

SCBWI 46TH ANNUAL SUMMER CONFERENCE JULY 7-10, 2017 • LOS ANGELES, CALIFORNIA SCHEDULE

Friday - July 7, 2017

PLEASE NOTE: Conference Center Access via 3rd Floor

7:30AM - 8:30AM

REGISTRATION AND COFFEE

Platinum Foyer (Conference Center)

7:45AM - 8:30AM

NEW ATTENDEES ORIENTATION

Diamond 4 (Conference Center)

8:30AM - 9:00AM

WELCOME AND INTRODUCTION

Platinum Ballroom (Conference Center)

9:00AM - 9:45AM

KEYNOTE - VANESSA BRANTLEY NEWTON

Platinum Ballroom (Conference Center)

10:00AM - 11:15AM

EDITORS' PANEL

BETHANY BUCK, EDITORIAL DIRECTOR, BLOOMSBURY CHILDREN'S BOOKS; ZAREEN JAFFERY, EXECUTIVE EDITOR, SIMON & SCHUSTER; KENDRA LEVIN, EXECUTIVE EDITOR, VIKING CHILDREN'S BOOKS; ARIANNE LEWIN, EXECUTIVE EDITOR, G.P. PUTNAM'S SONS/PENGUIN RANDOM HOUSE; NANCY PAULSEN, PRESIDENT AND PUBLISHER, NANCY PAULSEN BOOKS/PENGUIN RANDOM HOUSE; AND SARA SARGENT, EXECUTIVE EDITOR, HARPERCOLLINS Platinum Ballroom (Conference Center)

11:30AM - 12:30PM

WORKSHOPS (CHOOSE ONE TO ATTEND)

I LEUYEN PHAM - ONE ARTIST, DIFFERENT STYLES Platinum Ballroom (Conference Center)

PRO RUBIN PFEFFER - BE EMPOWERED. PUBLISHING IS YOUR BUSINESS Diamond 10 (Conference Center)

G JEN ROFÉ - DON'T BE WEARY, IT'S JUST A QUERY Diamond 7 (Conference Center)

G KATE TESTERMAN - CRAFTING YOUR HOOK Diamond 5 (Conference Center)

NF MICHELLE MARKEL - SHAPING AND STYLING THE NONFICTION STORY Diamond 9 (Conference Center)

G MICHAEL STEARNS - THE OUTLINE AS SAFETY NET Diamond 8 (Conference Center)

G NICK THOMAS - HOW TO MAKE ME MISS MY SUBWAY STOP: WAYS TO CAUSE THAT 'SPARK' IN AN EDITOR Diamond 3 (Conference Center)

G JOY PREBLE - IT'S MORE THAN A PLACE: CRAFTING SETTINGS THAT MATTER Platinum 1 (Conference Center)

I RAÚL COLÓN - THE DREAM OF VISUAL STORYTELLING: TOOLS AND PROCEDURES Diamond 6 (Conference Center)

G ERZSI DEAK - GETTING TO YES! LANDING—AND KEEPING—AN AGENT Diamond 2 (Conference Center)

G TRICIA LAWRENCE - DEVELOPING A STRONG CHARACTER VOICE Diamond 4 (Conference Center)

G CYNTHIA SURRISI - WRITING MIDDLE GRADE MYSTERY Platinum H (Conference Center)

12:30PM - 2:00PM
LUNCH BREAK (ON YOUR OWN)

1:00PM - 2:00PM
INTERNATIONAL/TRANSLATOR/SPANISH LANGUAGE SOCIAL Diamond 1 (Conference Center)

2:00PM - 2:30PM
KEYNOTE - SEAN QUALLS Platinum Ballroom (Conference Center)

3:00PM - 4:00PM
TRANSFORMING LIFE INTO ART ALEX GINO, AISHA SAEED, RUTA SEPETYS, AND KIM TURRISI Platinum Ballroom (Conference Center)

4:15PM - 5:15PM
WORKSHOPS (CHOOSE ONE TO ATTEND)

I SEAN QUALLS - TEXTURE TECHNIQUE DEMONSTRATION Diamond 8 (Conference Center)

G KENDRA LEVIN - MEET YOUR CHARACTER: HOW MOTIVATION DRIVES STORY Diamond 3 (Conference Center)

G NANCY PAULSEN/CECILIA YUNG - WHAT WE LOOK FOR IN PICTURE BOOKS Diamond 5 (Conference Center)

G NOVA REN SUMA - THE POWER AND POSSIBILITY OF THE UNRELIABLE NARRATOR Platinum H (Conference Center)

I VANESSA BRANTLEY NEWTON - CREATING JOYFUL CHARACTERS Platinum Ballroom (Conference Center)

G ARIANNE LEWIN - WORLDBUILDING IN FANTASY NOVELS Diamond 2 (Conference Center)

NF MIRANDA PAUL - CREATIVE NONFICTION AND INFORMATIONAL FICTION PICTURE BOOKS Diamond 7 (Conference Center)

G CHRIS EBOCH - EARNING A LIVING AS A WRITER Diamond 10 (Conference Center)

G SARA SARGENT - HARPERCOLLINS ACQUISITIONS Diamond 1 (Conference Center)

PRO LINDA SUE PARK - MARKETING IS A FOUR LETTER WORD: MARKETING FOR PEOPLE WHO HATE MARKETING Diamond 9 (Conference Center)

G QURESSA ROBINSON - OWNVOICES: HOW TO WRITE WHAT YOU KNOW FOR A YA AUDIENCE Platinum 1 (Conference Center)

G ALEXANDRA PENFOLD - FIVE THINGS TO KNOW ABOUT WORKING WITH AN AGENT Diamond 4 (Conference Center)

5:30PM - 6:00PM
SPECIAL EVENT: RUTA SEPETYS FROM BEST-SELLING BOOK TO BIG SCREEN Platinum Ballroom (Conference Center)

6:00PM - 7:30PM
MEMBER BOOKSALE Gold III-IV (Conference Center)

7:30PM - 8:30PM
OPTIONAL SOCIALS
PEER GROUP CRITIQUES Diamond 1
LGBTQ+ ALLIES Diamond 3
ILLUSTRATORS Diamond 4
NONFICTION Diamond 2

WORKSHOP KEY

PRO Pro
Professional writers and illustrators

I Illustrators
Workshops for illustrators

NF Nonfiction
Workshops for nonfiction writers.

G General

SCBWI

46TH ANNUAL SUMMER CONFERENCE JULY 7-10, 2017 • LOS ANGELES, CALIFORNIA

SCHEDULE

Saturday - July 8, 2017

PLEASE NOTE: Conference Center Access via 3rd Floor

7:00AM - 8:00AM

YOGA - Led by Lori Snyder *Gold IV (Conference Center)*

7:45AM - 8:30AM

MORNING COFFEE

Platinum Foyer (Conference Center)

8:30AM - 9:30AM

KEYNOTE - MARVIN TERBAN

Platinum Ballroom (Conference Center)

9:45AM - 10:00AM

KEYNOTE - CRYSTAL KITE WINNER **KAT YEH**

Platinum Ballroom (Conference Center)

10:15AM - 11:15AM

AGENTS' PANEL

JENNIFER LAUGHRAN, ANDREA BROWN LITERARY; TRICIA LAWRENCE, ERIN MURPHY LITERARY AGENCY; ALEXANDRA PENFOLD, UPSTART CROW LITERARY; QURESSA ROBINSON, D4EO LITERARY; AND KATE TESTERMAN, KT LITERARY *Platinum Ballroom (Conference Center)*

11:30AM - 12:30PM

WORKSHOPS (CHOOSE ONE TO ATTEND)

I **LUCY RUTH CUMMINS** - STEALING BEST PRACTICES OF WORKING ILLUSTRATORS (THAT I STEAL TOO)

Platinum Ballroom (Conference Center)

G **ZAREEN JAFFERY** - DIVERSITY AND INCLUSION: AUTHENTICITY AS PART OF THE WRITING CRAFT

Platinum H (Conference Center)

G **TAMMI SAUER** - PICTURE BOOK WRITING SECRETS - REVEALED!

Diamond 8 (Conference Center)

G **CHRIS EBOCH** - TECHNIQUES IN ADVANCED PLOTTING *Platinum I (Conference Center)*

I **RUBIN PFEFFER** - SMART DUMMIES: FROM PICTURE BOOK CONCEPT TO MANUSCRIPT TO DUMMY

Diamond 3 (Conference Center)

NF **MELISSA STEWART** - WRITING STEM PICTURE BOOKS *Diamond 6 (Conference Center)*

PRO **MIRANDA PAUL** - HOW TO WRITE A PROPOSAL TO SPEAK AT SCHOOLS, CONFERENCES AND FESTIVALS

Diamond 7 (Conference Center)

G **SARA SARGENT** - WHAT'S HOT IN YA?

Diamond 2 (Conference Center)

G **EMMA D. DRYDEN** - BEST PRACTICES IN SELF-PUBLISHING *Diamond 4 (Conference Center)*

G **STEPHANIE GARBER** - FIVE TIPS ON HOW TO WRITE A FIVE STAR ENDING

Diamond 1 (Conference Center)

G **KELLY BARNHILL** - USING FOLKLORE AS A SUB-STRUCTURE IN FANTASY WORLDS

Diamond 9 (Conference Center)

G **ALLYN JOHNSTON** - BEACH LANE WANTS TO BUY YOUR BOOKS: Q&A—AND MORE!—WITH VP & PUBLISHER ALLYN JOHNSTON

Diamond 5 (Conference Center)

12:30PM - 2:00PM

LUNCH BREAK (ON YOUR OWN)

DIVERSITY SOCIAL *Diamond Foyer (Conference Center)*

2:00PM - 3:00PM

KEYNOTE - CELEBRATING DIVERSITY, TRADITION, AND CHANGE

ARTHUR LEVINE, KAIT FELDMANN, NICK THOMAS, AND WESLIE TURNER

Platinum Ballroom (Conference Center)

3:15PM - 4:15PM

WORKSHOPS (CHOOSE ONE TO ATTEND)

NF **NANCY CASTALDO** - PLATFORM, POSTCARDS, AND PUBLICITY — SELLING AND PROMOTING YOUR NONFICTION BOOK

Diamond 3 (Conference Center)

I **JAVAKA STEPTOE** - ANATOMY OF A CALDECOTT-WINNING BOOK

Diamond 6 (Conference Center)

PRO **JOY PREBLE** - ADVICE FROM A BOOKSELLER

Diamond 2 (Conference Center)

G **BETHANY BUCK** - AN IN-DEPTH LOOK AT MY HOUSE *Diamond 10 (Conference Center)*

G **ALEX GINO/JENNIFER LAUGHRAN** - REVISE AND RESUBMIT: THE PATH OF A BOOK

Diamond 5 (Conference Center)

I **ALEXANDRA PENFOLD** - PICTURE BOOK WRITING SKILLS FOR ILLUSTRATORS

Diamond 4 (Conference Center)

G **CHRIS GRABENSTEIN** - WRITING HUMOR

Diamond 9 (Conference Center)

G **DEBORAH HALVERSON** - AN IN-DEPTH LOOK AT THE SCBWI MARKET SURVEY

Platinum I (Conference Center)

G **AISHA SAEED** - LESSONS LEARNED FROM PUBLISHING YOUR DEBUT NOVEL

Diamond 1 (Conference Center)

G **NOVA REN SUMA** - FINDING YOUR OWN UNIQUE VOICE: TAKING RISKS AND BEING TRUE TO YOURSELF AS A WRITER

Diamond 8 (Conference Center)

G **M'LADIES OF THE BOOK** - HOW TO GROW A HEALTHY CRITIQUE GROUP

Platinum H (Conference Center)

G **BARBARA BOTTNER** - HOW TO WRITE PICTURE BOOKS THAT REFLECT YOUR VALUES (WITHOUT CHILDREN NOTICING)

Diamond 7 (Conference Center)

4:30PM - 5:15PM

A CONVERSATION WITH KWAME ALEXANDER

(Featuring a Special Announcement)

Platinum Ballroom (Conference Center)

5:00PM - 6:00PM

SPECIAL AUTOGRAPH SESSION WITH CHRIS GRABENSTEIN AND ALEX GINO

Platinum Foyer (Conference Center)

5:00PM - 7:00PM

PORTFOLIO SHOWCASE AND RECEPTION

Plaza I-III (Atrium)

7:00PM - 10:00PM

THE SILVER LININGS GALA

Gold Ballroom (Conference Center)



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G **General**

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Sunday - July 9, 2017

PLEASE NOTE: Conference Center Access via 3rd Floor

7:30AM - 8:00AM

MORNING MEDITATION - Led by Lori Snyder
Gold IV (Conference Center)

7:45AM - 8:30AM

MORNING COFFEE
Platinum Foyer (Conference Center)

8:30AM - 9:00AM

AWARDS PRESENTATION
Platinum Ballroom (Conference Center)

9:00AM - 10:15AM

PICTURE BOOK PANEL
RAÚL COLÓN, LEUYEN PHAM, JAVAKA STEPTOE, AND TAMMI SAUER
MODERATED BY **RUBIN PFEFFER**
Platinum Ballroom (Conference Center)

10:15AM - 10:45AM

KEYNOTE - STEPHANIE GARBER
Platinum Ballroom (Conference Center)

11:00AM - 12:00PM

WORKSHOPS (CHOOSE ONE TO ATTEND)

I **VANESSA BRANTLEY NEWTON** - DIGITAL ART, BEST PRACTICES
Diamond 5 (Conference Center)

PRO **JENNIFER LAUGHRAN** - BEST PRACTICES TO MAXIMIZE YOUR BOOK'S SUCCESS
Diamond 7 (Conference Center)

NF **SUSAN CASEY** - HUNTING FOR SOURCES: THE TOOLS OF NONFICTION RESEARCH
Diamond 8 (Conference Center)

G **ARIANNE LEWIN** - SUBMITTING TO EDITORS A-Z
Diamond 3 (Conference Center)

G **DEBORAH HALVERSON** - AN IN-DEPTH LOOK AT THE SCBWI MARKET SURVEY
Platinum I (Conference Center)

I **LUCY RUTH CUMMINS** - SELF PROMOTION: SELLING YOURSELF TO ART DIRECTORS EASILY AND CHEAPLY
Diamond 4 (Conference Center)

G **LISA WHEELER** - CREATING PICTURE BOOK CHARACTERS
Diamond 9 (Conference Center)

G **KAT YEH** - DRAFTING THE MIDDLE GRADE NOVEL
Diamond 6 (Conference Center)

G **ZAREEN JAFFERY** - YOUR FIRST BOOK? TIPS AND A TIMELINE FOR DEBUT AUTHORS
Diamond 10 (Conference Center)

G **MICHAEL STEARNS** - WRITING SERIES FICTION
Diamond 1 (Conference Center)

G **PABLO CARTAYA** - ME TÛ!, INCORPORATING A MULTI-LINGUAL APPROACH IN YOUR WRITING
Platinum H (Conference Center)

G **DENISE DEEGAN/KARA LEVIN** - THE UNIQUE OPPORTUNITIES AND CHALLENGES OF SELF-PUBLISHING
Diamond 2 (Conference Center)

12:00PM - 2:30PM
GOLDEN KITE LUNCHEON & AWARDS PRESENTATION
WITH SPECIAL GUEST **JUDY BLUME**
Platinum Ballroom (Conference Center)

2:45PM - 3:45PM
WORKSHOPS (CHOOSE ONE TO ATTEND)

G **KATE TESTERMAN/ARIANNE LEWIN** - WHY DOES PUBLISHING TAKE SO LONG?
Diamond 8 (Conference Center)

I **RAÚL COLÓN** - HOW TO MAKE A LIVING AS A PROFESSIONAL ILLUSTRATOR
Diamond 10 (Conference Center)

G **KENDRA LEVIN** - THE HERO IS YOU: TOOLS FROM THE HERO'S JOURNEY TO ILLUMINATE YOUR WRITING AND LIFE
Diamond 2 (Conference Center)

I **STACY INNERST** - SCHOOL VISITS AS AN ILLUSTRATOR
Diamond 1 (Conference Center)

G **EUGENE YELCHIN** - AWAKENING THE MONSTER: MORAL ARGUMENTS IN GOTHIC AND HORROR YA AND MG FICTION
Diamond 9 (Conference Center)

PRO **TRICIA LAWRENCE** - THE INS AND OUTS OF SOCIAL MEDIA AS AN AUTHOR/ILLUSTRATOR
Platinum I (Conference Center)

G **KAIT FELDMANN** - 17 TRICKS TO DRAW AN EDITOR IN AND KEEP THEM READING (YOU'LL NEVER BELIEVE #13!)
Diamond 6 (Conference Center)

G **NANCY PAULSEN** - CONTEMPORARY MIDDLE GRADE FICTION
Diamond 3 (Conference Center)

G **KWAME ALEXANDER** - BUSINESS TIPS FOR WRITERS
Diamond 4 (Conference Center)

G **BETHANY BUCK** - HIGH CONCEPT YA
Platinum H (Conference Center)

G **JEN ROFÉ** - 10 EXPECTATIONS OF THE AGENT & AUTHOR RELATIONSHIP
Diamond 7 (Conference Center)

I **LEUYEN PHAM** - CREATING MIDDLE GRADE ART
Diamond 5 (Conference Center)

4:00PM - 4:45PM
KEYNOTE - KELLY BARNHILL
Platinum Ballroom (Conference Center)

4:45PM - 5:00PM
CLOSING KEYNOTE
LAURIE HALSE ANDERSON
Platinum Ballroom (Conference Center)

5:00PM - 6:30PM
AUTOGRAPH PARTY
Gold Ballroom (Conference Center)

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