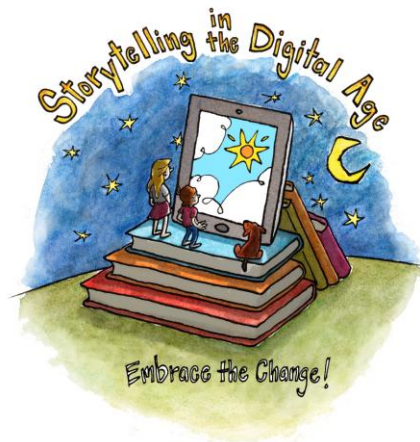


The registration packet for:



An Austin SCBWI symposium entitled

Storytelling in the Digital Age: Embrace the change

October 8, 2011

9:00 a.m. to 4:00 p.m.

St. Edward's University - Fleck Hall

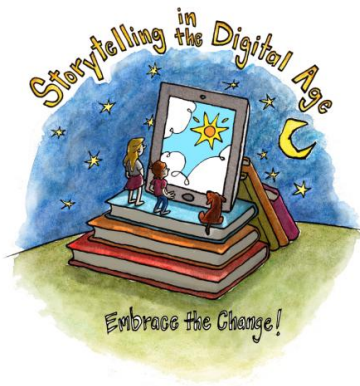
3001 South Congress Avenue

Austin, Texas 78704

512-448-8400

www.austinscbwi.com





Webster's defines the term 'symposium' as a gathering where there is an interchange of ideas. SCBWI Austin has gathered together a number of local accomplished professionals who are well-versed in various aspects of the quick-moving, fast-changing business of e-publishing to lead us in such an exchange of ideas regarding *Storytelling in the Digital Age*. As a result of this symposium's interchange of ideas, our creative community will be better equipped to embrace the changes before us in the continually evolving, ever-exciting world of digital publishing.

Topics to be explored:

Via Skype - SCBWI and Digital Storytelling with Lin Oliver, SCBWI Executive Director

Creating and Maintaining Your Web Persona presented by Erik Kuntz

Standing Out in the E-book Crowd: Storybook Apps, Enhanced Content, and Digital Marketing Extras
presented by Deanna Roy

Your Story as Electrons: Breathing Life into Words in the Digital Age presented by P.J.Hoover

There's an App for That presented by Amanda Williams

Social Media 101 presented by Nick Alter

How Do They Do That?: Creating Digital Books presented by Meridith Blank Taylor

From Oop to App: The Transformation of Picture Books to Apps presented by Lindsey Lane

Paper to Pixels: The Art of the Digital Paintbrush presented by Clint Young

Getting Discovered: Why You Should ABSOLUTELY Give Your Stories Away for Free by Bear James

xtranormal: The Storyteller's Dream Software presented by Zack Gonzales

YouTube and the Science Behind Visual Learning presented by Joel Hickerson

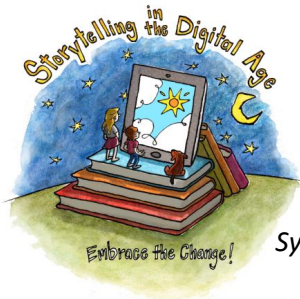
Storytelling in the Digital Age: Imagine presented by Ezra Weinstein

The Indie and Age of Digital Storytelling presented by BookPeople

Children's Book Illustrations and Technology presented by the Girllustrators

Fees: Member Rate - \$75.00 Non-Member Rate - \$100.00

Morning coffee/tea/juice bar and lunch is included in the fee.



Presentations and Faculty

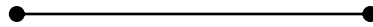


Symposium logo created by [Dallion McGregor](#)

Via Skype - SCBWI and Digital Storytelling with Lin Oliver, SCBWI Executive Director

Lin will discuss [SCBWI's](#) role in the transformational world of Digital Publishing. Using the music industry as an example, Lin will explain the need for careful consideration of potential pitfalls presented by new technologies readily available on the market today.

*After nine years as Senior Vice President of Television and Home Video at MCA/Universal, Lin Oliver set up her production company, ([Lin Oliver Productions](#)), first at TriStar Pictures, and then established independent offices. Most of her projects are based on children's books, including the animated feature of E.B. White's *The Trumpet of the Swan*, and the Showtime Family Film, *Finding Buck McHenry*, based on Alfred Slato's book, which was nominated for an Emmy. Presently in development is a new children's television series, *Wayside School*, based on the popular books by Louis Sachar. In addition to her work as a producer and writer for television and film, she is a NY Times Bestselling author of the *Who Shrank Daniel Funk?* series, as well as the *Hank Zipzer* series with Henry Winkler.*



Creating and Maintaining Your Web Persona presented by Erik Kuntz

You can't expect your agent or publisher to do it for you anymore: your main publicist is you. Not matter what stage you are at in your publishing career, creating a compelling and accessible online presence is a necessity. Your brand is no longer just your work: the audience now wants to feel a connection with you. Erik will guide you through the not-actually-that-scary world of blogs, search engines, social media, book trailers and other tools for effectively promoting yourself. Whether you don't have a clue about how to start or you want to strengthen your Web presence, you'll learn more about the tools and techniques for building and engaging your online fan base.

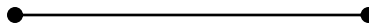
*Erik Kuntz is an illustrator, animator, cartoonist and Web developer. He is the creator of the Webcomics *Hex Libris* and *Erik and Monkey (Talk About Life)*, and he runs *Square Bear Studio* (www.squarebearstudio.com). You can learn more about Erik at www.erikkuntz.com (www.erikkuntz.com).*



Standing Out in the E-book Crowd: Storybook Apps, Enhanced Content, and Digital Marketing Extras presented by Deanna Roy

As both traditionally published and independent authors rush to put their content online as e-books, it may take more than a good story to get a title noticed. Go beyond uploading text and covers to explore the world of enhanced e-book content, unique storybook apps that you can pitch to developers or have custom-built, and bonus features that will set your book apart from the masses.

Deanna Roy is the publisher at [Casey Shay Press](#), an independent press based in Austin. She developed *Dust Bunnies*, a special-featured iPad/iPhone story book app, in partnership with Polycot Labs, as well as released the popular children's title "Kids Show Kids How to Make Balloon Animals" on all color e-book platforms.



Your Story as Electrons: Breathing Life into Words in the Digital Age presented by P.J. Hoover

Welcome to the future! Join P. J. Hoover, author of SOLSTICE, a young adult dystopian mythology novel set in a global warming future, as she demystifies the wonders of marketing your book in the digital age. P. J. will show how, with a little bit of vision, authors can create professional digital content with swag tie-ins such as bookmarks and trading cards. She'll demonstrate how to purchase music and stock imagery, how they can be used to create book trailers, websites, and so much more, and the impact they have. From secret website content, to vlogging, to book trailer design, P. J. will unlock the secrets of it all! Prepare to change the way you view marketing forever.

P. J. Hoover first fell in love with Greek mythology in sixth grade thanks to the book *Mythology* by Edith Hamilton. After a fifteen year bout as an electrical engineer designing computer chips for a living, P. J. decided to take her own stab at mythology and started writing books for kids and teens. P. J. is a member of [THE TEXAS SWEETHEARTS & SCOUNDRELS](#). When not writing, P. J. spends time with her husband and two kids and enjoys practicing Kung Fu, solving Rubik's cubes, and watching Star Trek. Her first novel for teens, *Solstice*, takes place in a Global Warming future and explores the parallel world of mythology beside our own. Her [middle grade fantasy novels](#), *The Emerald Tablet*, *The Navel of the World*, and *The Necropolis*, chronicle the adventures of a boy who discovers he's part of two feuding worlds hidden beneath the sea.



There's an App for That presented by Amanda Williams

Amanda will provide some insight to creating apps for Apple devices such as iPhone, iPad, and iPod Touch. She will explore interactive examples, as well as tools for creating your work independently.

[Amanda Williams](#) is a freelance artist who specializes in creating environments for mobile video games by using traditional and digital art techniques. She currently lives in Austin, but grew up in magical places such as Germany, North Carolina, and the Rocky Mountains. Her exposure at a young age to such things as local folklore, medieval puppet shows, baroque architecture, lighthouses, a Victorian military neighborhood full of ghost stories, crumbling castles, and beautiful landscapes helped shape, and continue to influence her style. It was always her dream to become an artist, but somewhere along the way she decided this wasn't a realistic idea. She changed her mind after six years of providing technical support to a corporate environment, and in 2009 Amanda started to make art again. Her most notable project is the award winning game *Spider: The Secret of Bryce Manor*, by [Tiger Style Games](#). She plans to continue sharing her dreams for as long as she can hold a pencil.



How Do They Do That?: Creating Digital Books presented by Meridith Blank Taylor

Meridith's talk will cover the complexities of digitizing books for tablet computing. She will enlighten the audience on the forecasts and revenue potentials of this new medium. She will educate the audience on the legal rights authors have on their works which have already been printed by publishers. She will cover some of the pitfalls and traps of other authors. Participants in this session will walk away with enough information about digitizing their works for tablet computing to be dangerous!

Meridith Blank Taylor is one of the founders of [Great Hills Publishing](#), a pioneer in picture book applications for tablet computing. She and her team recognized a significant gap in the market for picture books. To her surprise there were many authors anxious to jump into this fast paced digital realm. As a mother of two avid readers she also wants to ensure that children all around the world enjoyed the benefit of these wonderful treasures.



From Oop to App: The Transformation of Picture Books to Apps presented by Lindsey Lane

Lindsey Lane will share the journey of transforming her out of print (oop) picture book *Snuggle Mountain* (Clarion, 2003) into an app for the iPhone and iPad.

Lindsey Lane is the author of Snuggle Mountain (Clarion, 2003) now available as iTunes app in that little screen you carry with you everywhere. A graduate of Vermont College of Fine Arts's MFA in Writing for Children and Young Adults, Lindsey lives in Austin, Texas with her teenage daughter, their barnyard of animals and the most wonderful children's literature community in the world. You can find her at www.lindseylane.net and www.lindseylane.net/blog.



Paper to Pixels: The Art of the Digital Paintbrush presented by Clint Young

A comprehensive look and demonstration of digitally producing art that looks and feels like paint. Clint will be making digital brushes and using them to produce finished pieces of art. This demonstration features creating digital brushes and production an entire illustration, layered for animation and ready for delivery to your editor, in just one hour. Not to be missed if you're a beginner, just learning digital art, or a professional illustrator ready to take your art to the next level.

[Clint Young](#) is self taught Artist who was lucky enough to land a wonderful job concepting for the video game industry. He's been drawing throughout his entire life, but only professionally for the last 15 years. He's been fortunate to have worked on many titles and for a number of great companies in the entertainment industry including LucasArts Ent. , Bioware & EA. Clint has always loved picture books and has a real interest in not only telling good stories with wonderful pictures, but finding new and inventive ways of authoring and Illustrating them. Clint recently wrote a book his daughter. "The Wish Collector" an adventurous story about growing up told through the eyes of a little girl's imaginary pig named "[Toast](#)". He will also be Illustrating [Jacqueline Kelly's](#) "Wind in the Willows: Redux." Clint currently resides in Austin with his wonderful wife and daughter.



xtranormal: The Storyteller's Dream Software presented by Zack Gonzales

This revolutionary approach to movie-making builds on an almost universally held skill—typing. You type something; they turn it into a movie. On the web and on the desktop. [xtranormal's](#) mission is to bring movie-making to the people. Everyone watches movies and they believe everyone can make movies. Movie-making, short and long, online and on-screen, private and public, will be the most important communications process of the 21st century. Zack Gonzales' SCBWI presentation mission is to demonstrate the ins and outs of this remarkable, incredibly easy to use software. During the session Zack will adapt short script into a brief film right before your eyes! He'll also cover how to overcome this rough draft fear when adopting new technologies, and how to maximize your time so you can market, yet still find time to write.

[Zack Gonzales](#) is a Product Marketing Manager at [Hoover's Inc.](#), an Austin-based business services company. He studied playwriting at the University of Texas At Austin and his plays have been produced by a variety of local theatre groups. He is currently developing a Christmas play with his son, tentatively titled *Elves v. Apes*. Zack holds the notion that a writing background lends itself well to self-marketing and self-promotion. He's lived in Austin since 1993, and believes this is the best city on Earth to launch a creative endeavor.



YouTube and the Science Behind Visual Learning presented by Joel Hickerson

Curious about the functionality of YouTube? How can an individual maximize the capabilities of YouTube to educate, promote, and publicize their projects? Joel Hickerson will answer these questions and more as he shares his expertise in the fascinating field of visual learning.

[Joel Hickerson](#) has most recently been working in visual learning as an illustrator developing video animation similar to the style [RSA Animate](#) has made famous ([theRSA.org](#)). Joel has worked on "[how to draw](#)" videos and animation and illustrated over 50 books - everything from the "The Complete (Rugby) Referee" to "I Can Draw Foods I Like to Eat". He's acted on a PBS children's series as a French How-to-draw artist, played rugby internationally, held underwater lights for National Geographic and coached his daughter's soccer team for 6 years. He still loves to work with kids in the classroom and with teachers at workshops, mostly teaching drawing and pre-writing skills through simple drawings. A graduate of Texas A&M University, Joel lives in Austin, Texas with his wife Laurie, daughter Sydney, sons Eric and Caleb, good dog Maggie Mae, and Hootie Hoot, a devil of a cat.



Storytelling in the Digital Age: Imagine presented by Ezra Weinstein

In 2007 the eBook revolution started when the first Amazon Kindle was released. In the year of 2011 with the proliferation of tablets computers and the utter dominance of smartphones we are about to experience the next reading revolution – the Interactive Book revolution. Starting with picture books this trend will transcend to other genres and expand beyond just children's book market. This presentation will take you through the history of the printed book all the way through the new trend of interactive books and what might lie beyond that. The session will end by presenting the audience with an Interactive Book: *The Higgledy Piggledy Pigeon* written by Don Winn, a local Austin self published author. Take a brief glance at the InteractBuilder the tool used to create this wonderful Interactive Book and learn how you can create a truly captivating reading experience by simply using your imagination.

Ezra Weinstein graduated from Drexel University with a B.S. in Systems Analysis and Design in 1989. The youngest of eight kids Ezra's father was a librarian and educator and instilled his love for books into Ezra

at an early age. In college Ezra started his first computer consulting company at the age of 17 and provided professional and programming services to local businesses. During college Ezra worked for IBM as a systems analyst in Owego NY, and Princeton NJ. Upon graduating from Drexel he moved to Florida to work for IBM in Boca Raton. In 1993 Ezra left IBM and founded a company that provided consulting and software services to various companies in the retail, distribution and manufacturing industries. Upon selling this business he founded Premier POS, Inc. a software development company focused on providing retail solutions. His customers included The New England Patriots, The Cleveland Indians, NASA Space Camp, The Indianapolis Colts and many other retail and distribution companies. In 2004 Ezra decided to reduce his traveling and accepted a full time position with one of his customers where he currently works as the IT Director of a \$400M Sporting Goods distribution company. In June of 2010 Ezra Weinstein founded [InteractBooks LLC](#), along with his partners Richard Johnson and Arden Weinstein. He currently resides in Jefferson, Texas with his wife of 20 years and 3 children.



The Indie and Age of Digital Storytelling presented by BookPeople

Meghan Dietsche Goel, Children's Book Buyer and Mandy Brooks, Marketing Director will be giving a demonstration of how to use their website to find and purchase digital books, and that will talk about the current state of the digital book marketplace and [BookPeople's](#) place within it.

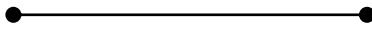
BookPeople has been Texas' leading independent bookstore since 1970. Located in the heart of downtown, BookPeople has been voted best bookstore in Austin for over 15 years. The rest of the country has caught on too; BookPeople was voted Bookstore of the Year by Publisher's Weekly in 2005. With visits from some of the most interesting and important authors of the past 35 years, as well as by Former Presidents Jimmy Carter and Bill Clinton, BookPeople is the destination bookstore in Texas.



Children's Book Illustrators and Technology presented by the Girllustrators

The Girllustrators, a group of local children's book illustrators, present a panel discussion on the many applications of technology to the field of illustrating for children. From creating art digitally to self-promotion, the Girllustrators will speak from their own experiences on the ways that illustrators can utilize technology today.

Meet the Girllustrators: Illustrator [Marsha Riti](#), Illustrator [Lalena Fisher](#), and Illustrator [Shelley Ann Jackson](#) – all hailing from the creative Mecca known as Austin, Texas!



Getting Discovered: Why You Should ABSOLUTELY Give Your Stories Away for Free presented by Bear James

Whether in print or on the iPad, there are so many publication options in the world today and the children's literature marketplace is getting more crowded. Being ignored means failure, and there's no magic elixir that will get you and your stories discovered. But there's hope! Self, indie, and larger publishing houses are looking for solutions, and Bear will present some interesting trends to watch. By looking in other countries, markets, and the not-so-distant past, I'll offer some unconventional solutions that might seem strange but have proven effective.

As an author/illustrator, Bear James offers stories that continue to grow with people beyond the confines of a traditional book. He does this by being savvy about new technologies, marketing, game theory, and engaging with a (not so) secret society of fans. His hope is to propel myself and others into greatness, and have fun doing it.

Bear enjoys engaging kids with fun, interesting, and sometimes non-traditional storytelling. For nearly 20 years, he has been a designer, illustrator, artist, and entrepreneur, and has had some wonderful successes in the kids' realm. He lives in Austin, Texas with his wonderful wife, two amazing children, two very old cats, two fish, tree fairies (according to his daughter) and an old hobo of a hermit crab.



Social Media 101 presented by Nick Alter

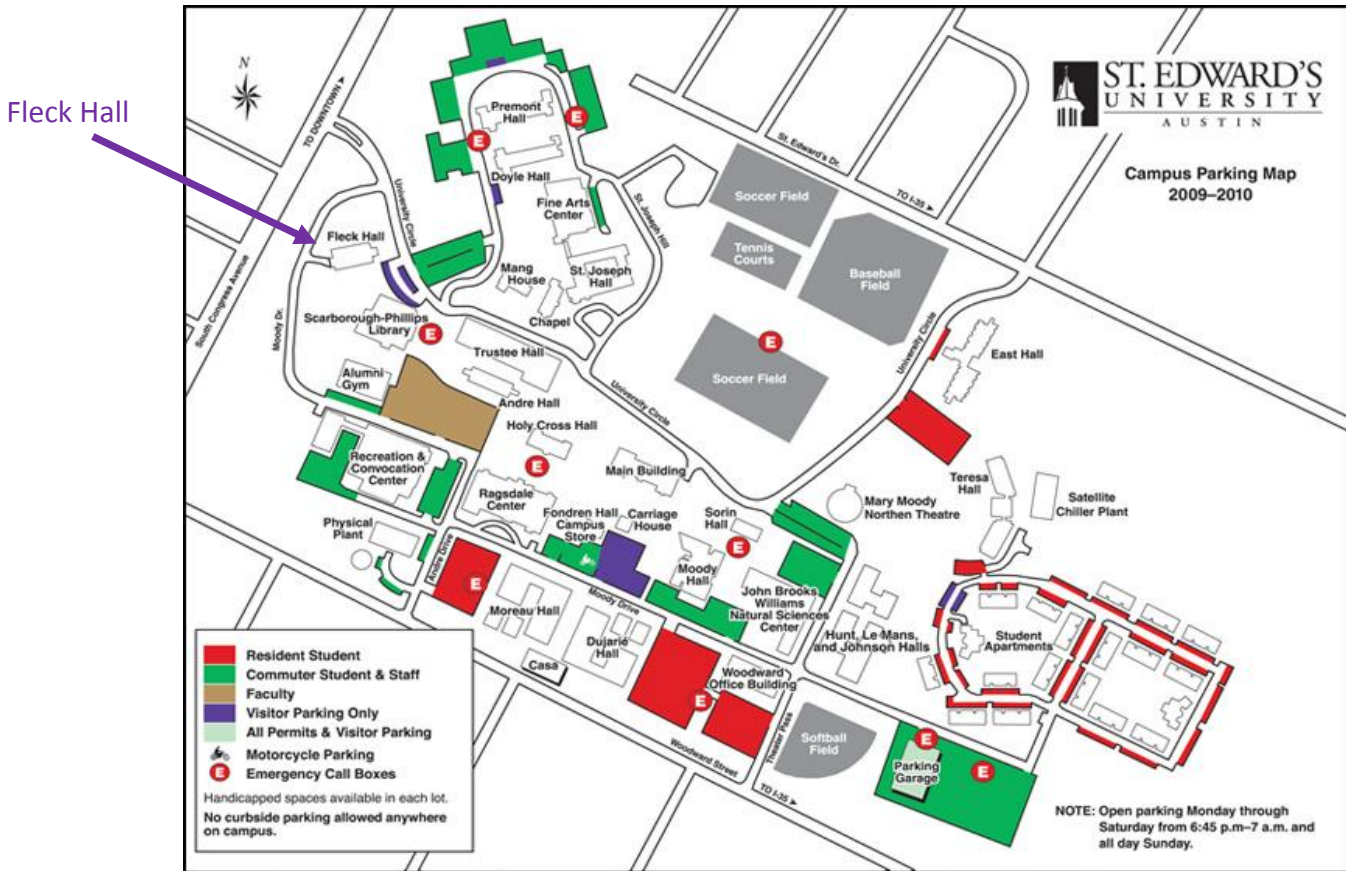
Social Media: It's not a magic wand, so stop treating it like one. You have gone to all the trouble of creating profiles for yourself on Facebook, Twitter, WordPress, LinkedIn, etc. but what is it really doing for you? Do you have a plan? You create powerful content, unique content but odds are you not tapping it effectively to enhance your social media presence. It's time to step out of the box and capitalize on all aspects of social media and expert [Nick Alter](#) will show you how!

Nick Alter graduated from Southwestern University in 2009. In the last two years, he's worked as a Digital Marketing and Social Media Professional helping over 20+ companies create platforms in the social media world using products like Facebook, Twitter, LinkedIn and Wordpress. When warranted he rewrites and redesigns clients' websites to ensure all of the content works together cohesively to produce a succinct voice for each company.



ST. EDWARD'S UNIVERSITY CAMPUS MAP

3001 SOUTH CONGRESS AVE., AUSTIN, TX 78704 512.488.8400



LODGING

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

Note: Cancellations on or before 9/24/11 will be subject to a \$25.00 cancellation fee.

Cancellations after 9/24/11 will not be refunded.

Registration Form

Name _____

Email _____

Address _____ Phone _____

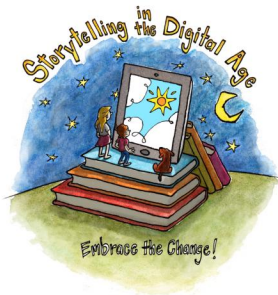
Registration Fees:

Member Rate \$75.00 _____

Non-Member \$100.00 _____

*Mail to:
Austin SCBWI
709 Wood Mesa Ct
Round Rock, Texas 78665*

An Austin SCBWI symposium entitled Storytelling in the Digital Age: Embrace the change



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Be there!