steps to Worldbuilding
4b	PUB	ALL	Deborah Halverson	The Ultimate Checklist for Submitting to Editors
4c	GEN	ALL	Deborah Shine	Writing for a Multilingual Audience
4d	PUB	ALL	Erica Silverman	Selecting the Right Agent for You
4e	PUB	ILL	Nicki Carmack	Best Practices for Creating Production-Ready Illustrations
4f	WTR	ALL	Matt Ringer	Lots of Plots: From the Beginning to the End
4g	PUB	ALL	John Cusick	Staying Sane
4h	GEN	ALL	Linda Sue Park	Authenticity in Story

TIME	EVENT
3:00 – 3:30 PM	Faculty Q&A
3:30 – 4:00 PM	Closing Announcements and Door Prizes
4:00 – 4:30 PM	Bookstore Closes
4:00 – 5:30 PM	Attendee and Book Launches Book Signing
4:00 – 5:30 PM	Formal Manuscripts & Portfolios Critiques / Prepaid
4:00 – 5:30 PM	Informal Manuscripts & Portfolios Critiques / Free!

SUNDAY, MARCH 11, 2018

TIME	INTENSIVE
9:00 AM – Noon	Linda Sue Park Sentence Sense
9:00 AM – Noon	Deborah Halverson Writing Dialogue in YA/MG Fiction
9:00 AM – Noon	Matt Ringer Novel and Chapter Book Roundtable
1:00 – 4:00 PM	K. Kinard & R. Petruck Building Characters with Heart and Humor
1:00 – 4:00 PM	J. Wheeler-Toppen & H. Montgomery Writing Science and Nature for Kids
1:00 – 4:00 PM	Janice Hardy Bringing Your Novel to Life

**SESSION KEY:** GEN (General) WTR (Writers) PB (Picture Books) MG (Middle Grade)  
YA (Young Adult) PUB (Publishing) ILL (Illustrators) ALL (PB/MG/YA)

# Post-Conference Intensive

## Sunday, March 11, 2018



**COST:** **Writing Intensives (Optional, additional fees apply)** \$75.00  
Select one morning and one afternoon session

**LUNCH:** \$8.50. In order to keep registration costs low, lunch is no longer included in the fee for the intensives. Attendees may purchase a lunch during registration, bring their own, or go to a nearby restaurant.

**9:00 AM-  
Noon** **Writers' Half-Day Intensive with Linda Sue Park**  
**Sentence Sense**



In this hands-on workshop, we'll examine techniques that will make every word count, both strengthening and polishing your story. Participants should bring at least thirty pages of a middle-grade or YA novel in progress, ON A LAPTOP. (The techniques we'll be practicing are very difficult to do using paper and pen.)

**Writers' Half-Day Intensive with Deborah Halverson**  
**How to Talk Like a Teen When You're So Not One: Writing Dialogue in YA/MG Fiction**



Teen readers want to hear directly from the teen characters in their books. Your novel's dialogue must entertain young readers, intrigue them, inform them, comfort them, and, depending on which characters are moving their lips, sound like them. In this session, learn techniques for crafting convincingly youthful dialogue as well as strategies for using dialogue as a powerful tool for exposing characters, stimulating them to action they wouldn't otherwise take, and revealing plot information. The result: Flavorful, convincing conversations that'll enrich the entire reading experience. Bring a laptop or writing utensil and paper for writing exercises.

**Writers' Half-Day Intensive with Matt Ringer**  
**Novel and Chapter Book Roundtable**



At this roundtable for middle grade and young adult novelists, hear how an editor responds to the first five pages of your chapter book, middle grade, or young adult manuscript (starting from the beginning, formatted in 12 point font, double spaced, Times New Roman, with one inch margins). The first 15 to register and elect to share their manuscript will have their work read and critiqued. Even if you do not elect to have your work read, or don't sign up early enough to snag one of the spots, you will hear live, on-the-spot feedback that will help you grow as a writer and understand what editors are focusing on in the first five pages.

NOTE: Format pages in 12 pt. font, Times New Roman, double spaced, one inch margins. All participants should bring 16 STAPLED copies of the first five pages of their work-in-progress chapter book, middle grade, or young adult novel.

Conference Registration: <https://southern-breeze.scbwi.org/events/wik18/>  
Hotel Reservations: Country Inn and Suites (205) 968-3700

1:00 PM-  
4:00 PM

## **Writers' Half-Day Intensive with Kami Kinard & Rebecca Petruck** ***Building Characters with Heart and Humor***



Middle Grade authors and critique partners Kami Kinard and Rebecca Petruck offer tips and techniques for bringing heart and humor to manuscripts in this intensive designed to help authors master the driving force behind every great book: character development. Learn how to use what you already have, your feelings and sense of humor, to create irresistible characters your readers will love. Expect a few tips on how to get the most out of a critique partnership along the way!

## **Writers' Half-Day Intensive with Jodi Wheeler-Toppen & Heather Montgomery** ***Curiosity Meets the Printed Page: Writing Science and Nature for Kids***



Connect your readers to the marvels of the real world. In this intensive we will revel in research. We will explore transforming trivia into timeless truths and see how to move readers from abstract to "Aha!" Not just for nonfiction, this is a hands-on, pens-on workshop.

## **Writers' Half-Day Intensive with Janice Hardy** ***Bringing Your Novel to Life***



Great novels blend skilled writing with compelling storytelling, using a multitude of techniques to draw readers in and make them love the book. These techniques work together to build immersive story worlds, creating characters readers love, settings they want to live in, and stories they can't put down. In this workshop, you'll learn techniques to bring your novel to life for your readers. Use point of view to show, not tell, and draw readers in without infodumping; find the best ways to describe the setting and build a world; tap into the emotions of the characters and use those emotions to drive the plot and deepen the story; and how all these techniques work together to build a novel. With hands-on exercises, you'll practice these techniques in class, and then put them to work in your own novel. Bring your laptop or pages!

# Illustrators' Day

Sunday, March 11, 2018



**IGNITE Your Illustration Career** *Illustrator's Day* is designed to enliven your visual storytelling with dynamic advanced techniques. Join us for this day of informative sessions, mentorships and portfolio reviews that will spark your creative flow. Portfolio guidelines on the website.

**COST:** **With Conference:** \$75.00 **Without Conference:** \$95.00

**9:00 – 9:30** **Check-in & Welcome**

**9:30 – 10:15** **Advanced | Illustrators Matchbox: Pat Cummings**

How to use dynamic elements (Scale, Perspective, Lighting, Pattern, Texture, etc.) to fire up the emotional impact of your work.

**10:30 – 11:15** **Shine Bright From the Start: Deborah Shine**

Learn key steps to shine bright when beginning a book illustration project. Deborah Shine, owner of Star Bright Books, will share the process of hiring an illustrator and the evolution of a story from initial story board thumbnails to final copy.

**11:15 – 12:00** **Mentorship Review: Nicki Carmack** \$65.00 (for mentorship)

**Space is Limited to 15 participants. Register Early! Deadline January 15, 2018!**

Mentees who snag one of 15 spots will gain valuable understanding of the editorial process through hands-on-experience with the Creative Director of Peachtree Publishers, Nicki Carmack, as she challenges them to reimagine the classic tale of *Jack and the Beanstalk*. *Illustrator's Day* attendees will also gain insights into the process as she reviews the development of each mentee's work from storyboard thumbnails and character sketches to the final image.

**12:00 – 1:00** **Lunch**

**1:00 – 1:45** **Advanced | Dynamic Illustration Techniques: Nicki Carmack**

This session will discuss tips and tricks to enhance your illustrations with dynamic production techniques. Learn how embossing, foil stamping, lamination etc. can impact your artwork and create a more dynamic finished product.

**2:00 – 3:00** **Liz Conrad Award & Quick Fire Review**

**3:00 – 3:45** **Panel Q & A**

**3:45 – 4:00** **Closing Remarks**

**Portfolio Guidelines:** <https://southern-breeze.scbwi.org/for-our-illustrators/illustrators-corner-blog/>  
**Conference Registration:** <https://southern-breeze.scbwi.org/events/wik18/>

# Critiques and Portfolio Reviews



## FORMAL CRITIQUES

**Cost: \$50.00**

**Manuscript Deadline:** February 4, 2018

Southern Breeze offers three formal critique options: Face-to-Face Manuscript Critique, Face-to-Face Portfolio Review, and Written-Only Manuscript Critique. Formal critiques are conducted by conference faculty (editors, agents, authors, illustrators) or other industry professionals who may or may not be in attendance. All written-only critiques are conducted by editors or agents. Face-to-Face critiques consist of a 12-minute meeting with the critiquer. Critiquers are asked to use the SCBWI Gold Form to ensure thorough critiques. Critiques are available only to registered conference attendees.

### Manuscript Formatting:

- 12-point Arial or Times Roman, double-spaced.
- Set margins at 1" or larger.
- Include name, address, telephone and email in page header.
- Title and byline should appear a third way down the first page with text below.
- Do not include any illustrations or dummies.
- Questions? Read "From Keyboard to Printed Page" at [www.scbwi.org/online-resources/just-getting-started/](http://www.scbwi.org/online-resources/just-getting-started/).

### Length:

- Picture book or short story: submit entire manuscript.
- Poetry: submit up to six related poems.
- Longer works: submit up to 10 pages, one of which can be a one-page synopsis.

### Submission:

- Portfolios should be brought to the conference.
- Manuscript formats (.doc, .docx, .rtf, or .pdf).

Send manuscripts as email attachment (doc, .docx, .rtf, or .pdf) to:

Formal Critiques: [sbface2facecrits@gmail.com](mailto:sbface2facecrits@gmail.com)

Written Only Critiques: [sbwrittencrits@gmail.com](mailto:sbwrittencrits@gmail.com)

Subject line: "Formal Critique-[TITLE OF MANUSCRIPT]-[category of your manuscript (PB, MG, YA)]"

## INFORMAL CRITIQUES: FREE

Conference attendees gather in small groups to critique one another's work. During online registration, indicate which genre you will be bringing. On the day of the conference, bring at least five copies of your work, under 2500 words please.

## PORTFOLIO DISPLAYS: FREE

Illustrators may bring their portfolio to registration for set-up. For more information about displaying portfolios, check the SCBWI website.

**Opportunity to submit to faculty after the conference: No additional charge!!!**

Conference Registration: <https://southern-breeze.scbwi.org/events/wik18/>  
Hotel Reservations: Country Inn and Suites (205) 968-3700

# Registration



## SCBWI SOUTHERN BREEZE FALL CONFERENCE TUITION

### Saturday Workshops

<b>SCBWI Members:</b>	\$150.00
<b>Non-Members:</b>	\$185.00
<b>Before December 31:</b>	\$125.00 (Members) \$160.00 (Non-Members)
<b>After March 5</b>	An additional \$25.00
<b>Lunch:</b>	\$8.50 each.

Food for wik18 will be provided by **Urban Cookhouse**. Menu items are on the registration form.

### ILLUSTRATORS' DAY

<b>With Conference</b>	\$75.00
<b>Without Conference</b>	\$95.00

*Illustrators' Day Only: \$95.00 (Note: the "ticket" shows \$20, but an additional \$75 is accessed when Illustrators' Day is selected. Both must be checked for your registration to be approved.)*

### OPTIONAL ACTIVITIES (SOME FEES MAY APPLY)

<b>Writing Intensive</b>	\$75.00
<b>Formal Critiques:</b>	\$50.00 Manuscript or Portfolio
<b>Manuscript Submission Deadline:</b>	February 4, 2018
<b>One-on-One Agent Session:</b>	\$55.00
<b>Quickfire Portfolio Review:</b>	FREE (must be registered for Illustrators' Day)
<b>Professional Head Shots:</b>	\$20.00
<b>Informal Critique Sessions:</b>	FREE
<b>Dessert Party &amp; Book Signing</b>	FREE

**NO REFUND FOR CANCELLATIONS:** Because space is limited, no refunds are provided, but if attendance must be cancelled due to illness or other similar circumstances, fees can be credited toward a future conference or workshop. Contact the Regional Advisor at [Southern-Breeze@scbwi.org](mailto:Southern-Breeze@scbwi.org) for further information.

**Can't afford it?** An RA scholarship is available for first-time attendees. For more information, contact the Regional Advisor, Claudia Pearson, at [Southern-Breeze@scbwi.org](mailto:Southern-Breeze@scbwi.org).

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# Additional Information



## LET'S HAVE DESSERT FIRST! BOOK SIGNING & FACULTY RECEPTION

Please join us Friday evening from 3:30 - 5:30 PM at the Homewood Library for our annual wik fall conference dessert party with the faculty. 1721 Oxmoor Rd, Birmingham, AL 35209, 205-332-6600. This is part of the public book signing. Irene Latham and Charles Waters will read from their new picture book, *Can I Touch Your Hair: Poems of Race, Mistakes, and Friendship*.

## SCBWI MEMBERS Book Launches, Sales and Signing

**SCBWI published members** who attend the conference are invited to participate in the conference book launches, sale and autograph party. Space for these activities is limited and filled on a first-come-first-serve basis, so be sure to register early. Information about your title must be submitted on the Book Sales Form at <http://goo.gl/forms/XT0ruqsQHo> no later than 30 days prior to the conference. If the book seller is not able to supply your books as a result of limited distribution channels or terms, you will be notified and may bring your own copies and check them in with the bookseller. Contact [Southern-Breeze@scbwi.org](mailto:Southern-Breeze@scbwi.org) for additional information regarding the terms and agreement with the bookseller for selling books supplied by authors/illustrators.

**SCBWI Anti-Harrassment Policy:** SCBWI is dedicated to providing a harassment-free experience in its events and activities for everyone, regardless of gender, gender identity and expression, sexual orientation, disability, physical appearance, body size, race, national origin, age or religion. We do not tolerate harassment of conference participants in any form. Harassment includes offensive verbal comments related to gender, gender identity and expression, sexual orientation, disability, physical appearance, body size, race, national origin, age, or religion, deliberate intimidation, stalking, following, harassing photography or recording, sustained disruption of talks or other events, inappropriate physical contact, and unwelcome sexual attention. Participants asked to stop any harassing behavior are expected to comply immediately. SCBWI reserves the right to require anyone not complying with the above to depart from any event at which any such activity has been perpetrated and to bar them from future SCBWI events. Any member who experiences harassment at an SCBWI event can submit a complaint directly to executive director Lin Oliver at [linoliver@scbwi.org](mailto:linoliver@scbwi.org).

**Agreement for protection of Intellectual Property:** By signing up for this event, you acknowledge that audio taping, videotaping and/or transmitting or aiding in any of the foregoing of any part of the Conference (including, but not limited to, presentations, individual sessions, and networking events) is prohibited. Additionally, the material in all handouts and presentations is copyrighted and may not be reprinted, blogged, written, orally transmitted, and/or reproduced without written permission of the copyright holder only.

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# Session One: 10:00 - 10:45

## Saturday, March 10, 2018



### **Christina Farley | *Enter the Magical World of Hogwarts Publishing***

Have you ever felt like the world of publishing is a lot like entering the magical world of Harry Potter? You must receive a special invitation via owl, stand on Platform 9  $\frac{3}{4}$  for entrance, and possess certain magical powers. But in reality, publishing is a feat that even Muggles like you can achieve! In this talk, attendees will gain tips to achieve those 'magical writer abilities,' learn the process to get an agent, and get an insider peek into the world of publishing.

**Audience:** Writers, all levels.



### **Deborah Halverson | *The Ultimate Checklist for Submitting to Editors: 10 Tests a Novel Must Pass to Prove It's Really Ready for Submission to Editors***

Too often, YA/MG manuscripts are submitted to editors before they are truly ready. And since you only get one chance with a particular editor, you can't risk sending out a manuscript that's not the best it can be. But how can you know when your manuscript is really ready? You *think* it is, but how can you know *for sure*? Learn ten actionable tests for knowing when a novel is really, truly ready to submit... along with ways to whip the manuscript into shape if it fails a single one of them.

**Audience:** Writers, all levels.



### **Deborah Shine | *The Role of the Independent Publisher***

From *Friends at School* to the Jake series, why Star Bright has published books about diverse children for almost a quarter of a century.

**Audience:** Writers and illustrators, all levels.



### **Erica Silverman | *Discussing and Dissecting Picture Books***

Learn the ins and outs of picture books and what it takes to be successful in this market.

**Audience:** Writers and illustrators, all levels.

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# Session One: 10:00 - 10:45

## Saturday, March 10, 2018



### **Nicki Carmack** | *Best Practices for Creating Production-Ready Illustrations*

What is bleed? RGB or CMYK? How does the gutter impact my artwork? This session will discuss many of the basic rules of production that will ensure illustrations are reproduced in the way the artist intended.

**Audience:** Illustrators, all levels.



### **Matt Ringler** | *Create a Character: You Will Leave Here With a New One*

This session will help writers create and develop a character for their stories. Come prepared to do some hands-on exercises.

**Audience:** Writers, all levels.



### **Cathy Hall** | *Putting Yourself Out There*

SCBWI provides lots of opportunities for members to share their expertise and experience, not to mention making a little money in the process. This workshop will take ideas all the way to proposals, with the tips and tools necessary to get a member seen, heard, and read in the SCBWI community and beyond!

The session will include three ways to get out there: 1. The SCBWI Bulletin (pitching an article, what makes an idea sell, brainstorming pitches, general tips for article-writing). 2. Conference Workshops (what conferences are available for workshops, brainstorming ideas, getting creative, selling yourself). 3. SCBWI Events (other events to get yourself out there). 4. General Tips and Tricks of the Trade (we'll be asking PALs for their best tips and tricks as well as some of my own)

**Audience:** Writers and illustrators, all levels.



### **John Cusick** | *Pacing*

Learn to write an un-put-downable novel by exploring what to cut, what to keep, and what order to put it in.

**Audience:** Writers, all levels.

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## Session Two: 11:00 - 11:45 Saturday, March 10, 2018



### **Linda Sue Park | Scene: *The Building Block of Fiction***

The scene is the basic unit of the novel. This session will provide an overview of how to use scene to develop and propel your story. Learn how thinking in scenes can be valuable at every stage: planning, writing, and revising.

**Audience:** Writers, all levels.



### **Deborah Halverson | *Up to the Minute Survey of Market Needs and Trends***

An in-depth look at the state of the children's book industry, from new imprints to what's selling and what's being acquired, what's being wished for, what's not so popular, and what's showing signs of potential upswing. Understand what industry insiders see when they assess today's marketplace, and what their submission inboxes and acquisitions look like so you'll have a rich understanding of our unique corner of publishing and be able to better position the projects you're working on.

**Audience:** Writers and illustrators, all levels.



### **Deborah Shine | *Writing for a Multilingual Audience***

What works and doesn't work in picture book manuscripts that will be published in more than one language. Children should not only be able to see themselves in print but also hear their native tongue when the books are read aloud, so Star Bright makes bilingual books available in 24 languages, including Haitian Creole, Vietnamese, and simple Chinese.

**Audience:** Writers and illustrators, all levels.



### **Janice Hardy | *Creating Stronger Conflicts in Your Novel***

At the heart of every story is conflict. It's so central to good storytelling, that without it, you have no story. But despite its importance, it's not always easy to find the conflict in an idea. In this workshop, you'll examine what "conflict" really means and how to find the right conflict for your story. You'll learn to identify the different types of conflict, how to use internal and external conflicts to plot, and how to tell if you need a character arc or not. You'll also explore the most common reason for missing or weak conflict in a story, and hear tips on how to fix them.

**Audience:** Writers, all levels.

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# Session Two: 11:00 - 11:45

## Saturday, March 10, 2018



### Pat Cummings | *Visual Storytelling for Author Illustrators*

Developing a story through illustrations. How a story can be developed through appealing imagery.

**Audience:** Illustrators, all levels.



### Matt Ringler | *Lots of Plots: From the Beginning to the End (and Everything in Between)*

Learn how to plot your story from beginning to end, creating a tale that will keep readers invested in your book.

**Audience:** Writers, all levels.



### John Cusick | *Staying Sane*

Writer's block, imposter-syndrome, the inner critic, isolation! Learn practical techniques for embracing the writer's life without going stir-crazy.

**Audience:** Writers, all levels.



### Erica Silverman | *Selecting the Right Agent for You*

This session will teach you how to find the right agent to suit your needs.

**Audience:** Writers and illustrators, all levels.



# Session Three: 1:00 - 1:45

## Saturday, March 10, 2018



### Irene Latham & Jim Baggett | *Setting the Scene*

Join an author and archivist team as they share secrets to finding and using archival resources to create rich, authentic and accurate historical settings so that readers feel like they are living inside the pages of your book.

**Audience:** Writers, all levels.



### Deborah Halverson | *The Read-Aloud Factor: Achieving Rhythm without Relying on Rhyme in Picture Books*

Children's book editors consider rhythmic language an essential factor in a satisfying picture book reading experience. Yet many of these same editors won't accept submitted manuscripts written in rhyme because fluid, masterful rhyming is so difficult to accomplish. That means picture book writers must inject rhythm into their storytelling without relying on rhyme. This session teaches techniques to write a rhythmic, satisfying, fun-to-read-aloud picture book text without using rhyme.

**Audience:** Writers and illustrators, all levels.



### Deborah Shine | *The Role of the Independent Publisher*

From *Friends at School* to the Jake series, why Star Bright has published books about diverse children for more than a quarter century.

**Audience:** Writers and illustrators, all levels.



### Erica Silverman | *Discussing and Dissecting Picture Books*

Learn the ins and outs of picture books and what it takes to be successful in this market.

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## Session Three: 1:00 - 1:45 Saturday, March 10, 2018



### **Pat Cummings** | *Killer Portfolios*

Assembling a portfolio with only the most effective, essential and evocative images to engage picture book editors, art directors and agents.

**Audience:** Illustrators, all levels.



### **Jaimie Engle** | *Landing A Literary Agent: What To Expect and What Not To Expect*

Finding a literary agent is a challenging process. In this workshop, Jaimie Engle takes you through the process from research to rewrites, query letters and synopsis. Q & A to follow, and attendees are encouraged to bring in their 1 page query letter to submit for group study.

- Writing a query letter that pops
- Tackling the dreaded synopsis with ease
- Secret places to find your Super Awesome Agent
- Questions to ask with the offer of representation
- Stats, behind the scenes, and other tricks you might not know

**Audience:** Writers and illustrators, all levels.



### **John Cusick** | *Pacing*

Learn to write an un-put-downable novel by exploring what to cut, what to keep, and what order to put it in.

**Audience:** Writers, all levels.



### **Matt Ringler** | *Create a Character: You Will Leave Here With a New One*

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## Session Four: 2:00 - 2:45

### Saturday, March 10, 2018



#### **Debbie Dadey | *Five Steps to Worldbuilding***

With 13 series under her belt and over 42 million copies in print, children's author Debbie Dadey has had great fun creating fun worlds both human and other-worldly. Join Debbie as she takes you through the steps of constructing a home for your own best-seller. Debbie's newest book, *Ready, Set, Goal!*, is number 17 in The Mermaid Tales series.

**Audience:** Writers and illustrators, all levels.



#### **Deborah Halverson | *The Ultimate Checklist for Submitting to Editors: 10 Tests a Novel Must Pass to Prove It's Really Ready for Submission to Editors***

Too often, YA/MG manuscripts are submitted to editors before they are truly ready. And since you only get one chance with a particular editor, you can't risk sending out a manuscript that's not the best it can be. But how can you know when your manuscript is really ready? You *think* it is, but how can you know *for sure*? Learn ten actionable tests for knowing when a novel is really, truly ready to submit... along with ways to whip the manuscript into shape if it fails a single one of them.

**Audience:** Writers, all levels.



#### **Deborah Shine | *Writing for a Multilingual Audience***

What works and doesn't work in picture book manuscripts that will be published in more than one language. Children should not only be able to see themselves in print but also hear their native tongue when the books are read aloud., so Star Bright makes bilingual books available in 24 languages, including Haitian Creole, Vietnamese, and simple Chinese.

**Audience:** Writers and illustrators, all levels.



#### **Erica Silverman | *Selecting the Right Agent for You***

This session will teach you how to find the right agent to suit your needs.

**Audience:** Writers and illustrators, all levels.

Conference Registration: <https://southern-breeze.scbwi.org/events/wik18/>  
Hotel Reservations: Country Inn and Suites (205) 968-3700

# Session Four: 2:00 - 2:45

## Saturday, March 10, 2018



### **Nicki Carmack** | *Best Practices for Creating Production-Ready Illustrations*

What is bleed? RGB or CMYK? How does the gutter impact my artwork? This session will discuss many of the basic rules of production that will ensure illustrations are reproduced in the way the artist intended.

**Audience:** Illustrators, all levels.



### **Matt Ringler** | *Lots of Plots: From the Beginning to the End (and Everything in Between)*

Learn how to plot your story from beginning to end, creating a tale that will keep readers invested in your book.

**Audience:** Writers, all levels.



### **John Cusick** | *Staying Sane*

Writer's block, imposter-syndrome, the inner critic, isolation! Learn practical techniques for embracing the writer's life without going stir-crazy.

**Audience:** Writers, all levels.



### **Linda Sue Park** | *Authenticity in Story*

This session will examine the issue of authenticity, which applies to all writers. Can research and imagination substitute for lived experience? Who can write what stories? What makes a story authentic? These are difficult questions that are often painful to explore, but necessary for everyone in our field--and ultimately, for our young readers. Authenticity in Story.

**Audience:** Writers and illustrators, all levels.



# Our Faculty



**Jim Baggett**, is Head of the Birmingham Public Library Archives and Archivist for the City of Birmingham. Jim has spoken at more than 25 conferences throughout the U.S. and in Europe and has been featured

on Alabama Public Television, Alabama Public Radio, National Public Radio, and C-SPAN. He has authored or edited five books on Birmingham and Alabama history and has written more than 50 magazine articles on archival preservation and Alabama history.

**Workshops:** Setting the Scene.



**Nicki Carmack** has a degree in Visual Communications from the University of Brighton, England. Her graphic design career was launched in the field of financial marketing, but she soon discovered a love for

book design and went to work for Dorling Kindersley in London. In the early 1990s, Nicki moved to the United States and returned to the financial industry as a senior graphic designer, and ultimately, creative director for Harland Clarke. However, she still loved the creative process of publishing design, and formed a relationship with Peachtree Publishers in Atlanta. Nicki worked as a contract designer for Peachtree for a number of years, and was taken on as Creative Director when she left her corporate role in 2012. Her responsibilities include creative development of everything from picture books to young adult titles, advertising, marketing collateral, catalog, website and tradeshow graphics.

**Workshops:** Best Practices for Creating Production-Ready Illustrations; Dynamic Illustration Techniques.



**Pat Cummings** Pat is the author and/or illustrator of over 35 books for young readers. Along with teaching children's book illustration and writing at Parsons and Pratt, she holds a summer Children's Book Boot

Camp that brings writers and illustrators together with top editors and art directors.

Pat serves on the boards of the Authors Guild, the Authors League Fund and The Society of Children's Book Writers and Illustrators (SCBWI). She also serves as Chair of the Founders Award Jury for the Society of Illustrators' Original Art Show.

She frequently does workshops and programs about the craft and business of children's books for schools, universities and professional organizations, both domestically and abroad.

Her most recent picture book, *Beauty and the Beast*, was set in west Africa. It was translated from the original French and retold by her husband, H. Chuku Lee, a founding member of NABJA. Her first middle grade novel, *Trace*, will be published in 2019. Both titles are with HarperCollins.

Pat can be reached at [www.patcummings.com](http://www.patcummings.com) or on Twitter @PatCummingsBook.

**Workshops:** Visual Storytelling for Author Illustrators; Killer Portfolios; Illustrators Matchbox.



**Conference Registration:** <https://southern-breeze.scbwi.org/events/wik18/>  
**Hotel Reservations:** Country Inn and Suites (205) 968-3700

# Our Faculty



**John Cusick** is an agent with Folio Jr. / Folio Literary Management, representing picture books, middle-grade, and young adult novels. He is also the author of *Girl Parts* and *Cherry Money Baby* (Candlewick Press), as well as a regular speaker at writers conferences. His client list includes *New York Times* and international bestsellers and award-winners. You can find him online at [www.JohnMCusick.com](http://www.JohnMCusick.com) and on twitter, @johnmcusick.

**Workshops:** Pacing; Staying Sane.



**Debbie Dadey** grew up in Kentucky, but now lives in Tennessee. A former teacher and librarian, she is the author and co-author of 166 traditionally published children's books. Her first book, co-authored with

Marcia Thornton Jones, *Vampires Don't Wear Polka Dots* became the series, *The Adventures of the Bailey School Kids*. *Ready, Set, Goal!* is the newest in Debbie's Mermaid Tales multicultural series from Simon and Schuster.

[www.debbiedadey.com](http://www.debbiedadey.com); [www.Facebook.com/debbiedadey](https://www.facebook.com/debbiedadey); [www.twitter.com/debbiedadey](https://www.twitter.com/debbiedadey).

**Workshops:** Five Steps to Worldbuilding.



**Claire Easton** began her publishing career at Painted Words in 2012 as the assistant to agent Lori Nowicki, and worked her way up to Agent. She represents picture books, chapter books, and middle grade novels, with picture books being her sweet spot. She is proud to represent a group of talented authors and illustrators who include #1 *NY Times*-bestselling illustrator Jaime Kim; Ashley Spires, author-illustrator of *The Most Magnificent Thing*; and Alyssa Bermudez, illustrator of *Lucia the Luchadora*. She lives in New York City and is the member of a writing group and too many book clubs.

**Workshops:** Pacing; Staying Sane.



**Jaimie Engle** is a regular conference speaker, writing instructor, and classroom guest across the state of Florida. Her non-fiction work has appeared multiple times on *Writer's Digest*, *The Dr. Laura Program*, and in publications through the Society of Children's Book Writers & Illustrators. She has independently published multiple award-winning novels and blogs monthly for *YA Outside the Lines*. When not writing, Engle podcasts, co-spends, and spends time with her family. Follow on Instagram @thewriteengle.

**Workshops:** Landing A Literary Agent: What To Expect and What Not To Expect.

**Workshops:** Landing A Literary Agent: What To Expect and What Not To Expect.

## Our Faculty



**Christina Farley** is the author of *The Princess & The Page* set in France and the bestselling *Gilded* series, a YA contemporary fantasy series set in Korea. *Gilded* was nominated for Korea's Morning Calm, Ohio's

Buckeye award, and *Tome's* It List. Her books have been hailed in Epic Read's anticipated reads, PriceStyle's recommended summer reads, Book Riot's favorite myth-inspired reads and fantasy recommendations, and BuzzFeed's 21 amazing series they'll miss. She is a certified teacher holding a master's degree in education and has taught writing workshops worldwide. She lives in Florida and can be visited online at [ChristinaFarley.com](http://ChristinaFarley.com).

**Workshops:** Enter the Magical World of Hogwarts Publishing.



**Cathy C. Hall** is a humor writer and children's author. Her stories, essays, poems, and puppet plays have been published in all kinds of interesting places, and her leveled readers are available in South Korea (because they're books for teaching English to Korean students). So really, Cathy's like the Where's Waldo of the kidlit world, only much better dressed. (Okay, a little better dressed.) Visit her website at [c-c-hall.com](http://c-c-hall.com), Twitter @cathychall, or Facebook: Cathy C. Hall.

**Workshops:** Putting Yourself Out There.



**Deborah Halverson** is the founder of the popular writers' advice site [DearEditor.com](http://DearEditor.com) and the award-winning author of *Writing New Adult Fiction* and *Writing Young Adult Fiction for Dummies*, the teen novels

*Big Mouth* and *Honk If You Hate Me*, the picture book *Letters to Santa*, and three books in the Remix series for struggling readers. She was an editor at Harcourt Children's Books and is now a freelance editor specializing in teen/tween fiction, New Adult fiction, and picture books. Deborah has worked with authors—bestsellers, veterans, debut, and aspiring—for twenty years. She also serves on the advisory board for the UC San Diego Extension "Children's Book Writing and Illustrating" certificate program. [www.DeborahHalverson.com](http://www.DeborahHalverson.com).

**Workshops:** The Ultimate Checklist for Submitting to Editors: 10 Tests a Novel Must Pass to Prove It's Really Ready for Submission to Editors; The Read-Aloud Factor: Achieving Rhythm without Relying on Rhyme in Picture Books; How to Talk Like a Teen When You're So Not One: Writing Dialogue in YA/MG Fiction.



# Our Faculty



**Janice Hardy** is the award-winning author of *The Healing Wars* trilogy from Balzer+Bray/Harper Collins, including *The Shifter* (Which made the 2014 list of “Ten Books All Young Georgians Should Read”). She’s

also the founder of Fiction University, a site dedicated to helping writers improve their craft, and the author of multiple books on writing, including the bestselling, *Understanding Show, Don’t Tell (And Really Getting It)*, and *Understanding Conflict (And What It Really Means)*. As an educator, she’s presented writing workshops on local, regional, and national levels, speaking on a variety of craft topics.

**Intensive:** Bringing Your Novel to Life.

**Workshops:** Creating Stronger Conflicts in Your Novel.



**Kristy Hunter** joined The Knight Agency in 2014. With a degree in Women & Gender Studies and English Literature from Vanderbilt University, Kristy moved to New York City immediately after graduation to try

her hand at publishing. She completed the Columbia Publishing Course and worked in the city for several years—first at Grove/Atlantic and then at Random House Children’s Books—before making the switch to agenting.

As an associate agent, Kristy is actively growing her list. She loves voice-driven stories, strong characters, and being surprised by the unexpected. As a result, she is open to most genres but is specifically looking for strong women’s fiction with book club appeal, literary fiction, historical fiction, romance (and all subgenres of romance), suspense, young adult, and mid-

dle grade. Books that feature a diverse cast of characters are always at the top of her list and she’d love to see even more own voices projects in her inbox. Some of her favorite reads include *Eleanor Oliphant is Completely Fine* by Gail Honeyman, *Interpreter of Maladies* by JhumpaLahiri, *The Woman in Cabin 10* by Ruth Ware, *The Hate U Give* by Angie Thomas, *Three Dark Crowns* by Kendare Blake, *To All the Boys I’ve Loved Before* by Jenny Han, *The Hatting Game* by Sally Thorne, *The Swans of Fifth Avenue* by Melanie Benjamin, and *The Thing About Jellyfish* by Ali Benjamin.



**Kami Kinard** is the author of *The Boy Problem* (Scholastic, 2014) and *The Boy Project* (Scholastic, 2012), which was newly released in paperback July 2016 as part of Scholastic’s WISH series. Her poetry, stories,

articles, and essays have appeared in numerous periodicals for children and adults. In addition to her professional critiquing services, she is a SCBWI mentor, and often leads writing workshops at conferences and in schools. [www.kamikinard.com](http://www.kamikinard.com).

**Intensive:** Building Characters with Heart and Humor.

# Our Faculty



**Irene Latham** is the author of more than a dozen current and forthcoming poetry, fiction and picture books for children and adults, including *Leaving Gee's Bend*, 2011 ALLA Children's Book of the Year.

Winner of the 2016 ILA Lee Bennett Hopkins Promising Poet Award, she also serves as poetry editor for Birmingham Arts Journal.

**Workshops:** Setting the Scene.



**Heather Montgomery** writes for kids who are wild about animals. The weirder, the wackier, the better. An award-winning educator, Heather uses yuck appeal to engage young minds. She has a B.S. in biology and an M.S. in environmental education and has published over a dozen nonfiction books including her upcoming *Something Rotten: A Fresh Look at Roadkill* (Bloomsbury) and *Bugs Don't Hug* (Charlesbridge). Inquiry is her life. [www.HeatherLMontgomery.com](http://www.HeatherLMontgomery.com)

**Intensive:** Curiosity Meets the Printed Page: Writing Science and Nature for Kids.



**Linda Sue Park** is the author of several novels and picture books, including *A Single Shard*, the 2002 Newbery Medal winner, and the long-running *New York Times* bestseller *A Long Walk to Water*. Her most recent titles are the Wing & Claw Trilogy (a middle-grade fantasy series) and *Yaks Yak*, a picture book. She is honored to serve on the Board of Advisors for SCBWI and WNDB. Linda Sue knows

very well that she will never be able to read every great book ever written, but she keeps trying anyway. Visit her website at [www.lindasuepark.com](http://www.lindasuepark.com) and follow her on Twitter @LindaSuePark.

**Intensive:** Sentence Sense

**Workshops:** Authenticity in Story; Scene: The Building Block of Fiction.



**Rebecca Petruck** is the author of *Will Nolan Eats Bugs* (March 2018) and *Steering Toward Normal* (2014), both with ABRAMS/Amulet. *Steering Toward Normal* was an American Booksellers Indies Introduce New Voices and Kids Indie Next List pick, as well as a BCCB Best Book of the Year featured in *Vanity Fair's* Hollywood, the *LA Times*, and *Christian Science Monitor*. She holds an MFA in Creative Writing from UNC Wilmington, and is a mentor for SCBWI Carolinas, Pitch Wars, and Writing in the Margins. Visit Rebecca at <http://rebecca-petruck.com>.

**Intensive:** Building Characters with Heart and Humor.



**Erica Rand Silverman** is an agent at Stimola Literary Studio. She is primarily interested in books for and about children. Prior to becoming an agent she was a high school teacher, working with at-risk kids. Stimola

Literary is a small, boutique agency with a passionate team and a family feel. They are very selective, representing picture books through young adult.

**Workshops:** Discussing and Dissecting Picture Books; Selecting the Right Agent for You.

**Conference Registration:** <https://southern-breeze.scbwi.org/events/wik18/>  
**Hotel Reservations:** Country Inn and Suites (205) 968-3700

# Our Faculty



**Matt Ringler** is a senior editor at Scholastic specializing in chapter book, middle grade, and YA fiction. He has worked on the Goosebumps series by R.L. Stine, the Game Changers series by Mike Lupica, the STAT series by Amar'e Stoudemire, and the Little Rhino series by Ryan and Krystle Howard, as well as *The Hero Two Doors Down* by Sharon Robinson.

His YA list includes *Kill the Boy Band* and *No Good Deed* by *New York Times* bestselling author Goldy Moldavsky, *It's Not Me, It's You* and *The Date to Save* by Stephanie Kate Strohm, and *The Pros of Cons* by Alison Cherry, Lindsay Ribar, and Michelle Schusterman.

**Intensive:** Novel and Chapter Book Roundtable

**Workshops:** Create a Character: You Will Leave Here With a New One; Lots of Plots: From the Beginning to the End (and Everything in Between).



Long before #WeNeedDiverseBooks, **Deborah Shine** was publishing books about diversity and tolerance at Star Bright Books, which she founded in 1994 in Harlem and relocated to Cambridge, Massachusetts in 2011. Beginning with the press's first book, Rochelle Bunnett's *Friends at School*, Shine has made a point of portraying children of different colors, nationalities, and abilities in the books on her list. Shine believes that children should not only be able to see themselves in print but also hear their native tongue when the books are read aloud. Star Bright makes bilingual books available in 24 languages, including Haitian, Creole, Vietnamese, and simple Chinese. She wants families

who immigrate to the United States to read books aloud in their own language.

She has also written her own books like *Cradle Me* (2012), with pictures of Native American babies, which she published under her maiden name, Debby Slier; and *Witches* (2011), about children with disabilities having fun trick or treating, which she wrote under the pseudonym Cheryl Christian. Altogether Shine has written, edited, or adapted more than 65 books under variations of her own name and various pseudonyms, including Edith Adams, Sarah Bright, and Robin Harris. At Star Bright, which has a backlist of 300 titles, Shine publishes 16 books a year.

**Workshops:** The Role of the Independent Publisher; Writing for a Multilingual Audience; Shine Bright From the Start.



**Jodi Wheeler-Toppen** is a science author and educator with 10+ books for children and teachers from National Geographic Kids, Capstone, and NSTA Press. Recent children's books include *Edible Science:*

*Experiments you Can Eat* (a Junior Library Guild Selection) and, as a co-author, *Recycled Science* (a finalist for the AAAS/Subaru SB&F Prize). She also has a series for teachers, *Once Upon a Science Book*, for the National Science Teachers Association (NSTA) Press. Her goal in both writing and educating is to present science as exciting, suspenseful... and understandable. She loves having adventures with kids—her own and any others who come her way. Find her at [www.OnceUponAScienceBook.com](http://www.OnceUponAScienceBook.com) or on Facebook @JodiWheelerToppen.

**Intensive:** Curiosity Meets the Printed Page: Writing Science and Nature for Kids.

Conference Registration: <https://southern-breeze.scbwi.org/events/wik18/>  
Hotel Reservations: Country Inn and Suites (205) 968-3700

# Locations and Hotel Information



## CONFERENCE HOTEL

Country Inn and Suites  
4400 Colonnade Pkwy  
Birmingham, AL 35243  
(205) 968-3700

**Special Conference Block Room Rates:** \$105.00 queen bed, double occ.

**Note:** To get the discount, tell them you are with SCBWI/Southern Breeze. Reserve early! Limited number of rooms available.

## EVENT LOCATIONS

**Conference Workshops:** Spain Park High School, 4700 Jaguar Dr., Hoover, AL 35242

**Writers' Intensives:** Spain Park High School, 4700 Jaguar Dr., Hoover, AL 35242

**Illustrators' Intensive:** Spain Park High School, 4700 Jaguar Dr., Hoover, AL 35242

**One-on-One Agent Sessions:** Spain Park High School, 4700 Jaguar Dr., Hoover, AL 35242

**Friday Dessert Party:** 1721 Oxmoor Rd, Birmingham, AL 35209.

## FOR MORE INFORMATION

**Registration:** Claudia Pearson at [southern-breeze@scbwi.org](mailto:southern-breeze@scbwi.org)

**General:** Tay Berryhill at [southernbreeze.wikcoordinator@gmail.com](mailto:southernbreeze.wikcoordinator@gmail.com)

**Questions at wik? Look for our Southern Breeze Conference Team Leaders:**

**Claudia Pearson**



**Sharon Pegram**



**Tay Berryhill**



**TeMika Grooms**



**Heather Montgomery**



Brochure illustrations by Maegan Penley

**Conference Registration:** <https://southern-breeze.scbwi.org/events/wik18/>  
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