



wik '16

Writing & Illustrating for Kids

Intensives: Friday, October 7
Conference: Saturday, October 8
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

October 7-8, 2016

FRIDAY, OCTOBER 7, 2016

TIME	INTENSIVE	LOCATION
9:00 AM – 5:00 PM	AGENT ONE-ON-ONE SESSIONS: With B. Sherman & T. Prasana	Hampton Inn, Hoover, AL
9:00 AM – 4:00 PM	WRITING: Bruce Coville: The Light Fantastic	Hampton Inn, Hoover, AL
9:00 AM – 4:00 PM	ILLUSTRATION: Don Tate: Drawing on Diversity and Style to Create Authentic Characters	Ruffner Mountain Treehouse

SATURDAY, OCTOBER 8, 2016

TIME	EVENT
7:30 – 8:30 AM	REGISTRATION • Morning Mingle • Bookstore
8:30 – 8:45 AM	Welcome & Opening Announcements • First Book Launches • First Door Prizes
8:45 – 9:30 AM	Acquiring Faculty introductions & Q&A panel
9:30 – 10:20 AM	KEYNOTE: Bruce Coville: Ripples in the Pond: Why What We Do Matters

10:30 – 11:15 AM SESSION 1

	FOCUS	MARKET	SPEAKER	WORKSHOP
1a	PUB	ALL	Cathy Hall	So You Want to Get Published
1b	PUB	ILL	TeMika Grooms	Starting an Illustration Career
1c	PUB	ILL	Don Tate	My Journey
1d	CFT	PB	Orli Zuravicky	Developing a Strong Picture Book Character
1e	PUB	ALL	Brooks Sherman	Crafting a Compelling Query
1f	PUB	ALL	Tanusri Prasana	Encouraging Diversity in Children's Books
1g	MRK	ALL	Jodi Wheeler-Toppen	Getting Your Books (and You!) Into Schools
1h	CFT	ALL	Sara Sargent	Worldbuilding

11:30 – 12:15 AM SESSION 2

	FOCUS	MARKET	SPEAKER	WORKSHOP
2a	CFT	MG	Bruce Coville	The Light Fantastic: Writing Fantasy and Science Fiction
2b	PUB	ALL	Sara Sargent	Live Editing
2c	CFT	ILL	Don Tate	Creating Winning Picture Book Biographies
2d	CFT	MG/YA	Kami Kinard	The Anatomy of Secondary Characters
2e	CFT	MG/YA	Brooks Sherman	Writing a Gripping Opening
2f	PUB	ALL	Tanusri Prasana	Role of the Literary Agent
2g	MRK	ALL	Lisa Tyre	It's a Tweet Life! Twitter 101
2h	PUB	PB	Orli Zuravicky	Breaking into the Board Book & Novelty Market

12:15 – 1:15 PM **LUNCH • Announcements • Faculty and Attendee Book Signing • Portfolio Showcase**

1:15 – 1:50 PM **Contest Winners • Second Book Launches • Door Prizes**

SESSION KEY: PUB (Publishing) CFT (Craft) MRK (Marketing) ALL (PB/MG/YA)
PB (Picture Books) MG (Middle Grade) YA (Young Adult) ILL (Illustrators)

2:00 – 2:45 PM SESSION 3

	FOCUS	MARKET	SPEAKER	WORKSHOP
3a	CFT	ALL	Bruce Coville	Voice in Writing: The Most Elusive Aspect
3b	CFT	ALL	Sara Sargent	Worldbuilding
3c	CFT	ILL	Don Tate	Creating Winning Picture Book Biographies
3d	CFT	PB	Orli Zuravicky	Developing a Strong Picture Book Character
3e	MRK	ALL	Amy Dees	Set Your Work on Fire, Use Social Media as Your Gasoline!
3f	PUB	ALL	Tanusri Prasana	Encouraging Diversity in Children's Books
3g	PUB	ALL	Joan Broerman	Rejecting Rejection
3h	CFT	MG/YA	Brooks Sherman	Writing a Gripping Opening

3:00 – 3:45 PM SESSION 4

	FOCUS	MARKET	SPEAKER	WORKSHOP
4a	CFT	ALL	Bruce Coville	At the Intersection of Plot & Character: Weaving Action & Insight
4b	PUB	ALL	Sara Sargent	Line Editing
4c	PUB	ILL	Don Tate	My Journey
4d	PUB	PB	Orli Zuravicky	Breaking Into the Board Book & Novelty Market
4e	PUB	ALL	Brooks Sherman	Crafting a Compelling Query
4f	CFT	PB	Randi Sonenshine	Enriching Your Picture Book with Content Connections
4g	PUB	ALL	Joyce Sweeney	The Path to Publication
4h	PUB	ALL	Tanusri Prasana	Role of the Literary Agent

TIME	EVENT
4:00 – 5:30 PM	Attendee and Book Launches Book Signing Manuscripts & Portfolios Formal Critiques / Prepaid Manuscripts & Portfolios Informal Critiques / Free! Marketing Consultations / Prepaid Bookstore Closes

SESSION KEY: **PUB** (Publishing) **CFT** (Craft) **MRK** (Marketing) **ALL** (PB/MG/YA)
PB (Picture Books) **MG** (Middle Grade) **YA** (Young Adult) **ILL** (Illustrators)

Pre-Conference Intensive

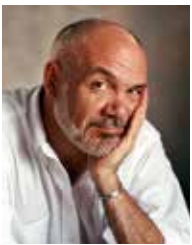
Friday, October 7, 2016



COST: Writing Intensives (Optional, additional fees apply)
SCBWI Members: \$85.00 Non-Members: \$95.00

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-4:00 PM **Writers' Intensive with Bruce Coville**
The Light Fantastic



Location: Hampton Inn, 4520 Galleria Blvd., Hoover, Alabama 35242

The session will begin with an "annotated storytelling" of the first two chapters of *The Monster's Ring*, examining in detail the tricks and techniques being used. Then we'll examine ten specific tips for writing compelling fantasies.

Audience: For editors, librarians, teachers, parents, and children, the hook is what pulls us in, what keeps us reading, and what remains with us after the last page is turned. This intensive will explore the hook of the book from many angles, and you will leave with ideas on how to improve your art and writing and make your work stand out in this ever-more-competitive field.

9:00-10:30 The ins and outs of writing fantasy. We begin with an "annotated storytelling" offering notes at all levels, from word choice to mythic structure. This leads into a series of ten concrete tips to apply to fantasy writing.

10:30-11:00 Q&A (Please come prepared with questions!)

11:00-11:15 Break

11:15-12:30 Thinking in series; though many fantasy novels stand alone, the series form works particularly well for fantasy writers. How to build and maintain a series!

12:30-1:30 Lunch

1:30-3:00 First pages – my way! The first ten registrants who select this option can bring up to 750 words from anywhere in a manuscript to be read aloud and commented on.

3:00-3:30 Reading lists and suggested reading from the participants.

3:30-4:00 Final Q&A

Conference Registration: <https://southern-breeze.scbwi.org/events/wik16/>
Hotel Reservations: Hampton Inn, Hoover, AL

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9:00 AM-
4:00 PM

Illustrators' Intensive with Don Tate *Drawing on Diversity & Style to Create Authentic Characters*



Location: Ruffner Mountain Treehouse, 1214 81st St. South, Birmingham, AL, 35206

The call for more diversity in children's literature is not new. However groups like We Need Diverse Books and The Brown Bookshelf have helped to bring more attention to the issue. How do illustrators answer that call? And how can you create authentic characters of color who are outside of your own experience. It's more than creating white characters in brown face. In session, we will discuss, investigate, draw and develop multi-dimensional characters that will ring true in today's world. We'll also work on developing a marketable style. But what is a marketable style/technique? How do illustrators discover and achieve this in their career? Don will conduct a drawing session that includes drawing like other illustrators and attendees will stretch and reach toward new strengths. He'll also demystify the process of creating a winning picture book dummy. Planning through thumbnail sketches. Rising and falling action. Driving your reader through your story by the use of dynamic page turns, color, and composition.

Audience: Illustrators, all levels.



Conference Registration: <https://southern-breeze.scbwi.org/events/wik16/>
Hotel Reservations: Hampton Inn, Hoover, AL

Critiques and Portfolio Reviews



FORMAL CRITIQUES

Cost: \$45.00

Deadline: September 8

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.

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/.

Length:

- Picture book or short story: submit entire mans.
- 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 by email with attachment to:
Formal Critiques: sbface2facecrits@gmail.com
Written Only Critiques: 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!!!

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Hotel Reservations: Hampton Inn, Hoover, AL

Agent One-On-One and Marketing Consultations



AGENT ONE-ON-ONE: FRIDAY

COST: \$55.00

Come spend 20 minutes one-on-one with an agent who will answer questions and offer individualized advice and feedback. Bring your query, your first page, a printout of your current Facebook page or a few of your most recent blogs; bring your one year, three year, five year plans as a writer/illustrator, your royalty statement, or recent personal rejection letters, and get some advice on craft or marketing yourself and your work from one of the best! You may submit up to five pages of material for the agent to review in advance of the appointment. Send to sbreezeoneonone@gmail.com no later than 30 days prior to the conference. These pages are not intended to be critiqued as with a formal critique, and are only to apprise the agent of the issue/project/subject you wish to discuss.

MARKETING CONSULTATIONS: SATURDAY

COST: \$45.00

In these 15-minute sessions, Lisa Tyre will answer questions and offer individualized advice and feedback. Bring your query, your first page, a printout of your Facebook page or rejection letters, and get some advice on craft or marketing yourself and your work from one of the best!



Conference Registration: <https://southern-breeze.scbwi.org/events/wik16/>
Hotel Reservations: Hampton Inn, Hoover, AL

Registration



SCBWI SOUTHERN BREEZE FALL CONFERENCE TUITION

Saturday Workshops

SCBWI Members:	\$145.00
Students:	\$155.00
Non-Members:	\$165.00
After September 30:	\$175.00 (Members) \$195.00 (Non-Members)
Lunch:	\$8.50 each

Food for wik16 will be provided by **Urban Cookhouse**.
Menu items are on the registration form.

Walk-up registration on October 7 is available for the Theater breakout sessions only

Optional Writing or Illustrating Intensive

SCBWI Members:	\$85.00
Non-Members:	\$95.00

Optional Formal Critiques: \$45.00 Manuscript or Portfolio

Submission Deadline: September 8

One-on-One Agent Session: \$55.00

Marketing Consultation: \$45.00

To Register, go to <https://southern-breeze.scbwi.org/events/wik16/>

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 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.

Conference Registration: <https://southern-breeze.scbwi.org/events/wik16/>
Hotel Reservations: Hampton Inn, Hoover, AL

SCBWI/Southern Breeze Conference Workshops Saturday, October 8, 2016



- 7:30 – 8:30** **Registration • Morning Mingle • Bookstore**
- 8:30 – 8:45** **Welcome and Opening Announcements
First Book Launches, First Door Prizes**
- 8:45 – 9:30** **Acquiring Faculty introductions & Q&A panels**
- 9:30 – 10:20** **Keynote with Bruce Coville
*Ripples in the Pond: Why What We Do Matters***
- 10:30 – 11:15** **Session One Workshops**
- 11:30 – 12:15** **Session Two Workshops**
- 12:15 – 1:15** **Lunch • Book Signing • Portfolio Showcase**
- 1:15 – 1:50** **Contest Winners • Second Book Launches • Door Prizes**
- 2:00 – 2:45** **Session Three Workshops**
- 3:00 – 3:45** **Session Four Workshops**
- 4:00 – 5:30** **Attendee and Book Launches Book Signing
Manuscripts & Portfolios Formal Critiques / Prepaid
Manuscripts & Portfolios Informal Critiques / Free!
Marketing Consultations / Prepaid
Bookstore Closes**

Conference Registration: <https://southern-breeze.scbwi.org/events/wik16/>
Hotel Reservations: Hampton Inn, Hoover, AL <http://bit.ly/1TiWFa1>

Session One: 10:30 - 11:15

Saturday, October 8, 2016



Cathy Hall | So You Want to Get Published

Many of us who join SCBWI think we must get a book published because...well, it's the Society of Children's BOOK Writers and Illustrators. But there are many children's writers who are interested in poetry, short stories, plays, essays, and more--and there are plenty of kidlit markets for these children's writers. In Part I, I'll bring those markets to our newest writers, give first-hand tips on how to break into those markets and share the resources a new writer should have on the shelf, virtual or real. In Part II, I'll discuss PAL membership in SCBWI and how it can benefit EVERY published member!

Audience: Writers and illustrators, all levels.



TeMika Grooms | Starting an Illustration Career

Aimed at the illustrator just starting out on their career, this workshop covers everything from creating a competitive portfolio, the ins and outs of submitting your work to Traditional Publishers and Agents, and best practices when exploring non-traditional publishing routes. We will discuss how to get your work seen, what makes a successful promo piece, managing your digital portfolio.

Audience: Illustrators, beginner.



Don Tate | My Journey

Overnight success does not always happen overnight. In fact, for Don Tate, overnight success took thirty-plus years to attain. This self-described "Longest-coming up-and-comer" will share his journey from reluctant grade-school reader to published illustrator, and then on to becoming an award-winning children's book author. In his breakout, Tate will discuss some lessons learned, myths vs. reality, and he will offer practical advice for both aspiring and published authors and illustrators.

Audience: Illustrators, all levels.



Orli Zuravicky | Developing a Strong Picture Book Character

In this workshop, I'll talk about what makes a strong picture book character, focusing on some bestselling characters in the market as examples.

Audience: Writers and illustrators, all levels.

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Session One: 10:30 - 11:15

Saturday, October 8, 2016



Brooks Sherman | *Crafting a Compelling Query*

Pick up tips and strategies for how to make your query letter stand out from the slush. Literary agent Brooks Sherman will share do's and don't's of what to put in your query, and how to format it to keep it tight yet informative.

Audience: Writers and illustrators, all levels.



Tanusri Prasana | *Encouraging Diversity in Children's Books*

This session will discuss the collective action required to promote kidlit that truly reflects the reality of the world around us, so that children can see themselves honestly portrayed in the books they read, in a way that is inclusive of race, religion, gender, socio-economic background, sexual orientation, ability and other identifiers of diversity.

Audience: Writers and illustrators, all levels.



Jodi Wheeler-Toppen | *Getting your Books (and you!) into Schools*

How do teachers decide which books to use with their classes? What makes a teachers' guide for a book really useful for a teacher? How do you get a teacher's guide noticed so that teachers will try it out? In this session, we'll hear from teacher interviews on how they select books. We'll look at some lesson plans that teachers love and figure out why they work. We'll look at some publications coming out of educator's groups that can help us highlight our work for teachers, and help them see how valuable our author visits can be. And it will be fun!

Audience: Writers and illustrators, all levels.



Sara Sargent | *Worldbuilding*

No matter what genre or category you're writing in, you need to have the strongest possible world for your novel. We'll discuss tactics for improving your world and making it so compelling that readers will never want to leave!

Audience: Writers, all levels.

Conference Registration: <https://southern-breeze.scbwi.org/events/wik16/>
Hotel Reservations: Hampton Inn, Hoover, AL <http://bit.ly/1TiWFa1>

Session Two: 11:30 - 12:15 Saturday, October 8, 2016



Bruce Coville | *The Light Fantastic: Writing Fantasy and Science Fiction (a shorter version of the Fantasy/SF intensive)*

The session will begin with an “annotated storytelling” of the first two chapters of *The Monster’s Ring*, examining in detail the tricks and techniques being used. Then we’ll examine ten specific tips for writing compelling fantasies.

Audience: Writers, all levels.



Sara Sargent | *Live Editing*

Ever wonder about the editorial process—what we choose to edit and why? Sara Sargent will line edit live, using one page of each participant’s manuscript to show how editors think and how they make tough decisions about what stays and what goes.

Audience: Writers, all levels.



Don Tate | *For writers and illustrators: Creating Winning Picture Book Biographies*

As an illustrator, words frightened Don Tate. After all, artists create pictures, they don’t write stories. So how did a non-word person go about writing award-winning picture books (one that he did not illustrate)? In his breakout session, Don will reveal all of that, discussing both sides of the bookmaking process. How do creators of picture book biographies find and then zero in on the right information? How can illustrators find their writing voice? And what about research—how do I know what to include and leave out? Don’s breakout will include his process of planning a story from initial inspiration through creating thumbnail sketches and dummy books.

Audience: Illustrators, all levels.



Kami Kinard | *The Anatomy of Secondary Characters*

When writing novels, we spend a lot of time developing our main characters. But secondary characters need our attention too! This session discusses how to develop secondary characters whose talents and characteristics amplify those of main characters and help them reach their goals. Using examples from many best-selling novels, we’ll look at various types of secondary characters, assigning each a part of the body, based on how they assist the main character. (Hermione Granger, for example, is the brain.)

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Brooks Sherman | *Writing a Gripping Opening*

How do you craft the right balance of character, setting, and plot in your manuscript's first pages to hook an agent, editor, and reader? Literary agent Brooks Sherman discusses the characteristics that make up a compelling opening for your middle grade or young adult novel, pointing to concrete examples from published (and soon-to-be-published) works.

Audience: Writers, all levels.



Tanusri Prasana | *Role of the Literary Agent*

This session will discuss the role played by an agent from helping get the manuscript in shape for submission, the submission process, negotiating the publishing contract and managing an author's career together with the publisher, drawing from HSG's practices and philosophy.

Audience: Writers and illustrators, all levels.



Lisa Tyre | *It's a Tweet Life! Twitter 101*

When it comes to getting published, writers should use every tool available. It's now possible to get noticed, find an agent, even get published because of Twitter! This class is designed to teach you the basics - how to use Twitter, how hashtags work and which ones to use, participating in twitter contests, building your platform, connecting with influencers, etc.

Audience: Writers and illustrators, beginner.



Orli Zuravicky | *Breaking into the Board Book & Novelty Market*

In this workshop, I'll focus on breaking down the board book and novelty market and what makes a break-out bestseller, as well as what kind of challenges the market faces.

Audience: Writers and illustrators, all levels.

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Session Three: 2:00 - 2:45 Saturday, October 8, 2016



Bruce Coville | *Voice in Writing: The Most Elusive Aspect*

Ask editors what they are looking for in a manuscript, and more often than not the answer you will hear is “voice.” Unfortunately, while voice is the element of writing most sought, it is also the one least taught. Indeed, voice can’t really be taught . . . it something a writer must develop. So let’s talk about some ways that you can find your own voice . . . or voices!

Audience: Writers, all levels.



Sara Sargent | *Worldbuilding:*

No matter what genre or category you’re writing in, you need to have the strongest possible world for your novel. We’ll discuss tactics for improving your world and making it so compelling that readers will never want to leave!

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Don Tate | *For writers and illustrators: Creating Winning Picture Book Biographies*

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Session Three: 2:00 - 2:45 Saturday, October 8, 2016



Amy Dees | *Set Your Work on Fire, Use Social Media as Your Gasoline!*

Introductions on how to make a book trailer-and post it to social media websites Step by step intros on making a book trailer Where to, when, and how to increase your 'follow-ship' Be engaging in PERSON and on social media-How

Audience: Writers and illustrators, all levels.



Tanusri Prasana | *Encouraging Diversity in Children's Books*

This session will discuss the collective action required to promote kidlit that truly reflects the reality of the world around us, so that children can see themselves honestly portrayed in the books they read, in a way that is inclusive of race, religion, gender, socio-economic background, sexual orientation, ability and other identifiers of diversity.

Audience: Writers and illustrators, all levels.



Joan Broerman | *Rejecting Rejection*

Like characters in your book, rejection is layered, not one dimensional. It plays a vital role in the writing process. Reject what rejection does TO you and make it work FOR you to improve craft and redirect marketing energy.

Audience: Writers and illustrators, all levels.



Brooks Sherman | *Writing a Gripping Opening*

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Session Four: 3:00 - 3:45

Saturday, October 8, 2016



Bruce Coville | *At the Intersection of Plot and Character: Weaving Action and Insight*

Writers are concerned about plot. Writers are concerned about character. But what we should really be concerned about is the ways in which plot and character intersect – how plot reveals character, and how character drives plot. In this workshop Bruce Coville will focus on these dual, intertwined aspects of storytelling, as demonstrated in his famous “Puddle Story.”

Audience: Writers and illustrators, all levels.



Sara Sargent | *Live Editing*

Ever wonder about the editorial process—what we choose to edit and why? Sara Sargent will line edit live, using one page of each participant’s manuscript to show how editors think and how they make tough decisions about what stays and what goes.

Audience: Writers, all levels.



Don Tate | *My Journey*

Overnight success does not always happen overnight. In fact, for Don Tate, overnight success took thirty-plus years to attain. This self-described “Longest-coming up-and-comer” will share his journey from reluctant grade-school reader to published illustrator, and then on to becoming an award-winning children’s book author. In his breakout, Tate will discuss some lessons learned, myths vs. reality, and he will offer practical advice for both aspiring and published authors and illustrators.

Audience: Illustrators, beginner.



Orli Zuravicky | *Breaking into the Board Book & Novelty Market*

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Saturday, October 8, 2016



Brooks Sherman | *Crafting a Compelling Query*

Pick up tips and strategies for how to make your query letter stand out from the slush. Literary agent Brooks Sherman will share do's and don't's of what to put in your query, and how to format it to keep it tight yet informative.

Audience: Writers and illustrators, all levels.



Randi Sonenshine | *Not Just for Circle Time: Enriching your Picture Book with Content Connections*

Picture books provide the perfect bite-sized segue into core disciplinary concepts and complex literacy skills that span content areas and grade levels. But how can writers navigate the tangled maze of standards that leave many experienced educators shaking their heads? And which standards are the most important, anyway? In this session, participants will learn the answers to both of these questions, plus other practical tips for writing picture books that teachers will turn to again and again!

Audience: Writers and illustrators, all levels.



Joyce Sweeney | *The Path to Publication*

In my 25 years of mentoring, I have learned that there are not certain writers who 'have what it takes', there are just writers who are willing to DO what it takes. The process of traditional publishing is long and arduous and requires a lot of patience, character building and self esteem to work through rejections and near misses. There are steps to making a writer's dream come true and knowing the steps and being willing to commit to the work or learning craft and navigating the maze of agents and editors can lead to success....eventually.

Audience: Writers and illustrators, advanced.



Tanusri Prasana | *Role of the Literary Agent*

This session will discuss the role played by an agent from helping get the manuscript in shape for submission, the submission process, negotiating the publishing contract and managing an author's career together with the publisher, drawing from HSG's practices and philosophy.

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Our Faculty



Joan Broerman, Southern Breeze RAE and 1998 SCBWI Member of the Year, writes for all ages across the spectrum of newspapers, magazines, and books. She has contributed to more than a dozen books on

the craft and business of writing for children. Her project, "Take a Librarian to Lunch" thanks our tireless partners in research. She blogs about children's books for busy parents, joan-booklog.blogspot.com.

Workshops: Rejecting Rejection.



Bruce Coville is an SCBWI Advisory Board member and the author of over a hundred books for children and young adults, including *My Teacher is an Alien*, *Into the Land of the Unicorns*, and *Jeremy Thatcher*,

Dragon Hatcher. His books have appeared in a dozen languages, and have won children's choice awards in numerous states, including twice in California. Bruce is also the founder of Full Cast Audio, an audiobook publishing company devoted to producing full cast, unabridged recordings for family listening.

Intensive: The Light Fantastic

Workshops: The Light Fantastic: Writing Fantasy and Science Fiction; Voice in Writing: The Most Elusive Aspect; At the Intersection of Plot and Character: Weaving Action and Insight.



Amy McCoy Dees loves to chat about anything concerning writing and reading, especially for children. An advocate for students, she serves on the Coweta County School board. She has published numerous

articles on varying topics such as education, policy making, outstanding student achievement, and parenting. Her Young Adult novel, *Freedom's Secret*, was shortlisted for this year's Georgia Author of the Year Award, 2016. To learn more please visit her at: amydees.com or follow her own Twitter @amy_mdees.

Workshops: Set Your Work on Fire, Use Social Media as Your Gasoline.



TeMika Grooms, illustrator of *Nana's Favorite Things* by Dorothy H. Price, is a visual artist and arts advocate who is inspired by great stories and the characters who live them. She is intrigued by sequential art,

specifically in the form of Children's Literature and Graphic Novels, and the power they have to influence change in society. TeMika now uses this picture platform to engage the community through workshops that encourage others to be creative, imaginative and gain freedom through visual art and story creation.

Workshops: Starting an Illustration Career.

Conference Registration: <https://southern-breeze.scbwi.org/events/wik16/>
Hotel Reservations: Hampton Inn, Hoover, AL

Our Faculty



Cathy C. Hall just can't seem to make up her mind. One day, she's published in a book of puppet plays, and the next, she's appearing in the *Chicken Soup for the Soul* series. She's written children's books for the

Korean educational market and short stories for a Chinese kidlit magazine. She's like the Where's Waldo of the writing world (only way better dressed).

Workshops: So You Want to Get Published.



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.

Workshops: The Anatomy of Secondary Characters.



Tanusri Prasanna holds a PhD in jurisprudence and human rights law from Oxford and a Master's degree from Harvard Law School. She has worked at the World Bank's legal department and as a teaching fellow

at Columbia Law School. Her love for children's books motivated her transition into publishing and before joining HSG she interned at Knopf Young Readers and Foundry Literary+ Media. Tanusri is interested in kidlit ranging from picture books to middle-grade and young adult fiction.

Workshops: Diversity in Children's Books; Role of the Literary Agent.



Sara Sargent is an Executive Editor at HarperCollins Children's Books, where she acquires fiction and nonfiction in picture book, middle grade, and young adult. Previously she was an Editor at Simon &

Schuster, where she worked with *New York Times* bestselling author Abbi Glines, National Book Award finalist Deb Caletti, and Jennifer Echols, among others. She received her Master of Science in journalism from Northwestern University. You can find Sara online at www.sarasargent.wordpress.com.

Workshops: Live Editing; Worldbuilding.

Conference Registration: <https://southern-breeze.scbwi.org/events/wik16/>
Hotel Reservations: Hampton Inn, Hoover, AL

Our Faculty



Brooks Sherman is a literary agent with the Bent Agency, representing picture books, middle-grade, and young adult fiction. His clients include *New York Times* bestseller Adam Silvera (*More Happy Than Not, Soho Teen*), Morris Award winner Becky Albertalli (*Simon vs. the Homo Sapiens Agenda, Balzer + Bray*), and Sam Garton (*I Am Otter, Balzer + Bray*). You can find Brooks sharing publishing news and horrible puns on Twitter: @byobrooks.

Workshops: Crafting a Compelling Query; Writing a Gripping Opening.



Randi Sonenshine has been an educator and professional developer for over twenty years. An instructional literacy coach and member of the ELA Advisory Council for the Georgia Department of Education, she has taught high school English, middle school language arts, and college reading. As a children's author, she is represented by Kendra Marcus at BookStop Literary.

She lives in northwest Georgia with her husband and two sons.

You can find Randi at Facebook, randisonenshine.com, theproseytree.blogspot.com or on Twitter as @rsonenshine.

Workshops: Not Just for Circle Time: Enriching Your Picture Book with Content Connections.



Joyce Sweeney is an award-winning author, poet and theatrical producer. She is also a writing teacher and mentor. She offers a variety of classes and workshops, live and via Skype and her online courses, www.sweeneywritingcoach.com have helped her reach a national audience. She is a member of Florida SCBWI and serves in their mentorship program. So far, she has successfully mentored 57 students to traditional publishing contracts.

Workshops: The Path to Publication.



Don Tate is an award-winning author, and the illustrator of numerous critically acclaimed books for children, including *The Cart That Carried Martin*, (Charlesbridge); *Hope's Gift*, (Penguin); *Duke Ellington's Nutcracker Suite* (Charlesbridge); and *Ron's Big Mission*, (Penguin). He is also an Ezra Jack Keats New Writer Honor winner.

His recent titles include *The Amazing Age of John Roy Lynch* (Illustrator, Eerdmans, 2015), and *Poet: The Remarkable Story of George Moses Horton* (Author and illustrator, Peachtree, 2015). Don is a founding host of the The Brown Bookshelf—a blog dedicated to books for African American young readers; and a member of the #WeNeedDiverseBooks campaign.

He lives in Austin, Texas, with his family.

Intensive: Drawing on Diversity & Style to Create Authentic Characters

Workshops: My Journey; For writers and illustrators: Creating Winning Picture Book Biographies.

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Hotel Reservations: Hampton Inn, Hoover, AL

Our Faculty



Jodi Wheeler-Toppen is a science author and educator with 10+ books for children and teachers from National Geographic Kids, Capstone, and NSTA Press. She is a former high school science teacher, with a

Ph.D. in Science Education from the University of Georgia. She loves having adventures with kids—her own and any others who come her way. Find her at www.OnceUponAScience-Book.com or on Facebook @JodiWheelerToppen.

Workshops: Getting Your Books (and You!) Into Schools.



Lisa Lewis Tyre is the middle grade author of *Last In A Long Line of Rebels*, (Nancy Paulsen Books) a frequent contributor to *The Huffington Post*, a founder of the multi-author blog, Middle Grade Mafia, and a social media evangelist! She is currently working

on her second novel, *Eight Day Daughter*, releasing 2017.

Workshops: It's a Tweet Life! Twitter 101.



Orli Zuravicky has been in children's publishing for over fourteen years. She is currently a Senior Editor at Scholastic, where she works on illustrated and photographic fiction and nonfiction for ages 0-7. She

specializes in acquiring board books, novelty books, picture books, readers, and nonfiction. She is also a published author, and is currently working on her first middle-grade series.

Workshops: Developing a Strong Picture Book Character; Breaking into the Board Book & Novelty Market.



Additional Information



DESSERT PARTY!

Please join us Friday evening from 7:00 - 8:30 PM at the Hampton Inn to celebrate our 25th annual wik fall conference at a dessert party with the faculty.

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 for additional information regarding the terms and agreement with the bookseller for selling books supplied by authors/illustrators.

Sunday Breakfast Meeting

PAL Members are invited to meet at the Hampton Inn on Sunday morning at 9:00 for a discussion-based meeting. Send topics of interest to Cathy Hall, cathyhall55@hotmail.com.



Conference Registration: <https://southern-breeze.scbwi.org/events/wik16/>
Hotel Reservations: Hampton Inn, Hoover, AL

Locations and Hotel Information



CONFERENCE HOTEL

Hampton Inn
4520 Galleria Blvd
Hoover, Alabama 35242
(205) 380-3300

Special Conference Block Room Rates: \$105.00 queen bed, double occ. Use group code SCB

Note: Reserve early! The conference block may fill quickly. If you have any difficulty booking online, please contact the hotel directly.

EVENT LOCATIONS

Writers' Intensives: Hampton Inn, 4520 Galleria Blvd., Hoover, Alabama 35242

Illustrators' Intensive: Ruffner Mountain Treehouse, 1214 81st St. South, Birmingham, AL, 35206

One-on-One Agent Sessions: Hampton Inn, 4520 Galleria Blvd., Hoover, Alabama 35242

Marketing Consultations: Spain Park High School, 4700 Jaguar Dr., Hoover, AL 35242

Friday Dessert Party: Hampton Inn, 4520 Galleria Blvd., Hoover, Alabama 35242

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

FOR MORE INFORMATION

Registration: Claudia Pearson at southern-breeze@scbwi.org

General: Tay Berryhill at 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



Cover illustration by Melissa Shultz-Jones

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