

**THE REGISTRATION PACKET FOR:**



# BOOKS, BOOTS, AND BUCKSKIN

COME LASSO UP SOME PUBLISHING SAVVY AT THE  
2011 AUSTIN SCBWI REGIONAL  
CONFERENCE

**FEBRUARY 18<sup>TH</sup> AND 19<sup>TH</sup>**

**ST. EDWARD'S UNIVERSITY**

**RAGSDALE CENTER**

**3001 SOUTH CONGRESS AVENUE**

**AUSTIN, TEXAS 78704**

**512-448-8400**

[www.austinscbwi.com](http://www.austinscbwi.com)



# REGISTRATION

**Early bird Registration Base Rate**— Postmarked on or before December 1, 2010:

\$130 Members / \$140 Nonmembers

After December 1, 2010: \$140.00 Members/ \$150.00 Nonmembers

## Register now!

- Consultations with literary agents, editors, accomplished illustrators, and multi-published authors are scheduled based on registration date, so registering early increases your chances of meeting with your top choice.

## Registration includes:

- Panels and lectures on writing and the publishing business
- Admission to two Wine and Cheese Socials with Agents, Editors, and Esteemed Guests
- Access to Top Agents and Editors throughout the weekend
- Friday Night Readings
- Portfolio Display and Contest
- Door Prizes
- Silent Auction
- Continental Breakfast
- Boxed Lunch
- Book Store
- Autograph Party

## You can also sign up for extra add-ons:

- 10-minute consultation with the Agent, Editor, or Accomplished Writer of your choice (assigned on a first-come, first-served basis based on the date of your registration)
- 20 minute Personal Social Media Evaluations
- Portfolio Reviews
- Small Group Intensive Sessions with the Novice Writer, Illustrator, and Advanced Writer in mind

## 2011 AGENTS, EDITORS, AND ESTEEMED GUESTS

Note: As these bios are brief, conference attendees are encouraged to do further research on the agents, editors, illustrators, and authors they are interested in, but please do not contact any of these guests prior to the conference.

**Emily van Beek – Folio Literary Agency:** Emily is interested in acquiring projects for young and teen readers, from picture books by authors and author / artists, to authentic and fresh middle-grade fiction, to lyrical and daring YA. She's looking for voices that won't be ignored. I am open to considering all sorts of YA from mysteries to well-written chick lit, coming-of-age, the lyrical, the literary, and the laughable. Before joining Folio, Emily represented such titles as Kathi Appelt's Newbery Honor-winning *The Underneath*, Jandy Nelson's *The Sky is Everywhere*, Jenny Han's *The Summer I turned Pretty* and *It's Not Summer Without You*, and Erin Bow's forthcoming *Plain Kate*.

**Carolyn Coman – Author:** Carolyn Coman was born in Evanston, Illinois and graduated from Hampshire College, where she studied writing. She is the author of *What Jamie Saw*, a Newbery Honor book, and *Many Stones*, a Michael L. Printz Honor book. These were also National Book Award Finalists. Most recently, Carolyn has published *The Big House* and its sequel, *Sneaking Suspicions*. She has been on the faculty of the Vermont College and the Hamline College MFA programs in Writing for Children and Young Adults and now the Whole Novel Workshops conducted under the auspices of the Highlights Foundation.

**David Diaz – Illustrator:** David Diaz has illustrated numerous award-winning books for children, including Eve Bunting's *Going Home*; as well as Newbery Honor winner, *The Wanderer*, by Sharon Creech. Mr. Diaz was awarded the Caldecott Medal in 1995 for his work in *Smoky Night* by Eve Bunting, and his colorful illustrations in Margaret Wise Brown's *The Little Scarecrow Boy* led to the book being named the New York Times Best Illustrated Book for 1998. Most recently, Mr. Diaz has teamed up with renowned author Joyce Carol Thomas, creating vibrant illustrations for *The Gospel Cinderella*, a soulful retelling of the classic Cinderella story.

**Julian Hector – Illustrator:** Julian Hector was born in Los Angeles, raised in rural Texas, and received a BFA from Parsons the New School for Design, in New York City. His clients include Disney-Hyperion, Scholastic, Harper Collins, and Simon and Schuster. Julian Hector is represented by Rebecca Sherman of Writers House and plans to make Austin, Texas his home!

**Kimberly Willis Holt – Author:** Kimberly writes poignant coming-of-age fiction for young readers, books that hum with the sleepy rhythms of small-town life in her native South and the cadences of its vernacular. Since her 1998 debut novel, *My Louisiana Sky*, Holt has won a number of awards, including two American Library Association citations for that particular work, and a prestigious National Book Award for Young People's Literature for her third, 1999's *When Zachary Beaver Came to Town*. But all of her titles have garnered enthusiastic praise from critics of young-adult fiction for their realistic portrayals of life in the rural South, and for the iconoclastic, but sympathetic characters she creates to lead her stories.

**Elizabeth Law – VP and Publisher with Egmont USA:** Elizabeth Law began her career in children's publishing as an assistant at Viking Children's Books, leaving 18 years later as associate publisher of both Viking and Frederick Warne imprints. After nearly four years as vice president and associate publisher of Simon & Schuster Books for Young Readers, Elizabeth joined Egmont USA last year as its publisher. Passionate about children's books and fiction in particular, Elizabeth has enjoyed publishing and editing many authors including Andrew Clements, Dan Gutman, Adam Rapp, Linda Buckley-Archer, Malorie Blackman, and working with the estates of Don Freeman and Ludwig Bemelmans.

**Arthur Levine – Editorial Director with Arthur Levine Books:** Arthur A. Levine Books was founded in 1996 as an imprint of Scholastic Press. We published our first book, *When She Was Good* by Norma Fox Mazer, in the fall of 1997. Since then, our imprint has produced more than ninety works of hardcover literary fiction and nonfiction for children, teenagers, and discerning adults under Arthur's editorial direction. They work with a distinguished list of American authors and illustrators at various phases of their careers, from newcomers like Lisa Yee and Dan Santat to award-winners like Rafe Martin and Susan Shreve. We also strive to bring the best of the world's literature to the United States through the work of such famed international authors and illustrators as Astrid Lindgren, Jaclyn Moriarty, Anne Provoost, J. K. Rowling, Philip Pullman, Marcelino Truong, Luis Sepúlveda, and many others.

**Gregory Pincus – Social Media Expert:** Greg Pincus helps people and organizations create social media strategies and plans. He also tries to demystify the online world and practices on his mom, believing that if he can help her understand Twitter and Facebook, he can do anything. Greg is a screenwriter, volunteer librarian, dad, and SCBWI member with a

love of poetry and picture books. He's currently working on a middle grade novel for Arthur A. Levine Books as well as writing Fibs, other poetry, and, over at The Happy Accident, all about social media, too.

[Michelle Poploff – VP and Executive Editor at Delacorte Press Books for Young Readers, a Division of Random House](#): She earned her Bachelor's Degree at Queens College in Flushing, NY with a major in English and a minor in Communications. Her list of books include Newbery Honor Book *Hattie Big Sky* by Kirby Larson, Coretta Scott King/John Steptoe Award Winner for New Talent *Brendan Buckley's Universe and Everything In It* by Sundee T. Frazier, *Suck It Up* by Brian Meehl, and *Faith, Hope, and Ivy June* by Phyllis Reynolds Naylor.

[Stephen Roxburgh – Editor with namelos](#): Stephen Roxburgh has been involved professionally with children's books and publishing for more than thirty-five years, first as an academic, then as senior vice president and publisher of Books for Young Readers at Farrar, Straus and Giroux, and as president and publisher of Front Street, a small, independent press he founded, deliberately, on April Fool's Day of 1994. In 2004 Front Street was acquired by Boyds Mills Press, where Stephen was publisher until September 2008. Stephen has worked with such authors and artists as Felicia Bond, Nancy Eckholm Burkert, Brock Cole, Carolyn Coman, Roald Dahl, Donna Diamond, Madeleine L'Engle, Martine Leavitt, Patricia McCormick, An Na, Marilyn Nelson, Adam Rapp, Alvin Schwartz, George Selden, Uri Shulevitz, Isaac Bashevis Singer, Garth Williams, and Margot Zemach. Stephen lectures and publishes widely on children's literature and children's publishing. He is on the faculty of the Highlights Foundation. For many years he taught in the Radcliffe Publishing Program, the Stanford Publishing Program, and the Columbia Publishing Program.

## THE FINEST FACULTY IN THE WEST – AUSTIN'S OWN!

[Jessica Anderson](#): Jessica Lee Anderson is the author of *Trudy*, which won the 2005 Milkweed Prize for Children's Literature, as well as *Border Crossing*. She's published two nonfiction readers, as well as fiction and nonfiction for a variety of magazines including *Highlights for Children*. While her experiences have ranged from teaching to selling computers to coordinating a vision therapy clinic, her lifelong passion is writing literature for children. She lives near Austin, Texas, with her husband, Michael. Jessica is willing to critique fiction and non-fiction manuscripts.

[Chris Barton](#): Author of the American Library Association Sibert Honor-winning *The Day-Glo Brothers*, the biography of the inventors of those daylight-fluorescent oranges, yellows, and greens you see every day. It was named one of the best children's books of 2009 by Publishers Weekly, School Library Journal, Kirkus Reviews, and The Washington Post. Chris's second book is the New York Times and Publishers Weekly bestseller *Shark vs. Train*. It has received starred reviews from Kirkus Reviews, Publishers Weekly and School Library Journal and is a Junior Library Guild selection. Chris's follow up these picture books is *Can I See Your I.D? True Stories of False Identities*, a young-adult collection of profiles of impostors and other masqueraders to be published by Dial Books for Young Readers in 2011. Chris is willing to critique all non-fiction, all picture books, middle-grade and YA (non-fantasy) novels.

[Bethany Hegedus](#): Bethany Hegedus has spent time above and below the Mason-Dixon Line. She cares deeply about kids, having once been a high school teacher and also a youth advocate. She serves as a mentor in the PEN Prison Writing Program and holds an MFA in Writing for Children and Young Adults from Vermont College of Fine Arts. Bethany is Co-Editor of the Young Adult's and Children's section of the literary magazine, *Hunger Mountain* and is Austin Host of the popular website [readergirlz.com](#). Her second novel, *Truth, With a Capital T*, releases Oct. 12, 2010. *Between Us Baxters* is her first young adult novel. Bethany is willing to critique picture books, middle-grade, and YA fiction and non-fiction.

[Kari Ann Holt](#): K.A. Holt is a writer, a terrible cook, and a mother of three (not necessarily in that order). When she's not busy imagining how she would survive a trip to Mars or a zombie apocalypse, she's busy imagining how she will survive the day. Kirkus and Publishers Weekly praised both her first book, *Mike Stellar: Nerves of Steel*, as well as her most recent *Brains for Lunch*. Kari Ann is willing to critique middle-grade sci-fi.

[P J Hoover](#): PJ grew up visiting museums and dreaming of finding Atlantis. She eventually married, had two children, shifted her dreams to reality, and began a writing career. PJ's novels *The Emerald Tablet*, *That Navel of the World*, and *The Necropolis* are evidence of her talent, tenacity, and devotion to craft. PJ is willing to critique middle grade and YA novels.

[Jacqueline Kelly](#): Jacqueline Kelly was born in New Zealand and moved with her parents to western Canada at an early age. She attended university in El Paso and medical school in Galveston. She practiced medicine for many years and then attended the University of Texas School of Law. She practiced law for several more years before realizing that what would really make her happy is to write fiction. Her first published short story appeared in 2001 in the *Mississippi Review*. Her

debut novel, *The Evolution of Calpurnia Tate*, won a Newbery Honor medal. Jackie is willing to critique middle-grade novels.

[Jeanette Larson](#): Jeanette has been a librarian for more than 30 years. She is a frequent reviewer for Booklist and Book Links and has served on a number of state and national award committees, including the Newbery Award, the Texas Bluebonnet Award, Best Books for Young Adults, the Morris Award (for debut YA authors), the Writers' League of Texas Teddy Awards, and the Audio Book Publishers Award. She is currently serving on the YALSA Excellence in Non-fiction Awards committee. Retired from Austin Public Library, Jeanette now teaches the Children's and Young Literature course for Texas Woman's University and is a freelance trainer and consultant. Moving to the other side of the book shelf, Jeanette's first children's book, *Hummingbirds: Facts and Folklore from the Americas*, will be coming out in February 2011. Jeanette is willing to critique non-fiction and fiction of any genre.

[Jane Peddicord](#): Jane grew up in the rolling hills of Iowa. She went on to teach, study, and practice law in several parts of the world, all the while hoping to one day write for children. She now lives and writes in the rolling hills near Austin, Texas. Her first book, *Night Wonders*, won the 2006 International Reading Association Children's Book Award in the category of Primary-Nonfiction. *That Special Little Baby*, a picture book celebrating baby beginnings and toddler triumphs has welcomed outstanding reviews. Jane is willing to critique picture books.

[Liz Garton Scanlon](#): Liz Garton Scanlon is the author of the critically acclaimed Caldecott winning picture book *All the World*, illustrated by Marla Frazee, and *A Sock is a Pocket for Your Toes* by Robin Preiss Glasser. She is an adjunct professor of creative writing at Austin Community College, and her poetry has been published widely in literary journals. She lives with her family in Austin, Texas. Liz is willing to critique picture books.

[Brian Yansky](#): Brian has a BA from The University of Texas and an MFA in Writing from Vermont College. He's an Assistant Professor at Austin Community College where he teaches writing. He writes both young adult and adult fiction. His adult stories have appeared in the *Crescent Review*, *Nebraska Review*, *Chiron Review* and other literary journals. *My Road Trip to the Pretty Girl Capital of the World* was his first published novel. *Wonders of the World*, his second novel, came out in June, 2007. *Alien Invasion and Other Inconveniences*, a YA novel, will be published by Candlewick Press on October 12, 2010. Brian is willing to critique YA novels.

[Frances Yansky](#): An author/illustrator, Frances is the author of *The Bug Cemetery*, published under Frances Hill, her maiden name. Frances has a keen eye for detail, intrigue, and the whimsical. Though Frances is currently working on a sensational middle-grade fantasy, she is willing to critique picture books.

[Jo Whittemore](#): Jo started her writing career as a toddler, dragging a crayon across the living room wall. She has since switched to pen and paper and is now the author of three published fantasy novels: *Escape from Arylon*, *Curse of Arastold*, and *Onaj's Horn*. Her latest novel, *Front Page Face-Off* has a companion novel entitled *Odd Girl In* coming out in March 2011. Jo is willing to critique middle-grade and YA novels.

[Jennifer Ziegler](#): Jennifer is an Austin-based writer of young adult fiction and a former teacher. Her novel *How Not to Be Popular* was a pick for the 2009-2010 Lone Star Reading List and a 2009 Writers' League of Texas Teddy Award finalist. *Alpha Dog* was a 2006 Teddy Award finalist. In addition, she is a *New York Times* best-selling author of mass market fiction, writing under the name Lynn Mason. Her new novel, *Sass and Serendipity*, will be released next summer. Jennifer is willing to critique middle-grade and YA novels.

#### MANUSCRIPT SUBMISSION CRITERIA

Submit no more than 10 pages of your finest double-spaced, error-free, professionally formatted work.

Submission **MUST** be post-marked by December 15, 2010

Mail submissions to:

The Austin SCBWI Chapter  
201 University Oaks Blvd, Suite 1285 #170  
Round Rock, Texas 78665

# CONFERENCE SCHEDULE

FRIDAY — FEBRUARY 18<sup>TH</sup>:

6:00 p.m. to 8:30 p.m. – Wine and Cheese Reception with Cash Bar

- Silent Auction
- Portfolio Gallery
- Readings by Carolyn Coman, Kimberly Willis-Holt, and Arthur Levine
- Book Store

SATURDAY — FEBRUARY 19<sup>TH</sup>:

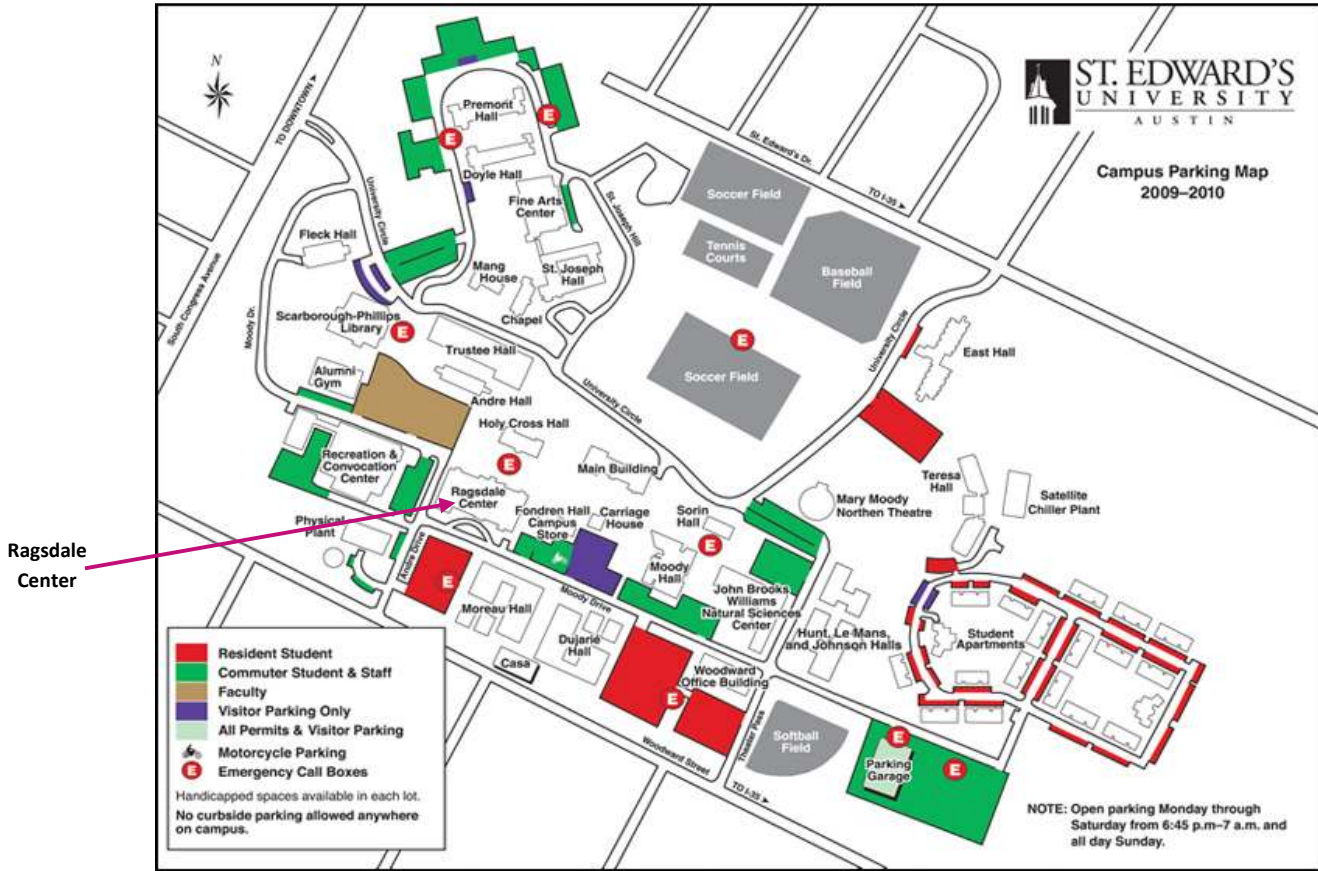
Important Note: **General Assembly Sessions** are labeled **GA** are open to all registrants.

**Small Group Intensive Sessions (SGI)** are available for a limited number of participants for an additional fee.

- 8:00 a.m. to 8:45 a.m.      Registration and Breakfast
- 8:45 to 9:00                Opening Remarks (GA)
- 9:00 to 10:00              **Arthur Levine & Julian Hector: *The Author/Illustrator Relationship* (GA)**
- 10:15 to 11:15             **Stephen Roxburgh: *The E-Future* (GA)**  
**Gregory Pincus: *Social Networking and You* (SGI)**  
**Kimberly Willis Holt: *Back to the Porch- Breaking Writer's Block & Returning to the Creative Life* (SGI)**  
**David Diaz: *Perfecting Your Portfolio* (SGI)**
- 11:30 to 12:30              Lunch – Bookstore- Portfolio Gallery-Networking
- 12:30 to 1:30               **David Diaz: *Keeping it Real* (GA)**
- 1:45 to 2:45                **Elizabeth Law: *An Editor's Advice* (GA)**  
**Stephen Roxburgh: *Ask Me and I'll Tell You* (SGI)**  
**Carolyn Coman: *The Most Important Things I Learned Starting Out* (SGI)**  
**Julian Hector: *The Life of an Illustrator* (SGI)**
- 3:00 to 4:00                **Gregory Pincus: *Social Networking/Twitter 101* (GA)**  
**Arthur Levine: *The Emotional Connection* (SGI)**  
**Michelle Poploff and Emily van Beek: *The Agent/Editor Relationship* (SGI)**
- 4:15 to 5:00                **Editor/Agent Panel (GA)**
- 5:00 to 7:00 – Wine and cheese Reception with Cash Bar/Autograph Party

# ST. EDWARD'S UNIVERSITY CAMPUS MAP

3001 SOUTH CONGRESS AVE., AUSTIN, TX 78704 512.488.8400



## LODGING

<a href="#">The Wyndam Garden</a>	1600 West Woodward, Austin, TX 78741	512.448.2444
<a href="#">Howard Johnson Inn Austin</a>	2711 I 35 S, Austin, TX, 78741	512.426.9201
<a href="#">Clarion Inn &amp; Suites</a>	2200 I 35 S, Austin, TX, 78704	512.444.0561
<a href="#">Austin-Days Inn South</a>	4220 I 35 S, Austin, TX 78745	512.444.9242
<a href="#">Hampton Inn Austin South</a>	200 San Jacinto Blvd., Austin, TX 78701	512.472.1500
<a href="#">Candlewood Suites Austin-South</a>	4320 I 35 S, Austin, TX, 78745	512.444.8882
<a href="#">Comfort Suites Downtown South</a>	1701 E. St. Elmo Rd., Austin, TX, 78744	512.444.6630
<a href="#">Austin Marriott South</a>	4415 I 35 S, Austin, TX 78744	512.441.7900

Note: Cancellations on or before 1/15/11 will be subject to a \$25.00 cancellation fee.

Cancellations after 1/15/11 will not be refunded.

# REGISTRATION FORM

Name \_\_\_\_\_ Email \_\_\_\_\_

Address \_\_\_\_\_ Phone \_\_\_\_\_

### REGISTRATION FEES:

Early Bird Member (Postmarked by Dec. 15) 130.00 \_\_\_\_\_

Early Bird Non-Member (Postmarked by Dec. 15) 140.00 \_\_\_\_\_

Member Rate (Postmarked after Dec. 15) 140.00 \_\_\_\_\_

Non-Member (Postmarked after Dec. 15) 150.00 \_\_\_\_\_

### AUSTIN FACULTY CRITIQUES - \$35.00 PER 10 MINUTE SESSION — LIMIT 3:

*Austin Faculty Members: Jessica Anderson, Chris Barton, Bethany Hegedus, Kari Ann Holt, PJ Hoover, Jacqueline Kelly, Jeanette Larson, Jane Peddicord, Liz Garton Scanlon, Brian Yansky, Frances Yansky, Jo Whittemore, and Jennifer Ziegler*

1<sup>st</sup> Critique Author Choice \_\_\_\_\_ Fee: 35.00 \_\_\_\_\_

2<sup>nd</sup> Critique Author Choice \_\_\_\_\_ Fee: 35.00 \_\_\_\_\_

3<sup>rd</sup> Critique Author Choice \_\_\_\_\_ Fee: 35.00 \_\_\_\_\_

### ESTEEMED GUESTS - \$35.00 PER 10 MINUTE SESSION — LIMIT 1:

Number in the accordance to preference – 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>, 4<sup>th</sup>, and 5<sup>th</sup> choice. Note: Strikethrough names are sold out.

~~Emily van Beek~~ \_\_\_\_\_ Carolyn Coman \_\_\_\_\_ ~~Elizabeth Law~~ \_\_\_\_\_ Kimberly Willis-Holt \_\_\_\_\_

Michelle Poploff \_\_\_\_\_ Stephen Roxburgh \_\_\_\_\_ Fee: 35.00 \_\_\_\_\_

### PORTFOLIO REVIEWS - \$35.00 PER SESSION — LIMIT 1:

David Diaz \_\_\_\_\_ Julian Hector \_\_\_\_\_ Fee: 35.00 \_\_\_\_\_

### SOCIAL MEDIA REVIEW - \$50.00 PER 20 MINUTE SESSION:

Greg Pincus \_\_\_\_\_ Fee: 50.00 \_\_\_\_\_

### SMALL GROUP INTENSIVE SESSIONS (PAGE 6) - \$20.00 EACH — LIMIT 2:

Gregory Pincus \_\_\_\_\_ Kimberly Willis-Holt \_\_\_\_\_ David Diaz \_\_\_\_\_ Stephen Roxburgh \_\_\_\_\_

Carolyn Coman \_\_\_\_\_ Julian Hector \_\_\_\_\_ ~~Arthur Levine~~ \_\_\_\_\_ Poploff/Van Beek \_\_\_\_\_

Mail to: Austin SCBWI  
201 University Oaks Blvd, Suite 1285 #170  
Round Rock, Texas 78665

**GRAND TOTAL** \_\_\_\_\_