

***SCBWI Eastern NY presents the  
13<sup>th</sup> annual Mid-Hudson Valley Conference:  
Children's Books, Note By Note***

Saturday, June 13, 2009

8:00 am – 4:00 pm

the Mercury Grand Hotel

(formerly the Best Western Inn & Conference Center)

2170 South Road (Rt. 9)

Poughkeepsie, NY 12601

**Schedule**

8:00 - 8:30            Registration  
Coffee, tea and continental breakfast

8:30 - 8:45            Introductions  
Barbara Wells, SCBWI Regional Advisor

8:45 - 9:30            Keynote  
Linda Sue Park: "The Three Rs"

9:45 - 10:45          Session 1  
A. Alan Katz: "Seriously Silly"  
B. Elizabeth Cody Kimmel: "The Tao of Procrastination"

11:00 - 12:00          Session 2  
A. Eleni Beja: "Throw Your Voice; Catch a Reader"  
B. Kyra Teis: "Picture Books: Striking the Right Chord"

12:00 - 1:30            Lunch and Bookstore

1:30 - 2:30            Session 3  
A. Lisa Graff: "Slush Hour"  
B. Laurent Linn: "Anatomy of the Picture Book"

2:45 – 3:30            Panel Discussion

3:30 – 4:00            Book Sales, Autographing and Door Prizes

One on one critiquing scheduled throughout the day

## Description of Sessions

**Alan Katz:** “**Seriously Silly**” is a look at writing humor for kids and how “being silly is a serious business.” During the presentation, he’ll discuss finding the right levels of funny to attract kids without turning off parents and educators, making school visits and how to think like a kid.

**Elizabeth Cody Kimmel:** “**The Tao of Procrastination**” will focus on the full spectrum of the writing process including what non-writing activities actually contribute to our “clacking the keys” creative process.

**Eleni Beja:** “**Throw Your Voice; Catch a Reader**” will explore how you can have a great idea and a cast of interesting characters, but it is the narrative voice of your work that will set it apart. She will discuss voices that appeal to her and how this one variable can distinguish your work.

**Kyra Teis:** “**Picture Books: Striking the Right Chord**” will focus on finding your voice, keeping your balance and loving your craft.

**Lisa Graff:** “**Slush Hour**” will look at the slush pile. Publishing houses sometimes receive over 100 unsolicited submissions in a single day. How is a newbie writer supposed to make his or her work stand out in such a daunting pile? In this session, we’ll discuss the DOs and DON’Ts of the slush pile, including what to submit, who to submit it to and how to craft a successful cover letter.

**Laurent Linn:** “**Anatomy of the Picture Book**” will dissect this popular children’s format. Picture books may look simple, but are challenging to create. We’ll explore the process of how they’re created and why, including behind-the-scenes. Also, we’ll analyze popular book genres to discover how writers and illustrators bring new ideas to well-trodden territory.

## Faculty

**Eleni Beja** edits a range of titles, from picture books through young adult, fiction and non-fiction. Before coming to Holiday House, she worked at Clarion Books, Houghton Mifflin Books for Children and Scholastic. Titles she has edited include The Book of Tormod: A Templar’s Apprentice by Kat Black; The Journey That Saved Curious George: The True Wartime Escape of Margaret and H.A. Rey by Louise Borden, illustrated by Allan Drummond; and Journeys for Freedom: A New Look at America’s Story by Elspeth Leacock and Susan Buckley, illustrated by Rodica Prato. Backdrops of particular interest to her are sports, survival, and history. She like fictional voices that have sass and is always on the lookout for new illustration talent, including graphic novelists.

**Lisa Graff** is an Associate Editor at Farrar, Straus and Giroux Books for Young Readers. She enjoys everything from picture books to young adult, but has a particular interest in middle grade and chapter books, especially stories grounded in the real world

that contain a healthy heaping of humor. She is also an author, whose first novel, The Thing About Georgie (HarperCollins/Laura Geringer) was nominated for five state awards, including the Texas Bluebonnet Award. Her most recent book, Umbrella Summer (also with HarperCollins), hits the shelves in summer '09. For more information visit her website at [www.lisagraff.com](http://www.lisagraff.com)

**Alan Katz** is the author of more than 20 award-winning children's books, including Take Me Out of the Bathtub and Other Silly Dilly Songs; I'm Still Here in the Bathtub; Where Did They Hide My Presents? Christmas Silly Dilly Songs; Are You Quite Polite? Silly Dilly Manners Songs; Stinky Thinking and the 8-book interactive trivia series That's Right, That's Wrong. His most recent books include Oops! (a collection of poetry illustrated by Ed Koren), Smelly Locker: Silly Dilly School Songs; Going, Going, Gone and The Flim-Flam Fairies. He has also written for many television shows, including The Rosie O'Donnell Show, The Tony Danza Show, The Grammy Awards, The Tony Awards and animated series such as Taz-Mania and Goof Troop. He is a 6-time Daytime Emmy nominee.

**Elizabeth Cody Kimmel** has published 28 books for children and young adults. Her picture book, My Penguin Osbert has been translated into 9 languages. Suddenly Supernatural: School Spirit, is a featured Scholastic Bookclub title, and a New York Public Library 100 Books to Read and Share title. Her non-fiction essay on Lewis and Clark appears in the anthology Our White House: Looking In, Looking Out. Her Lily B. series remains perennially popular and, her picture book, The Top Job was adapted as a musical in NYC. Other recently published works include books 2 and 3 of the Suddenly Supernatural series, My Penguin Osbert In Love and The Boy On the Lion Throne, a biography of the Dalai Lama for young adults, for which the Dalai Lama wrote a foreword. Her awards include the SCBWI Golden Kite Honor, the Western Writers of America Spur Award, the Minnesota Youth Reading Award and the Alice Curtis Desmond Award.

**Laurent Linn**, Art Director for Simon & Schuster Books For Young Readers, began his career as a puppet designer in Jim Henson's Muppet Workshop. With the Muppets for 11 years, he became the Creative Director for Sesame Street, winning an Emmy Award. He illustrates; reviews over 100 books a year as a member of the Children's Book Awards Committee at Bank Street College and collaborates with noted editors, authors, and illustrators on picture books, middle-grade books and teen novels at Simon & Schuster.

**Linda Sue Park** still has days when she can hardly believe that her book A Single Shard was awarded the Newbery Medal in 2002. She has written both picture books and novels for young people, as well as poetry and short fiction for adults. Her most recent books are Tap Dancing On the Roof, a collection of poetry, and Keeping Score, a baseball story set during the time of the Korean War. You can visit her website at [www.lindasuepark.com](http://www.lindasuepark.com) and read her blog at [lsparkreader.livejournal.com](http://lsparkreader.livejournal.com)

**Kyra Teis** says the seeds of her artistic career were planted while majoring in symbolic and mythological imagery as an undergraduate. During this time, she identified that writing and illustrating children's books would be a perfect way to combine many of the things she loves: art, folklore and mythology, and above all, story. In the last few years, she has discovered yet another source of inspiration for her art and writing: motherhood.

### **Additional Critique Staff**

**Tracy Marchini** is an agent's assistant at Curtis Brown, Ltd. She has also worked as a children's book reviewer and a newspaper correspondent. She blogs about writing and publishing at [www.tracymarchini.com](http://www.tracymarchini.com) and tweets at [www.twitter.com/tracymarchini](http://www.twitter.com/tracymarchini)

**Alexandra Penfold** is an Associate Editor with Paula Wiseman Books at Simon & Schuster Books For Young Readers. She edits hardcover trade picture books, middle grade fiction, and young adult novels. She worked on media campaigns that appeared in *USA Today*, *Newsweek*, *Us News and World Report* and NPR's *All Things Considered*, among other national and local media outlets.

**Meredith Mundy Wasinger** has been a Senior Editor at Sterling Publishing since April of 2005, following ten years at Dutton Children's Books. She is currently looking for character-centered picture books, original nonfiction with pizzazz and unusual craft or activity books for children of all ages.

### **Directions to the Mercury Grand Hotel (formerly the Best Western Inn & Conference Center)**

From Rt. 9 and the Mid-Hudson Bridge, travel approximately 4 1/2 miles south.  
The Mercury Grand Hotel will be on your left.

From Rt. 9 and I-84, travel approximately 9 1/2 miles north on Rt. 9.  
The Mercury Grand Hotel will be on your right.

Amtrak and Metro North trains stop at the Poughkeepsie train station.  
Consult the local directory for taxi information.

**Refund Policy:** For a registration only refund, cancellation must be in writing and postmarked by **June 1, 2009**. Critique fees are non-refundable, unless the schedule is full.

### **Individual Manuscripts or Portfolio Critiques**

A limited number of conferees may submit a manuscript, or artwork for a private critique with a faculty member on a first come, first served basis.

Limit is one manuscript or portfolio critique per person. Cost is \$35 **plus registration fee** for a 15-minute consultation.

Critique assignments will be posted at the conference.

**Deadline is May 1, 2009** for critique and registration fees. If the critique schedule is full, you will be notified and your check and manuscript returned at the conference when you check in. **June 1, 2009** is the deadline for conference registration only.

### **Writers:**

You may submit fiction or nonfiction: one picture book or one magazine piece or the first 15 pages from a longer work for children.

Manuscripts must be typed, double-spaced, 12 pt. font, with one-inch margins. Name and address must appear on the first page plus name and title on succeeding pages.

**Query letter critiques:** Cost is \$5.50 **plus registration fee** for a written critique by an agent's assistant. You may submit one manuscript or portfolio request with a query letter critique. Submit the appropriate fees: \$35 plus \$5.50 plus registration. **Follow the new procedure below.**

### **Illustrators:**

Do not mail your artwork. Bring your portfolio to the conference.

**New Submission Procedure For Manuscript and Portfolio Critiques  
(Please read carefully: not following the instructions may cause a delay  
in processing and subsequently a full critique schedule with your spot  
lost.)**

Send manuscript and/or query letter to Barbara Wells, 8 Hillman Drive, Hyde Park, NY 12538, along with a check for \$35 and/or \$5.50 for query letter payable to SCBWI Eastern NY. Checks **must** accompany manuscript and/or query letter.

Illustrators mail your check only for \$35 to Barbara Wells at the above address.

Writers and illustrators, mail registration fee payable to SCBWI Eastern NY to Karen Orloff, 19 Buroak Drive, Hopewell Jct., NY 12533.

### **Books**

SCBWI members are invited to display a copy of their latest books. Merritt Bookstore will be selling books by our faculty.

### **Accommodations**

A limited number of discounted rooms are available at the Mercury Grand Hotel, formerly the Best Western Inn & Conference Center, Poughkeepsie, NY (845) 462-4600. Ask for the SCBWI rooms. **Deadline is May 17, 2009** for discounted rooms.

General information questions: phone Karen Orloff at (845) 896-8038 or email Val at [valmarch@optonline.net](mailto:valmarch@optonline.net)

**Conference Registration**

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
County \_\_\_\_\_  
Email \_\_\_\_\_  
Phone \_\_\_\_\_

**Registration only deadline: June 1, 2009**

Registration fee: \$80 SCBWI Member  
\$90 Non-Member

Registration form and check: \$ \_\_\_\_\_  
Make check payable to: SCBWI Eastern NY  
Mail to: Karen Orloff, 19 Buroak Drive, Hopewell Jct., NY 12533

If signing up for an individual critique, **mail registration form and fee to Karen Orloff and critique form and fees (along with manuscript and/or query letter) to Barbara Wells by May 1, 2009.**

**Critique/Query/Portfolio Registration**

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
County \_\_\_\_\_  
Email \_\_\_\_\_  
Phone \_\_\_\_\_

For an individual critique, please check either:  
Manuscript \_\_\_\_\_ Illustration \_\_\_\_\_  
Additional query letter critique \_\_\_\_\_

Individual manuscript or portfolio critique: \$35 \$ \_\_\_\_\_  
Additional query letter critique: \$5.50 \$ \_\_\_\_\_

Total in **separate checks** for query and/or manuscript/portfolio \$ \_\_\_\_\_  
Make checks payable to: SCBWI Eastern NY  
Mail to: Barbara Wells, 8 Hillman Drive, Hyde Park, NY 12538

Continental breakfast and lunch included

Check regional website for updates: [www.scbwi-easternny.org](http://www.scbwi-easternny.org)