

*Mid-Atlantic Fall Conference
Children's Publishing in 2017
Holiday Inn Dulles
45425 Holiday Drive
Sterling, VA 20166*

OPTIONAL INTENSIVE WORKSHOPS

FRIDAY, OCTOBER 27, 2017

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

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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.

INTENSIVE WORKSHOP FEES:

SCBWI Member: \$70 per workshop

Nonmember: \$95 per workshop

Please note: All conference fees are nonrefundable. (Attendees must be 18 years of age or older. Only registered attendees may for sign up for the optional intensive workshops.)