



**Saturday, February 22, 2014**

7:30am - 8:45am	<b>Registration</b>	<b>Empire State Ballroom Foyer</b> Ballroom Level
8:45am - 9:00am	<b>Welcome &amp; Introduction</b> <b>Lin Oliver and Stephen Mooser</b>	
9:00am - 10:00am	<b>KEYNOTE: How everything I learned about fiction and nonfiction in picture books, poetry, short stories, novellas, or, angst, dialog, a hundred drafts, and good luck all end up in the crown jewel of literature: THE NOVEL.</b> <b>Jack Gantos, Author</b>	<b>Empire State Ballroom</b> Ballroom Level
10:15am - 11:15am	<b>KEYNOTE PANEL: The Future of Authorship</b> <b>Paul Aiken, Executive Director, The Author's Guild; Jean Feiwel, SVP Publishing Director Macmillan Children's Books; Jane Friedman, Web Editor, Virginia Quarterly Review; Abbi Glines, Author; and Timothy Travaglini, Director of Children's Acquisitions, Open Road Media</b>	<b>Empire State Ballroom</b> Ballroom Level
11:30am - 12:30pm	<b>BREAKOUT WORKSHOP #1: Seven Essentials You Need to Know About . . .</b> You will need the "am" breakout ticket for admission to your session	
	<b>A. Writing Picture Books</b> <b>Jeannette Larson, Senior Executive Editor, Houghton Mifflin Harcourt</b>	<b>Manhattan Ballroom</b> Lobby Level
	<b>B. Getting and Working With an Agent</b> <b>Dan Lazar, Agent, Writers House</b>	<b>Alvin/Carnegie</b> Conference Level
	<b>C. Writing Contemporary Fiction</b> <b>Anica Rissi, Executive Editor, Katherine Tegen Books</b>	<b>Gallery I</b> Lobby Level
	<b>D. Developing and Selling a Series</b> <b>Sara Shandler, Senior Vice President, Editorial, Alloy Entertainment</b>	<b>Gallery III</b> Lobby Level
	<b>E. Submitting and Marketing Your Work</b> <b>Harold Underdown, Independent Editor and Author</b>	<b>Regency</b> Mezzanine Level
	<b>F. Building a Fantasy World</b> <b>Karen Wojtyla, Vice President and Editorial Director, Margaret K. McElderry Books</b>	<b>Chrysler</b> Mezzanine Level
	<b>G. Writing Historical/Period Fiction</b> <b>Kendra Levin, Senior Editor, Viking Children's Books</b>	<b>Booth/Imperial</b> Conference Level
	<b>H. Implementing Self Promotion for Illustrators</b> <b>Laurent Linn, Art Director, Simon &amp; Schuster BFYR</b>	<b>Broadway</b> Conference Level
	<b>I. Creating Picture Book Art</b> <b>Lily Malcom, Art Director, Penguin</b>	<b>Empire State Ballroom</b> Ballroom Level
	<b>J. Developing Children's Content for the New Media</b> <b>Roxie Munro, Author/Illustrator</b>	<b>Park Ave</b> Mezzanine Level
	<b>K. Creating Nonfiction</b> <b>Debra Dorfman, Vice President &amp; Editor, Scholastic</b> <b>Marisa Polansky, Associate Editor for Nonfiction and Reference, Scholastic</b>	<b>Uris/Julliard</b> Conference Level
	<b>L. Writing New Adult Fiction</b> <b>Tessa Woodward, Editor, HarperCollins</b>	<b>Plymouth/Morosco</b> Conference Level

2014 Annual  
**SCBWI** Winter Conference  
 February 21-23, 2014 | Grand Hyatt New York  
**SCHEDULE**

12:30pm-1:45pm

**LUNCH (on your own)**

2:00pm - 3:00pm

**BREAKOUT WORKSHOP #2: Seven Essentials You Need to Know About . . .**

You will need the "pm" breakout ticket for admission to your session

**A. Writing Picture Books**

**Jeannette Larson**, Senior Executive Editor, Houghton Mifflin Harcourt

**B. Getting and Working With an Agent**

**Dan Lazar**, Agent, Writers House

**C. Writing Contemporary Fiction**

**Anica Rissi**, Executive Editor, Katherine Tegen Books

**D. Developing and Selling a Series**

**Sara Shandler**, Senior Vice President, Editorial, Alloy Entertainment

**E. Submitting and Marketing Your Work**

**Harold Underdown**, Independent Editor and Author

**F. Building a Fantasy World**

**Karen Wojtyla**, Vice President and Editorial Director, Margaret K. McElderry Books

**G. Building an Author or Illustrator Platform**

**Jane Friedman**, Web Editor, Virginia Quarterly Review

**H. Crafting and Editing Your Portfolio**

**Marijka Kostiw**, Art Director, Scholastic

**I. Developing Your Illustration Style/Brand**

**Holly McGhee**, President and Founder, Pippin Properties, Inc.

**J. Writing the Classic Middle Grade Novel**

**Nancy Siscoe**, Senior Executive Editor, Knopf Books

**K. Writing Paranormal, Sci Fi and Thrillers**

**Kate Sullivan**, Editor, Little, Brown Books

**L. Writing in Verse**

**Jane Yolen**, Author

3:15pm - 4:15pm

**KEYNOTE: Bearing Witness: Authorial Responsibility**

**Elizabeth Wein**, Author

4:15pm - 4:45pm

**KEYNOTE PANEL: Banning Books: Where Do We Stand?**

**Joan Bertin**, Executive Director, National Coalition against Censorship;

**Ellen Hopkins**, Author, **Susanna Reich**, Chair, Children's and Young Adult Book Committee, Pen American Center

4:45pm - 5:30pm

**Art Browse:** A chance to view the portfolios of all the illustrators attending the conference.

6:00pm - 8:00pm

**Gala Dinner:** Drinks and buffet treats, organized by regions

8:00pm-9:00pm



**Optional Socials (for those of you still standing!):**

- LGBTQ . . . . . Uris/Julliard
- Illustrators . . . . . Booth/Imperial
- New Members & First Time Attendees . . . . . Plymouth/Morosco
- International . . . . . Alvin/Carnegie

**Manhattan Ballroom**

Lobby Level

**Alvin/Carnegie**

Conference Level

**Gallery I**

Lobby Level

**Gallery III**

Lobby Level

**Regency**

Mezzanine Level

**Chrysler**

Mezzanine level

**Empire State Ballroom**

Ballroom Level

**Park Ave**

Mezzanine Level

**Broadway**

Conference Level

**Ballroom I**

Ballroom Level

**Uris/Julliard**

Conference Level

**Booth/Imperial**

Conference Level

**Empire State Ballroom**

Ballroom Level

**Empire State Ballroom**

Ballroom Level

**Empire State Ballroom Foyer**

Ballroom Level

**Manhattan Ballroom**

Lobby Level

**Conference Level**



**Sunday, February 23, 2014**

8:00am - 8:30am	<b>Registration</b>	<b>Empire State Ballroom Foyer</b> Ballroom Level
8:30am - 9:15am	<b>Award Presentations</b> Presentation of the Tomie dePaola Award, Jane Yolen Mid-list Author Grants and Portfolio Showcase Awards.	<b>Empire State Ballroom</b> Ballroom Level
9:15am - 10:15am	<b>KEYNOTE: <i>The Spectacular Power of Failure</i></b> <b>Kate Messner</b> , Author	<b>Empire State Ballroom</b> Ballroom Level
10:30am - 11:45am	<b>KEYNOTE PANEL: <i>The Art of the Picture Book</i></b> <b>Peter Brown, Raúl Colón, Marla Frazee, Oliver Jeffers, Shadra Strickland</b> , Illustrators, Moderated by <b>Arthur Levine</b> , Vice President and Publisher of Arthur A. Levine Books, an Imprint of Scholastic Inc.	<b>Empire State Ballroom</b> Ballroom Level
12:00pm - 12:45pm	<b>KEYNOTE: <i>The Poetry of Patience</i></b> <b>Nikki Grimes</b> , Author	<b>Empire State Ballroom</b> Ballroom Level
12:45pm - 1:00pm	<b>Door Prizes &amp; Closing Remarks</b>	<b>Empire State Ballroom</b> Ballroom Level
1:00pm - 3:00pm	<b>Autograph Party</b>	<b>Ballroom I and Foyer</b> Ballroom Level

See "Faculty" section for biographies of participating faculty members.

**LOCATION GUIDE**

Please consult the **FULL-SIZED MAP** in your packet.

- **Registration**  
Empire State Ballroom Foyer
- **Coat Check**  
Ballroom Level  
\$4.50 per item checked.
- **SCBWI Bookstore**  
**Ballroom V**  
Ballroom Level
- **Bookstore Hours**  
**Saturday - 7:30am-5:30pm**  
**Sunday - 7:30am-3:00pm**