

SCBWI Mid-Atlantic Conference
Friday, October 27 – Saturday, October 28, 2017
AT-A-GLANCE INFORMATION SHEET
Please read before registering!

VENUE

Holiday Inn Dulles; 45425 Holiday Dr; Sterling, Virginia 20166.
Local phone: 703-471-7411
Website: <http://www.hidullesairport.com>

REGISTRATION LINK/TIPS

<https://midatlantic.scbwi.org/events/fall-conference-childrens-publishing-in-2017-2/>

You will need to scroll down to the bottom of the page to begin registration. The form is streamlined and does not contain workshop/breakout descriptions, so keep a copy of this sheet handy when registering. Ignore the Coupon Code. It's for administrative purposes.

CONFERENCE TUITION

Tuition includes all conference sessions, a light continental breakfast, and a boxed lunch on Saturday. Tuition does not include the optional individual consultations or the pre-conference intensives on Friday.

\$195 for SCBWI members; \$225 for nonmembers on or before October 1.

\$215 for SCBWI members; \$245 for nonmembers after October 1.

SCBWI student members will receive a 10% discount.

To receive the member discount, your membership must be current at the time of registration and the conference. To check your membership status, log-in at www.scbwi.org or call headquarters at 323-782-1010. If you need to renew, you can do so online or over the phone.

Not a member? Membership in SCBWI is just \$95 for the first year and \$80 per year after that. Learn about the benefits and sign up at <http://www.scbwi.org/about/membership-benefits/> Please note that the optional consultations with conference faculty are available to SCBWI members only.

CONFERENCE INTENSIVE/CONSULTATION FEES

Optional Pre-Conference Intensives (Friday, October 27)

You may choose a maximum of two workshops—one in the morning session, one in the afternoon session. (Please see additional information in the "OPTIONAL INTENSIVE WORKSHOPS" section.)

\$70 – SCBWI member fee for each workshop

\$95 – Nonmember fee for each workshop

Optional Consultations with Conference Faculty

SCBWI members registered for the conference may sign up for an individual fifteen-minute consultation for an **additional fee of \$45**. Please see details under the "CONSULTATIONS" section before registering. Required materials must be **postmarked on or before September 15, 2017**.

PAYMENT OF CONFERENCE TUITION/FEES

We strongly urge you to use PayPal to pay all conference fees. That option will appear as a default.

To pay by check, select the send payment by mail option on the drop-down list of payment methods. If you opt to mail payment, your registration will not be approved until all fees have been received. Consultation slots will not be assigned nor will space in the intensive(s) be reserved until your registration has been approved.

Please send check/money order (payable to SCBWI Mid-Atlantic)—along with a printout of your invoice—to:

SCBWI Mid-Atlantic
P.O. Box 3215
Reston, VA 20195-1215

Please note "2017 Conference Registration" on the envelope.

If you have any questions or need assistance, please contact our Conference Registrar: Linda Budzinski (lindaacorn@yahoo.com).

OPTIONAL EVENTS INCLUDED IN YOUR REGISTRATION

Spaces in the following optional events are limited. If you intend to participate, please make sure you select the applicable options when registering.

Friday Night Peer Critiques

Are you looking for a critique group? Interested in forming a group of your own? This is an opportunity for conference attendees to connect with other like-minded individuals. If you have never been a member of a writers group, you will be able to get the flavor of how critique groups operate. If you have experience in critiquing, this is a great opportunity to have different eyes on a piece or to find someone else with whom to form a group.

The Peer Critiques will be held on Friday evening, October 27, 2017 at the Holiday Inn Dulles (room TBD) from 5:00 to 7:30pm. There is no additional charge for this session. If you plan to participate, please make sure you select the “Peer Critiques” option on the registration form.

Those registered attendees wishing to participate need to contact Terry Jennings (SCBWI Mid-Atlantic Critique Group Coordinator)—at ljennings@verizon.net no later than September 30, 2017. Please put “Peer Critiques” in the subject line and include the following information: manuscript type (e.g. picture book, MG/YA novel, nonfiction, short story, etc.), your hometown, and a brief description of your experience giving/receiving critiques.

Friday Afternoon PAL Roundtable

This is an opportunity for Published and Listed (PAL) members registered for this conference to discuss industry concerns and issues, career challenges, and ways that our SCBWI region can better serve its PAL members. Moderated by Kathy Erskine and Mary Quattlebaum. If you are a PAL member and plan to attend, please make sure you select the “PAL Roundtable” option when registering. For info on membership levels:

<http://www.scbwi.org/about/levels-of-membership-2/>

Friday Night PAL Dessert Social

SCBWI PAL members registered for the conference are invited to a get-together at Holiday Inn Dulles Friday evening 8:00-9:30pm. Desserts provided. Cash bar. If you are a PAL member and plan to attend, please make sure you select the “PAL Dessert Social” option when registering. For info on membership levels: <http://www.scbwi.org/about/levels-of-membership-2/>

First-Timers Orientation

When registering, please let us know if this is your first SCBWI Mid-Atlantic conference so we can send you additional details on this preconference information session scheduled for Saturday morning, 7:50 to 8:10am in the Morven Park Room at the Holiday Inn Dulles. Contact Angele McQuade (angemcquade@gmail.com) with questions.

Art Display

If you are interested in having your portfolio included in this year's Art Display, you may reserve a spot when registering. (Space is limited.) Portfolios should be no larger than 11X17, approximately 10-15 pieces, (no original art). Bring it with you on Saturday. The Art Display tables will be set up in the back of the main ballroom. You may drop off your portfolio any time after 7:45 am. Please be sure to pick it up no later than 4:30pm. Postcard samples/business cards may also be placed in or next to your portfolio. Contact Joan Waites (midatlantic-ic@scbwi.org) with questions.

Pitch Perfect Luncheon Round Table

What is your book about? Do these five words strike panic into your heart? Whether you are an aspiring writer looking for an agent or a multi-published author signing books at your local indie store, you need to be able to explain the heart of your picture book or novel in a few succinct sentences. What's the hook that makes your book different? What types of readers would love it? Where does it belong on the bookstore shelves?

Grab your boxed lunch and join your fellow writers for an informal session where you'll learn tips for skillful, confident pitching and have an opportunity to practice on your peers.

Please plan to bring a 3-5 sentence pitch. See our Pitch Tips here ([link](#)). Note that this session will NOT be attended by editors/agents but is intended as an opportunity for you to hone your pitching skills for future correspondence and events. You must sign up for this on your registration form; limited to the first 30 registrants. Please direct questions to Pitch Perfect moderators Nonieqa Ramos or Linda Budzinski (lindaacorn@yahoo.com). Put "Pitch Luncheon" in the subject line.

CONSULTATIONS

SCBWI members registered for the conference may sign up for an individual consultation (manuscript critique or portfolio review) with a faculty member. Consultations include written feedback (on manuscripts) and a fifteen-minute, one-on-one meeting with the reviewer. The **additional fee for this option is \$45**. To reserve a consultation slot, you must register online AND send in your manuscript pages. No slots will be reserved until both steps are completed and payment is received. Select either Manuscript OR Portfolio/Picture Book Dummy Consultation when registering. **While we can guarantee a professional reviewer, we cannot guarantee a consultation with an editor, agent, or art director.** Please read the consultation guidelines before registering. Required materials must be **postmarked on or before September 15, 2017.**

CONSULTATION GUIDELINES

Requests that do not follow these guidelines will not be honored. If you are unsure about anything related to consultations, please contact Regional Advisor Ellen R. Braaf at scbwi.conference@gmail.com with any questions. Note "Consultations" in the subject line.

For Portfolio/Dummy Consultations: Bring your artwork with you to your consultation. Do not send any artwork to the consultation coordinator (not even photo copies). We cannot be responsible for materials lost in the mail. If you are an author/illustrator with a picture book dummy and you would like feedback on both your text and artwork, you may send in your picture book text (in proper manuscript format) and include a link to a site where the reviewer can look at your dummy online. (Please follow the directions below and be sure to select Picture Book DUMMY when registering.)

For Manuscript Consultations: Following the guidelines listed below, mail your manuscript to **Liza Parfomak** with a postmark **date on or before September 15, 2017. MANUSCRIPTS SENT AFTER THE POSTMARK DEADLINE WILL NOT BE ACCEPTED.**

MANUSCRIPT CONSULTATION SUBMISSION GUIDELINES:

1. ALL manuscripts should be double spaced and written in 12-point Times New Roman or Arial font. Margins should be 1” or 1.25”. Please adhere to the standard publishing guidelines outlined in “From the Keyboard to the Printed Page” in THE BOOK (pages 9 - 11). Members can access a copy on the SCBWI website under the “Resource Library” tab. You must be signed in to view/download: https://www.scbwi.org/wp-content/uploads/2013/09/SCBWI_The-Book_7-17.pdf

2. ALL submissions must include your contact information (name, address, phone number, email) as well as the **manuscript type: YA** (Young Adult/Teen novel), **MG** (Middle Grade novel), **PB** (Picture book), **CB/BR** (Chapter Book/ Beginning Reader), **NF** (Nonfiction); **Poetry** on the first page.

If you are an **author/illustrator** with a **PB dummy** and want feedback on both text and art, **your contact info should include a link to an online site where your reviewer can access your PB Dummy.**

If you are represented by an agent, or if a current faculty member has reviewed your work previously, please enclose a note about that with your submission.

3. For Picture Books (PB), submit the complete text of ONE PB. No synopsis is needed. **If you are an author/illustrator** and want feedback on your dummy--in your contact information on the first page—**include a link to a site where the reviewer can look at your dummy online.**

4. For Middle Grade (MG), Young Adult (YA), Book-length Non-Fiction (NF) and Chapter books: Submit only the first TEN (10) pages, even if it cuts off mid-chapter, plus a ONE-page, single-spaced synopsis.

5. For Poetry Submissions, you may submit up to ten pages of poetry.

6. Enclose proof of registration with your manuscript. This may be either a printout of your registration confirmation page or a copy of your registration confirmation email. Send your manuscript and proof of registration to:

**Liza Parfomak
850 N. Jefferson Street
Arlington, VA 22205**

Note “SCBWI Conference” on the lower left corner of the envelope.

The consultation committee will notify all participants via email of their consultation time and reviewer. If you have any questions, please contact Regional Advisor Ellen R. Braaf at scbwi.conference@gmail.com. Note “Consultations” in the subject line.

CANCELLATION/REFUND POLICY

All conference fees are nonrefundable. Registrations are nontransferable. Walk-in registrations will not be accepted. By registering for this conference, you acknowledge the cancellation/refund policy.

ACCOMMODATIONS

The Holiday Inn Dulles has set aside overnight accommodations for conference attendees October 25- 29, 2017 at a special rate of \$89 per night plus taxes. Please make reservations as soon as possible. The group rate expires October 4, 2017. Not sure of your plans yet? Take advantage of this great rate now. Unlike many of the discounted rates that you may receive, you may cancel your reservation, without penalty, up until 6pm on the day of check in.

Reservation Link: [Society of Children's Book Writers & Illustrators Conference](#)

Reservation Phone Number: 1-877-875-9823

Group Name: “Society of Children’s Book Writers & Illustrators Conference”

Block Code: O31

Parking at the Holiday Inn: While there should be ample free on-site parking, overflow parking is permitted at neighboring hotels.

BLOGGING AND RECORDING POLICY

By registering for this conference, you acknowledge that audio taping, video taping 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. If you are found in violation of the above, SCBWI reserves the right to remove you from the conference and bar you from attending future conferences.

While we think it's great when bloggers share thoughts about their overall experience, offer a personal anecdote, and/or briefly talk about something that resonated with them, it is equally important that bloggers not give away that which is not theirs to give. The fair use policy issued by SCBWI above refers to speakers' rights, authors' rights, and illustrators' rights, under any circumstances, and it pertains to the content of our speakers' talks, workshops, and/or handouts. This falls into the category of protecting intellectual property. Again, personal impressions, a quote that is cited, and/or a general overview would be considerate. However, it would be a breach of copyright law to give away a detailed report of a presenter's material. Thank you in advance for taking this policy into account. Your professionalism is greatly appreciated.

SCHEDULE

(The conference faculty and schedule may change without notice.)

FRIDAY, OCTOBER 27, 2017

Optional Intensive Workshops

You may choose a maximum of two workshops—one in the morning session, one in the afternoon session. Please note that lunch is not provided. O'Malley's Pub in the Holiday Inn is open for lunch. In addition, there are several local eateries within a five-mile radius of the hotel.

AM Sessions (9:00am – 12:00pm)

A. Gary D. Schmidt: *ANTAGONISTS ARE PEOPLE TOO*

Though writers are always aware of the need to develop a full protagonist, sometimes it is the case that we are tempted to leave our antagonists one-dimensional: the bully, the mean homeroom teacher, the greedy businessman, the inattentive parent. Though one-dimensional characters can still be vivid, perhaps they represent missed opportunities on the part of the writer. This workshop will look at ways to round out the antagonists of your stories and to find those missed opportunities, to consider the ways that antagonists might contribute to the effects and overall meanings of your texts. (This is the same as Gary D. Schmidt's afternoon intensive.)

B Matthew Winner: *MAKING THE GRADE: BUILDING SCHOOL AND LIBRARY CONNECTIONS TO EXPAND THE REACH OF YOUR STORIES*

Join Matthew Winner, elementary school librarian and host of the *All The Wonders* podcast, for a workshop exploring a multitude of ways to encounter schools and libraries, support literacy, and reach new audiences. Participants will leverage online resources in order to identify schools, libraries, and literacy programs that match with the participant's stories and goals. The workshop will focus both on pre-publish strategies as well as building and expanding connections after publication.

All experience levels welcome.

C. Tiffany Liao: *MIRRORS, WINDOWS & DOORS: WRITING DIVERSE FICTION, AUTHENTICALLY & RESPECTFULLY*

If you're supposed to "write what you know," how can one write convincingly from a perspective outside of your own? This will be a craft-oriented approach to writing inclusively, as it relates to character, plot, and voice. We will do a series of exercises designed to help you begin thinking about and ultimately write from a range of perspectives. We'll also go through a "checklist" of the most common blind spots and pitfalls.

D. Angele McQuade: *CASH & CREATIVITY: HOW CLEANING UP YOUR FINANCES CAN SPARK NEW CREATIVE SUCCESS*

Wish you could earn more from your writing or art? Ever felt like you're hopelessly trapped in creative quicksand? The problem might not be your creativity, but how you deal with money. Uncertainty or fear about your finances—regardless of your net worth—can shut down your creativity in unexpected ways. This three-hour workshop will teach you strategies for uncovering the truth about your finances, tying up energy-draining financial loose ends, and learning simple, more effective ways to organize and manage your money. You'll also learn similar strategies for tying up your creative loose ends and prioritizing your projects, as well as dreaming big dreams and then crafting a step-by-step plan to turn those dreams into reality. As a bonus, this special expanded version of *Cash & Creativity* includes a primer on the financial side of publishing, including critical things to watch out for when dealing with contracts, taxes, agents, subsidiary rights, and so much more. Be prepared to leave this workshop inspired to take enthusiastic, deliberate action toward both your creative and financial goals!

PM Sessions (2:00pm – 5:00pm)

E. Gary D. Schmidt: (PM) *ANTAGONISTS ARE PEOPLE TOO*

Though writers are always aware of the need to develop a full protagonist, sometimes it is the case that we are tempted to leave our antagonists one-dimensional: the bully, the mean homeroom teacher, the greedy businessman, the inattentive parent. Though one-dimensional characters can still be vivid, perhaps they represent missed opportunities on the part of the writer. This workshop will look at ways to round out the antagonists of your stories and to find those missed opportunities, to consider the ways that antagonists might contribute to the effects and overall meanings of your texts. (This is the same as Gary D. Schmidt's morning intensive.)

F. Sarah Davies: *WHAT IT TAKES: AN IN-DEPTH LOOK AT CONCEPT, CRAFT, AND BUSINESS KNOW-HOW; ALL THE TIPS YOU NEED TO SUCCEED IN TODAY'S CHILDREN'S BOOKS INDUSTRY*

What are the hallmarks of great, breakout fiction? How can you find the edge to attract agents and editors? An inspiring, interactive session bursting with tips and insider knowledge, culled from Sarah's several decades in the industry as both publisher and agent. Covering concept (how to find and identify a great one) and the craft needed to deliver that idea on the page, we'll look at high stakes, emotional depth, focus, and the bedrock of plot, voice and place – and much more. Following up with the insider story on the books business – including how an agent reads and makes decisions. Plus a fun but revealing opportunity to try your hand at being an agent!

G. Susan Dobinick: *THE FUN AND FUNCTIONS OF NONFICTION*

With shouts of what's real and what's fake in the current world, discussions of nonfiction are more timely than ever. In this three-hour immersive, we'll start with the practical (How do publishers evaluate nonfiction? How should you cite sources? What should you keep in mind while researching and writing?) and then explore the ethical (Can it really be nonfiction if you imagine dialogue or a scene? What if you want to write a story that requires knowledge outside of your cultural background? What does it mean for us to tell the histories we tell?). We'll finish off with hands-on exercises that use historical and contemporary sources to craft compelling nonfiction pitches.

H. Giuseppe Castellano: *ILLUSTRATOR INTENSIVE: STYLE AND ARTISTIC VISION*

In this three hour intensive for illustrators, Art Director Giuseppe Castellano will focus on discussing style and artistic vision, incorporating a series of drawing exercises and challenges to help push how we think about illustration. Then, following prompts, attendees

will get a head start on their next illustration or picture book. Please bring along a sketchbook and your favorite drawing materials.

2:00 – 5:00pm PAL Roundtable (Moderated by Kathy Erskine and Mary Quattlebaum)

5:30 – 8:00pm Peer Critiques (Coordinated by Terry Jennings)

8:00 – 9:30pm PAL Social (Hosted by Lezlie Evans)

SATURDAY, OCTOBER 28, 2016

7:30 Registration Desk Opens

7:45 Continental Breakfast/Book Sales/Art Display Drop-off

7:50 Conference Orientation for First-time Attendees hosted by Angele McQuade (20 minutes)

8:30 Welcome/Introductions

8:45 **Sarah Davies: *The magic of voice: tips on finding and developing a unique sound.***

9:30 Break/Book Sales

9:45 **Literary Agents' Panel** featuring **Sarah Davies** (Greenhouse Literary), **Adriana Dominguez** (Full Circle Literary); **Larissa Helena** (Pippin Properties). (**Moderator: Erin Teagan**)

10:45 Morning Breakout Sessions:

a. Julie Scheina, *Think Like an Editor: Common Manuscript Pitfalls and How to Avoid Them*

b. Giuseppe Castellano, Art Director (Penguin Random House)
The Ins and Outs of a Children's Book Art Department

When you send promotional mailers, it may feel like you're tossing them into the dark abyss. But Executive Art Director, Giuseppe Castellano, assures us that they do end up on his desk. He'll explain what happens to your mailer as he takes us through the ins and outs of a children's book art department. You will gain a broader understanding of the industry as he discusses—among other topics—the countless formats he art directs; the methods he uses for finding artists; and the practical and creative steps he thinks artists should take. A Q&A will follow.

11:45 Lunch Break (Preordered boxed lunches provided)

11:45 Illustrators' Networking Lunch (Preordered boxed lunches provided)

12:00 Peer Pitch Session (See description. Space limited. Sign-up required. Preordered boxed lunches provided)

1:15 **Keynote Address: Gary D. Schmidt, *That Kid Sitting on the Log, the One Over There***

2:15 Break/Book Sales

2:30 Breakout Sessions:

- a. **Novel Panel: Sara Lewis Holmes, Wendy Shang, Leah Henderson (Moderator: Valerie Patterson)**
- b. **Matthew Winner: *Social Me: What Who You Are Online Says About Who You Are Online*: What does your current online say about who you are, what you write, and how you want to be connected with the reading community? Join Matthew Winner, elementary school librarian and host of the *All The Wonders* podcast, in a practical look how to build and support your online presence and voice in the online learning community. This session will focus on the use of Twitter, Facebook, and Instagram, but will touch on all social media tools. All experience levels welcome.**
- c. **Picture Book Panel: Sylvia Liu, Maria Gianferrari, Fran Slayton (Moderator: Lezlie Evans)**

3:30 **Editors' Panel** featuring **Alyson Heller** (Simon & Schuster), **Susan Dobinick** (Bloomsbury); **Tiffany Liao** (Henry Holt) (**Moderator: Ellen R. Braaf**)

4:45 Wrap up/Evaluations/Book Sales/Faculty Book Signing

FACULTY

KEYNOTE SPEAKER

Gary D. Schmidt is the author of more than fifteen books for children and young adults, including *The Wednesday Wars*, a 2008 Newbery Honor Award winner, and *Lizzie Bright and the Buckminster Boy*, which won a Newbery Honor award and a Michael L. Printz Honor award in 2005. His novel, *Trouble*, came out in spring 2008, and *Okay for Now* in 2012 - becoming a National Book Award Finalist. In *God's Hands*, a picture book co-authored with Rabbi Lawrence Kushner, was a runner-up for the 2005 National Jewish Book Award. His most recent picture book is *The Rose in the Desert: The Story of Martin de Porres*.

In addition to multiple "Best Book" lists, his work has been given a Horn Book Honor award and a Blue Ribbon award by the Bulletin for the Center of Children's Books. He has also authored or co-authored numerous textbooks, scholarly and academic books (including biographies of Katherine Paterson and Robert McCloskey), articles, and book reviews.

In 1985 he received his Pd.D. in medieval languages and literature from the University of Illinois. He is a professor in the English department and Calvin College and lives on a farm in Alto, Michigan. Gary recently published his first fantasy novel, *What Came from the Stars*. His newest YA novel, *Orbiting Jupiter*, was published in October of 2015, and has been listed to Publishers Weekly Best Books of 2015.

LITERARY AGENTS

Sarah Davies was a London publisher for 25 years before moving to the USA and launching Greenhouse Literary, a transatlantic agency, in 2008. While she mainly represents fiction for children and teens (from young chapter-book series through middle grade to YA), she represents authors in their entirety, so also sells picture books, non-fiction and even adult fiction by existing clients and has helped many debut authors into careers as writers. Among Greenhouse's clients are NYT bestsellers Megan Miranda and Brenna Yovanoff, Morris Award winner Blythe Woolston, and Greenhouse authors have received countless starred reviews and other accolades. Sarah is open to all genres within MG and YA, so long as a unique premise is complemented by fresh, compelling writing with a voice. More than anything she loves to see something she's never seen before! Sarah now divides her time between London and New York, and has addressed writers' events all over the USA and Europe. Greenhouse is where writers grow, and you can find out more at www.greenhouseliterary.com and @SarahGreenhouse.

Adriana Domínguez has 20 years of experience in publishing. Prior to becoming an agent at Full Circle Literary, she was Executive Editor at HarperCollins Children's Books, and before that, Children's Reviews Editor at Críticas magazine, published by Library Journal. She is also a professional translator and a member of the Brooklyn Literary Council that organizes the Brooklyn Book Festival. She represents fiction and narrative nonfiction for all ages and is actively building her list of author/illustrators. Adriana has a long trajectory of publishing underrepresented authors and illustrators. Her growing list of author/illustrators includes Ana Aranda, Tania de Regil, Rafael López, John Parra, Tony Piedra, Lorena Siminovich and Lila Quintero Weaver. Her author client list includes award winners and best sellers such as Michaela and Elaine DePrince, Reyna Grande, Katheryn Russell-Brown and Angela Cervantes. Some new releases in 2017: illustrator debut Ana Aranda's *The Chupacabra Ate the Candelabra*, written by Marc Tyler Nobleman (Nancy Paulsen/Penguin), author debut Emma Otheguy's biography of poet and Cuban national hero *Martí's Song for Freedom* (Lee & Low), and *Bravo!*, by award-winning team Margarita Engle, illustrated by Rafael López (Macmillan). Adriana is based in NYC.

Larissa Helena (Pippin Properties) came to the USA with a couple of suitcases, was deemed an Alien of Extraordinary Abilities in Publishing by the government, ended up at one of the top literary agencies in New York... and often wonders whether all of this is real or she's a character in a movie. M.A. in Comparative Literature from the Sorbonne, Larissa

dedicated her academic and professional career to Children's and YA books. Between Brazil and France, she was an Executive Editor, worked as a translator and in International Rights. Larissa wants diverse narratives of all kinds: voices rarely seen in literature, unconventional stories, quirky characters. Her favorite kind of book doesn't try to follow a trend or play by the rules. Her favorite genre? Genre bending.

ART DIRECTOR

Giuseppe Castellano is an award-winning Designer, Illustrator, and Executive Art Director at Penguin Random House; with over eighteen years of book publishing experience. He oversees the imprints of Grosset & Dunlap, Mad Libs, Frederick Warne and Co., the Penguin Young Readers, Penguin Young Readers Licenses, and Cartoon Network Books. A board member for ICON (The Illustrators Conference), Giuseppe continues to be a guest speaker, critic, and teacher at schools including: Art Center College of Design, Brigham Young University, Falmouth University, Fashion Institute of Technology, Maryland Institute College of Art, Northern Michigan University, Parsons, Pratt Institute, Rhode Island School of Design, Ringling College of Art and Design, Savannah College of Art and Design, School of Visual Arts, Syracuse University, Virginia Commonwealth University, and University of Hartford.

EDITORS

Susan Dobinick is nonfiction editor at Bloomsbury Publishing, where she works on books that range from picture book through young adult as well as crossover projects with the adult team. Some upcoming projects include *Down the Hill*, a nonfiction in verse co-authored by Debbie Levy and Jo Ann Allen Boyce, who was one of the first twelve students to desegregate a high school in the south; *Something Rotten*, a Mary Roach-style middle grade narrative that follows the author's journey to understand what becomes of roadkill; and *You Are Mighty*, a kids' guide to activism. She is always looking for diverse voices, immersion with primary sources and unpublished research, and fresh, kid-friendly approaches to topics. She will also consider the occasional literary middle grade novel and quirky and heartfelt author/illustrator picture books. Tweet her @sdobinick.

Alyson Heller joined the Aladdin team in 2008 after a two-year stint in the Simon & Schuster Associates Program. She acquires picture books, chapter books, middle grade, and the occasional YA, but her heart is in contemporary middle grade. As an only child, she is drawn to stories that explore the nuances of siblings, and interesting family dynamics. She is also proud to have many debuts on her list, and is actively looking for own voices, strong female characters who kick butt and take names, and stories that represent the under-represented in our world today. Some recent and upcoming books she's edited range from nonfiction projects, (*Life in Motion Young Readers Edition* by Misty Copeland, *The Distance Between Us Young Readers Edition* by Reyna Grande), picture books (*Way Past Bedtime* by Tara Lazar, illustrated by Rich Wake) to series (*Goddess Girls* by Joan Holub

nd Suzanne Williams), to contemporary MG reads (*Star-Crossed* by Barbara Dee, *Mrs. Smith's Spy School for Girls* by Beth McMullen). Tweet her @EditorAlysonH

Tiffany Liao is an editor at Henry Holt Books for Young Readers. She's had the pleasure of editing authors such as Tomi Adeyemi, K.D. Halbrook, Kristin Tubb, Jay Asher, Lesley Livingston, Simon Van Booy, and Henry Lien, among others. She acquires young adult and middle grade fiction of all stripes, as well as the occasional nonfiction title. A Bay Area native, Tiffany now resides in Brooklyn where she continues to pine for a good avocado. She (mostly) tweets about bookish things at @tiff_liao.

Julie Scheina (Scheina Editorial Services) is a freelance editor of children's and young adult fiction. As a senior editor at Little, Brown Books for Young Readers, she had the pleasure of working with talented authors and artists on books for ages 0–18+. Since founding Julie Scheina Editorial Services, Julie has collaborated with debut and bestselling authors as well as publishers, packagers, and agents. During her career, she has edited numerous acclaimed and bestselling books for children and teens, including #1 New York Times bestsellers, a Lambda Literary Award finalist, a William C. Morris Young Adult Debut Award finalist, an Andre Norton Award for Young Adult Science Fiction and Fantasy nominee, an Edgar Award nominee, Bram Stoker Award nominees, and a New York Times Best Illustrated Children's Book.

MEDIA SPECIALIST

Matthew Winner is an elementary library media specialist in Elkridge, Maryland. He is the co-founder of *All The Wonders*, a children's literature website and more, and host of the *All The Wonders* podcast, a weekly podcast where Matthew talks to authors, illustrators, award winners, up-and-comers, and everyone in between. He is the author of *Asha Went Walking*, a webcomic for young readers illustrated by Lorian Tu-Dean about a girl, her arctic fox companion, and her magic bag. For more information, connect with Matthew on Twitter at @MatthewWinner or online at MatthewCWinner.com.

AUTHORS/ILLUSTRATORS

Ellen R. Braaf has published works of fiction, nonfiction, and humor for children and adults in publications as diverse as *The Washington Post*, *Woman's Day*, *Odyssey*, and *Soap Opera Digest*. She has been a columnist and feature writer for *ASK* magazine since it was launched in 2002 by the Cricket Group and *Smithsonian* magazine. PowerKids Press (Rosen) published her six-book Science Detectives series written under the name Ellen René. An educator for more than thirty years, she holds a BS in Bacteriology and an MS in Biology. Ellen teaches for The Writer's Center headquartered in Bethesda, MD, where she served on their Board of Directors for ten years. She is SCBWI's Mid-Atlantic Regional Advisor.

Kathryn Erskine is the author of six children's novels including National Book Award winner, *Mockingbird*, Jane Addams Peace Award honor book *Seeing Red*, and most recently, *The Incredible Magic of Being*, and the picture book, *Mama Africa: How Miriam Makeba Spread Hope with her Song*. She draws on life stories and world events in her writing and is currently working on several more novels and picture books.

<http://www.kathyerskine.com/>

Lezlie Evans is the author of numerous children's books including Oppenheim Gold Seal Award winners *Can You Count 10 Toes*; *Counting to 10 in 10 Different Languages*, and *Who Loves the Little Lamb*. Her newest picture book, *Finding Christmas*, will be released October 2017. She is an avid speaker and early childhood literacy advocate who enjoys teaching writing workshops and visiting with school children of all ages. Lezlie, a member of SCBWI for over 20 years, is the Published and Listed Coordinator for the Mid-Atlantic region. She's also a member of the Washington DC Children's Book Guild, the mother of six, and grandmother of seven. She lives with her husband in Brambleton, Virginia

Maria Gianferrari is a picture book reading/writing, tea-drinking, dog-loving, birdwatching author of the Penny & Jelly books, illustrated by Thyra Heder, *Coyote Moon*, an ALA Notable Book and a Junior Library Guild Selection, illustrated by Bagram Ibatoulline and *Officer Katz and Houndini*, illustrated by Danny Chatzikonstantinou. Her newest picture book, *Hello Goodbye Dog*, is illustrated by Patrice Barton. Maria lives in northern Virginia with her scientist husband, artist daughter, and rescue mutt, Becca. To learn more about Maria, visit her website: mariagianferrari.com and on [Facebook](#) or [Instagram](#).

Leah Henderson has always loved getting lost in stories. When she is not scribbling down her characters' adventures, she is off on her own, exploring new spaces and places around the world. She is the author of the middle grade novel, *One Shadow on the Wall* (Atheneum/Simon & Schuster). Leah received her MFA in Writing from Spalding University and currently calls Washington D.C. home. You can find her on Twitter @LeahsMark or through her website at leahhendersonbooks.com.

Sara Lewis Holmes is the author of *The Wolf Hour*, a fractured fairy tale about the deep magic of Stories (Scholastic, Fall 2017.) Her other books are *Operation Yes*, which was nominated for seven state awards, and *Letters from Rapunzel*, which won the Ursula Nordstrom Fiction Prize. Thanks to her husband's service in the Air Force, she has written stories and poems in eleven states and three countries, and now lives in Hampton, VA. She loves both the city and wild places, and has found magic in both. Please visit her online at www.saralewisholmes.com and @SaraLewisHolmes.

Sylvia Liu is a picture book author and illustrator. She is inspired by aliens, robots, cephalopods, ghosts and more. Her debut picture book, *A Morning with Grandpa*, illustrated by Christina Forshay (Lee & Low Books 2016) was the 2013 Lee & Low New Voices Award winner. Her website is www.enjoyingplanetearth.com and she co-runs the kid lit resource website, www.kidlit411.com, named by *Writer's Digest* as one of the 101 Best

Websites for Writers for the past three years. Sylvia lives in Virginia Beach with her husband, two daughters, and a hypoallergenic cat.

Angele McQuade is the author of two books about investing, including *Investment Clubs for Dummies*. For the past seventeen years, she's been a monthly columnist for Better Investing magazine, where she's published more than three hundred cover and feature articles and profiles. She's taught workshops about personal finance, writing, and creativity at regional and national events across the United States (including RWA's annual conference) and in Berlin, Germany, and teaches Cash & Creativity workshops in person and online. Angele also writes middle grade and young adults novels, and is a member of SCBWI, RWA, WRW, YARWA, and the Authors Guild. She is represented by Jennifer Laughran of the Andrea Brown Literary Agency. You can find her online at www.angelemcquade.com, on Twitter at @angelemcquade, and on Instagram at @angele_mcquade

Valerie O. Patterson was raised in the Florida panhandle where the Gulf of Mexico inspired a love of blue and a fascination with the horizon and what lies beyond. Valerie graduated in May 2008 with an MFA in Children's Literature from Hollins University, where she twice received the Shirley Henn Award for Creative Scholarship. She has also received a Work-in-Progress grant from the Society of Children's Book Writers and Illustrators (SCBWI). In addition to SCBWI, she is a member of Mystery Writers of America, Sisters in Crime, the Children's Literature Association, and the Authors Guild. Her first novel *The Other Side of Blue* was a finalist for an Agatha Award. Her second novel *Operation Oleander* was a Junior Library Guild selection for 2013 as well as a VOYA Top Shelf Fiction for Middle School Readers for 2013. Valerie lives in the Washington, DC area with her husband. She is the SCBWI Mid-Atlantic Conference Co-chair

Mary Quattlebaum is the author of 25 award-winning picture books, chapter books, nonfiction, and books of poetry for children, most recently *Together Forever: True Stories of Amazing Animal Friendships*, *Hero Dogs*, and *Jo MacDonald Hiked in the Woods*. Her nonfiction chapter book *Amazing Rabbits* is forthcoming from National Geographic Kids in summer 2018. Her work appears frequently in anthologies and children's magazines, including *Cricket*, *Spider*, *Ladybug*, *Babybug*, *Highlights* and *High Five*. Mary teaches in the MFA program in Writing for Children and Young Adults at the Vermont College of Fine Arts, and she enjoys speaking at schools and conferences. She reviews children's books for the *Washington Post* and *Washington Parent*, and is a frequent contributor to KidsPost. Website: www.maryquattlebaum.com

Wendy Shang is the author of *The Great Wall of Lucy Wu*, *The Way Home Looks Now*, and *This Is Just A Test* (written with Madelyn Rosenberg), all published by Scholastic. Her books have been on numerous state reading lists and selected twice by the Junior Library Guild. An early version of *The Great Wall of Lucy Wu* was the recipient of an SCBWI Works-in-Progress grant. Wendy is a native of northern Virginia.

Fran Cannon Slayton is a children's book author who has been on an "unexpected journey" since January 17, 2016, when she was diagnosed with brain cancer. Her debut novel, *When the Whistle Blows* (Philomel/Penguin 2009), was hailed by Kirkus as "an unassuming masterpiece." Her first picture book, *Snowball Moon* (Little Bee Books, Nov. 2017), was a surprise sale that came just six months after her cancer diagnosis and five months after her craniotomy to treat it. For Fran, *Snowball Moon* is a book about the joy of life's "unexpected" moments – even the ones that are extremely challenging – and how a light can suddenly appear to draw you out of your own little world into something much larger than yourself. Writing has always been how Fran processes life, and she openly shares her cancer journey on her blog (including posting directly from her craniotomy, during which she had to be awake!). Fran is grateful for the support of her community – including her online and in-person SCBWI communities – which has rallied around her as she processes her illness. Please join Fran at her blog: FranCannonSlayton.com.

Erin Teagan is the author of *The Friendship Experiment* (HMH, 2016) and has three books coming out with American Girl in 2018. Erin worked in science before becoming a writer. She uses many of her experiences from the lab in her books and loves sharing the most interesting (and dangerous and disgusting) parts of science with kids. She is the SCBWI Mid-Atlantic Conference Co-chair. www.erinteagan.com

Joan Waites is an award winning author-illustrator, with more than 45 titles published for the children's trade and educational markets. A former adjunct faculty member of the Corcoran Museum School of Art and Design, Joan now operates her own art teaching studio for children. She has served as the Mid-Atlantic SCBWI Illustrator Coordinator for the past seventeen years, is a member of the Children's Book Guild of Washington D.C., The Picture Book Artist's Association, and The National Association of Art Educators. Her latest author/illustrated picture book, *An Artist's Night Before Christmas* will be released in September 2017.