

SCBWI CANADA EAST PRESENTS

# ART & STORY

OTTAWA • APRIL 29 to MAY 1 • 2016

THE ALBERT AT BAY SUITE HOTEL • 435 ALBERT ST. OTTAWA, ON



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**SPECIAL GUESTS INCLUDE:** ALEX ARNOLD • HELAINE BECKER  
JENNIE DUNHAM • ALMA FULLERTON • GRACE ELIZABETH KENDALL  
WHITNEY LEADER-PICONE • RUTH OHI • CHRISTIAN TRIMMER AND  
TIM WYNNE-JONES... **WILL YOU JOIN US?**

SCBWI  
Canada East

scbwi  
society of children's book writers & illustrators



# WEEKEND FACULTY

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**ALEX ARNOLD** is an associate editor at Katherine Tegen Books (HarperCollins). She edits a range of middle grade and YA titles by authors like Corey Ann Haydu, Terra Elan McVoy, Kali Wallace, and Brittany Cavallaro. She is always on the lookout for fresh, authentic voices, smart humor, diverse characters, and evocative settings. You can find her on Twitter (@alexarnold) or on Tumblr.

## WORKSHOP: STAKING OUT THE HEART OF YOUR STORY

Your novel needs a compelling plot, winning characters, and an emotional through line to pull in your readers. This editor would argue that the key to all of these elements circles back to one important component of craft: creating high stakes. We'll talk about defining your stakes, making them bigger, and most importantly, making them personal—and wrap up with an exercise to guide your current WIP.



**HELAIN BECKER** is the bestselling author of more than 70 books for children and young adults, including the “enduring Canadian Christmas classic” *A Porcupine in a Pine Tree*, and the giggle-inducing *Ode to Underwear*. A multi-time winner of the Silver Birch Award and a two-time winner of the Lane Anderson Award for Science Writing for Children, Helaine received the Sydney Taylor Notable Book award for *Gottika* and has had her two most recent science/nonfiction titles recognized by the Junior Library Guild. Helaine also writes for children's television, and is in high demand as a performer at schools and festivals across North America. Her latest books include the middle-grade novel *Dirk Daring: Let Sleeping Dogs Lie* (Orca Books), *Worms for Breakfast* (Owlkids), and *Top Secret* (Scholastic Canada).

Helaine volunteers for several literacy organizations and charities, including First Book, ABC Literacy, CODE, and Librarians without Borders. She is also a certified pyrotechnician, so expect fireworks at any time.



**JENNIE DUNHAM** (AAR and SCBWI member) has been a literary agent in New York City since 1992. In August 2000, she founded Dunham Literary, Inc. Her clients have been New York Times bestsellers and have won awards such as the Boston Globe Horn Book Honor, the New York Times Best Illustrated Book of the Year, the Charlotte Zolotow Award, and the International Reading Association Award. Her agency represents children's books for all ages, from novelty and picture book through middle grade and young adult, as well as literary fiction and non-fiction for adults.

## WORKSHOP: TBA



**ALMA FULLERTON** was born in Ottawa, Ontario, Canada. She grew up in a large military family and has lived in various cities in Ontario, British Columbia, Nova Scotia, and Germany. Alma struggled with reading and instead memorized most things until the age of nine when, with the help of her grade four teacher, she realized she had dyslexia. By grade nine, Alma had come to love reading. She now lives in Ontario with her husband and two daughters.

Alma is published in both novels and picture books, as well as in illustration. Her books have won or been nominated for over two dozen awards, including the Governor General finalist 2008, TD Canadian Children's Literature Award finalist 2009 and 2011, Ruth and Sylvia Schwartz Award 2009, CLA Children's Book of the Year Honor Book 2009 and 2011, Golden Oak Award 2009, Once Upon a World Children's Book Award 2009, Manitoba Young Readers' Choice Award shortlist 2010, Silver Birch Award shortlist 2010, Bank Street College Best Children's Books 2009 and 2014, Blue Spruce Award 2014 and 2016, and Kentucky Bluegrass Award 2015.

## WORKSHOP: LEARNING TO LEAVE OUT

Alma Fullerton will take you through the process of revising your own picture books. Learn the ways to leave out what the illustrations will tell, without cutting the core of your picture book stories. Bring your own picture books to work on.



**GRACE ELIZABETH KENDALL.** Editor, Farrar, Straus, Giroux Books for Young Readers/Macmillan. Grace works on a wide range of material, from picture books to young-adult novels, both fiction and nonfiction. Since joining FSG in the spring of 2014, Grace has acquired exciting projects from debut authors, seasoned veterans, and award-winners, including *Gertie's Leap to Greatness* by lauded debut novelist Kate Beasley, which features illustrations from Caldecott Honoree Jillian Tamaki; *Mama Africa!* by National Book Award winner Kathryn Erskine; *Gifts for Abuela* by critically acclaimed author Mitali Perkins; and *Tito the Bonecrusher* by Melissa Thomson. Grace has also acquired two series projects: the *Lou Lou and Pea* middle-grade series by Jill Diamond and the Jasmine Toguchi chapter books by Debbi Michiko Florence. Previous to FSG, Grace worked at Scholastic for seven years, where she worked mainly on picture books, including *Hot Rod Hamster: Monster Truck Mania!* by Newbery Honor author Cynthia Lord and New York Times bestselling illustrator Derek Anderson, and *Eight Days: A Story of Haiti* by Edwidge Danticat and illustrated by Alix Delinois, which was published to national media acclaim. When reviewing a manuscript, she looks for glittering humor, well-drawn characters, settings that almost speak for themselves, and a narrative that is rich with emotional, ethical, and/or political concerns and that offers readers a new perspective on familiar themes. You can keep in touch with her on Twitter at @GraceKendallLit.

## WORKSHOP: TBA



**WHITNEY LEADER-PICONE** has been designing books for children for eight years. She currently works as a senior designer at Houghton Mifflin Harcourt Books for Young Readers. She works on all kinds of books, from board books through to young adult. She recently moved to HMH from Charlesbridge Publishing, where she was not only a designer, but also a digital publishing specialist. Whitney has a BA in liberal arts from Sarah Lawrence College and a Master's in children's literature from the Center for the Study of Children's Literature at Simmons College.

When looking for illustrators, Whitney likes someone versatile with strong drawing skills who can illustrate what's needed, even if a particular subject is not in their portfolio. Her ideal illustrator has developed a personal style that can be recognized in all their work. Each book requires a different style, but Whitney is drawn to the more quirky artists whose art is a little looser—an illustrator with a sense of humor.

## WORKSHOP: ILLUSTRATOR INTENSIVE: SCENES FROM LITTLE RED RIDING HOOD

Classic fairy tales have been told many times and, in many ways — from classic to modern. The illustration workshop will use Little Red Riding Hood in a workshop setting to focus on composition, how well the illustrations fit the version of the story being told, and what can be done to improve the illustrations. This workshop includes an optional, pre-conference assignment, based on Little Red Riding Hood. Participants will be asked to choose a version of the fairy tale (classic or modern), and illustrate one scene from the story. Full pre-conference assignment details will be provided upon registration.



**RUTH OHI** is the illustrator of over 50 books, for 17 of which she is also the author. She has had the great pleasure of illustrating for authors such as Hazel Hutchins and Sharon Jennings. Ruth lives with her family in Toronto, Ontario, and is a graduate of the Ontario College of Art and Design.

Ruth's books have been shortlisted for awards such as the Marilyn Baillie Picture Book, Mr. Christie, Shining Willow, Rainforest of Reading, and Blue Spruce. They have been selected for the NYC Reads 365, the Pennsylvania Centre for the Book's Baker's Dozen, the Canadian Toy Testing Council's Great Books, the Ontario Library Association's Best Bets, the Canadian Children's Book Centre's Best Books, and the Toronto Public Library's First and Best. Some of Ruth's latest books include *Kenta and the Big Wave* (Annick Press), *Fox and Squirrel Make a Friend* (Scholastic Canada), and *Spring 2016's Scribble* (Scholastic Canada).  
www.RuthOhi.com

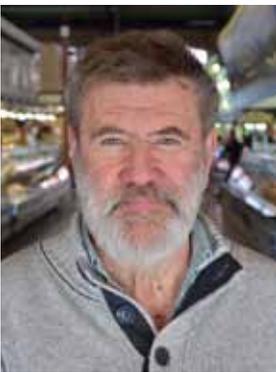


**CHRISTIAN TRIMMER** is an executive editor at Simon & Schuster Books for Young Readers. He has edited a number of beloved and bestselling books, including *What Does the Fox Say?*, *The Night Gardener*, *Red Butterfly*, *We All Looked Up*, and *The Death and Life of Zebulon Finch*. Recent favorites include *Thanks for the Trouble* and *Oh No, Astro!*

Christian is also the author of the picture books *Simon's New Bed* and *(Mimi and Shu in) I'll Race You!* Learn more about him at christiantrimmer.com.

### WORKSHOP: THE 1%

Simon & Schuster executive editor Christian Trimmer receives dozens of picture book submission every month and rejects 99% of them. Learn what separated that 1% from the rest of the stack (it's much more than just the writing). He'll then take you through the editing process of one of the books that made it onto his list.



**TIM WYNNE-JONES** has written thirty-four books, including adult novels, picture books, short story anthologies, and middle-grade and young adult novels. His collection of short stories *Some of the Kinder Planets* won the Governor General's Award as well as the Boston Globe Horn Book Award. His novel *The Maestro* won Tim his second Governor General's Award and was short-listed for the Guardian Prize in the U.K. *The Boy in the Burning House* won the Edgar Award and the Arthur Ellis Award and was also short-listed for the Guardian Prize. *Blink & Caution* won an "Arthur" as well as Tim's second Horn Book Award. His work has been published in Japanese, Korean, Danish, Dutch, German, French, Italian, Spanish, Catalan, and Hebrew. Tim was named to the long list for the 2012 Hans Christian Andersen Award. In 2012, Tim was made an Officer of the Order of Canada. His newest novel, *The Emperor of Any Place*, came out last fall, and his new picture book, *Secret Agent Man Goes Shopping for Shoes* is coming out this spring.

### WORKSHOP: TEN QUESTIONS TO ASK A NOVEL REVISION

When you write a first draft, it's an urgent business, in my experience. You're flying by the seat of your pants, driving in the dark, just getting the words down on paper. Then it's done, and the fun starts. I love revision! It's not dark anymore, you can see where you're going . . . well, sort of. And you have a way better sense of your destination. So here are ten questions to ask as you go. A kind of owner's manual in case the car breaks down en route. Bring your own works-in-progress. I'll bring mine. We'll all drive in convoy!



# SCHEDULE OF EVENTS

**FRIDAY, APRIL 29 ◦ STEAMPUNK COSTUME PARTY**

On Friday, April 29, from 7:30–11:00 p.m., conference attendees are invited to kick off the conference, dressed to reflect a steampunk theme. We will provide light snacks, and there will be a cash bar. Illustrators are encouraged to set up their portfolios. Space will be available for authors and illustrators to share promotional materials, but as it is limited we ask that you keep them to a small stack, to leave room for others.

**SATURDAY, APRIL 30**

8:00am - 8:30am ◦ Registration

8:30am ◦ Welcome and Opening Remarks

9:00 am ◦ Keynote HELAINE BECKER

	<b>TRACK 1 - NOVEL</b> (Spring conference room)	<b>TRACK 2 - PICTURE BOOK</b> (Summer conference room)	<b>TRACK 3 - ILLUSTRATION</b> (Autumn conference room)
10:00 am - 11:00 am	<b>ALEXANDRA ARNOLD</b> Staking Out the Heart of Your Story	<b>RUTH OHI</b> Title TBA	
11:00 am - 12:00 am	<b>GRACE KENDALL</b> Title TBA	<b>CHRISTIAN TRIMMER</b> The 1%	
12:00 am - 1:00 pm	<b>LUNCH</b>		
1:00 pm - 2:00 pm	<b>JENNIE DUNHAM</b> Title TBA		
2:00 pm - 3:00 pm	<b>TIM WYNNE-JONES</b> Ten Questions to Ask a Novel Revision	<b>GRACE KENDALL</b> Title TBA	<b>WHITNEY LEADER-PICONE</b> Illustrator Intensive Scenes from Little Red Riding Hood
3:00 pm - 4:00 pm		<b>ALMA FULLERTON</b> Learning to Leave Out	
4:00 pm - 6:00 pm	<b>ONE-ON-ONE CRITIQUES</b>		

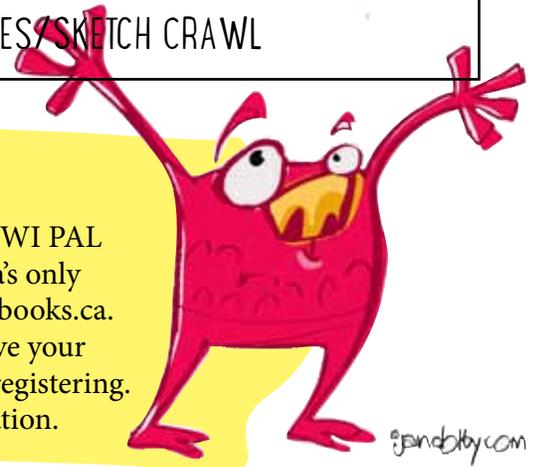
SUNDAY, MAY 1

9:00 AM - 10:00 AM	CRYSTAL KITE PRESENTATION TO KAREN KROSSING
10:00 AM - 11:00 AM	FIRST PAGES AND PITCHES
11:00 AM - 12:00 AM	Q & A AND SUBMISSION POLICIES
12:00 AM - 1:00 PM	LUNCH
1:00 PM - 1:30 PM	CLOSING REMARKS
1:30 PM - 4:00 PM	CRITIQUE CIRCLES/SKETCH CRAWL

## BOOK SALE

Books suggested by our speakers or written or illustrated by SCBWI PAL members will be offered for sale during the weekend by Ottawa's only children's bookstore, Kaleidoscope Kids' Books: [kaleidoscopekidsbooks.ca](http://kaleidoscopekidsbooks.ca).

If you are a PAL-level member of SCBWI who would like to have your book(s) included in the conference sale, please indicate this when registering. You will be contacted by Rachel Eugster for ordering information.



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SCBWI CANADA EAST PRESENTS

# \$ GIFT & CREATIVITY

Thanks to the generosity of participants at previous SCBWI Canada East events, we're pleased to offer financial assistance to one member to help defray the cost of attending the conference. To apply for the bursary, please submit a letter outlining what you hope to gain from this event, including a brief mention of why you need financial assistance. *Note: This bursary will not cover the entire cost of the conference.*

All applications are to be e-mailed to [canadaeast@scbwi.org](mailto:canadaeast@scbwi.org) no later than March 15, 2016, with the subject line "Bursary Application." Decisions will be made by the regional team (the regional advisor, assistant regional advisor, and illustrator coordinator) by April 1, 2016. The recipient will be notified privately, but the decision will not be announced publicly unless it is their wish.

# THE DETAILS

## LOCATION

Ottawa, the capital city of Canada, can be reached via major airlines (MacDonald-Cartier International Airport), by train (VIA Rail) and by bus (Greyhound). The Albert at Bay Suite Hotel is located at 435 Albert St, Ottawa, ON. [www.albertatbay.com](http://www.albertatbay.com), (613) 238-8858.

## ACCOMMODATIONS

Need a place to stay while attending the conference? We have negotiated a special group rate for a one-bedroom suite. Please contact the hotel directly to make your reservation. Cite the “SCBWI writers’ conference” to have the discount applied.

Reservations can be made online at: [www.albertatbay.com](http://www.albertatbay.com)  
Discount code #1481088.

**Note that the discount rate will be available only until the cut-off date of March 29, 2016.** Underground parking costs \$21.95 plus tax per day, with in and out privileges, and is based on availability.

## MEALS

The conference fee includes coffee and tea on Saturday and Sunday mornings, and lunch on Saturday and Sunday. Special dietary needs must be brought to our attention at the time of registration. We will do our best to accommodate them, but cannot offer a guarantee. Contact Alma Fullerton at [canadaeast@scbwi.org](mailto:canadaeast@scbwi.org) to discuss your dietary needs.

## THE “OPENING CHAPTER” COSTUME PARTY

On Friday, April 29, from 7:30–11:00 p.m., conference attendees are invited to kick off the conference, dressed to reflect a steampunk theme. We will provide light snacks, and there will be a cash bar. Illustrators are encouraged to set up their portfolios. Space will be available for authors and illustrators to share promotional materials, but as it is limited we ask that you keep them to a small stack, to leave room for others.

## MANUSCRIPT CRITIQUE

Limited numbers of one-on-one manuscript critiques are available to conference attendees from one of our speakers **or** with a published author, for an additional fee. Critique fees must be paid with registration and cannot be refunded. If you request two critiques, we will do our best to accommodate both.

No requests for consultation with a particular faculty member will be accepted. SCBWI members receive priority.

For novels, send no more than 10 manuscript pages, plus a single-page synopsis. For picture books (or shorter works), send only one manuscript, which cannot exceed 10 pages.

**Manuscripts must be received no later than March 29, 2016. Please email them to [canadaeast@scbwi.org](mailto:canadaeast@scbwi.org).**

NOTE: Manuscripts **MUST** be sent as attached **Word** docs, in a standard, submission-ready format, i.e., double-spaced, in an easy-to-read 12pt font. Note that a properly formatted manuscript page is approximately 250 words. **DO NOT** play with your spacing, font, tabs, or margins to fit more text onto the page. If you fail to follow these guidelines, we reserve the right to refuse you a critique.

## PORTFOLIO CRITIQUE

Limited numbers of one-on-one portfolio critiques with one of our speakers are available, for an additional fee. Critique fees must be paid with registration and cannot be refunded. SCBWI members receive priority.

Bring your portfolio to the conference. We will not be held responsible for any damage or loss of materials brought to the event.

## PRE-CONFERENCE ILLUSTRATION ASSIGNMENT

There will be a pre-conference illustration assignment. It is optional, but is an excellent opportunity. **This is in addition to the optional one-on-one portfolio critiques. You MUST be registered by April 1 to participate in the pre-conference critique portion of this assignment and have access to the internet.**

## FIRST PAGES & PITCHES

BEFORE April 10, you may submit, at no extra fee (either or both):

- The **FIRST PAGE** of a manuscript, double-spaced, in a readable font no smaller than 12p. Do not send a page from a manuscript you are submitting for a one-on-one critique. At the top of the page, please indicate that the submission is a first page, and give its genre. You may submit a first page for more than one manuscript, on different pages.
- A **PITCH PARAGRAPH** that describes your book project (maximum: 200 words). At the top of the page, please indicate that it is a pitch paragraph. You may submit more than one pitch paragraph, on different pages.

Do not put your name on your submissions, as selected pages and paragraphs will be read aloud anonymously to the audience. As we cannot predict how many pieces will be submitted, we cannot guarantee that all will be heard.

## PHOTOS

Please note: We will be taking photographs of the event. Photos are for promotional use by SCBWI Canada East only in conjunction with our online presence (website, Twitter, Facebook, etc.) and future conference materials. If you do not wish to be photographed, please let the organizers know, at the start of the event.

## CONFERENCE FEES AND PAYMENT

Please see the registration form for conference fees. Fees can be paid by cheque or money order in Canadian dollars (made payable to “SCBWI Canada East”), or by credit or debit card through PayPal. If paying by PayPal, you must register for the conference online at [canadaeast.scbwi.org](http://canadaeast.scbwi.org). If you wish to use another method of payment, please email [canadaeast@scbwi.org](mailto:canadaeast@scbwi.org) to discuss.

Member rates are only available to those whose SCBWI memberships are valid at the time of registration.

If you wish to split up your payments, please email [canadaeast@scbwi.org](mailto:canadaeast@scbwi.org) to arrange details before attempting to register.

## SILENT AUCTION

We will be holding a silent auction to help offset the cost of this event. We will gratefully accept donated items for the auction. Please bring them to the event. Donations can be handmade, serious or funny, book-related or not!



You may register online with debit or credit card, or by mailing your payment with a printout of this form. Please see full instructions below.

### CONTACT DETAILS

Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Email Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

SCBWI member     Non SCBWI member

Dietary Restriction/Allergy: \_\_\_\_\_

PAY TO "SCBWI CANADA EAST"	RATE
Member conference fee	\$375
Member one-on-one manuscript critiques (optional)	\$45 (1 critique) \$90 (2 critiques)
Member One-on-One portfolio critique (optional)	\$45
Non-member Conference fee	\$425
Non-member One-on-One manuscript/portfolio critique (optional)	\$55

To pay by credit or debit card through PayPal, you must use the online registration form found here:  
<https://canadaeast.scbwi.org/events/the-art-of-story-2016/>

### The "Opening Chapter" costume party

- I will be attending.
- I will display my portfolio.
- I will display promotional materials.

### Please select a workshop track.

- Track 1: Novel
- Track 2: Picture book
- Track 3: Illustration

To help us plan, please indicate the other contributions or submissions you will make to the event.

- I'm a PAL author and/or illustrator and wish to have my book(s) included in the book sale.
- I will be sending a manuscript first page or pitch.
- I will donate an item to the auction.
- I will participate in the after-conference critiques on Sunday.
  - Picture book
  - Middle grade
  - YA
  - Nonfiction
- I will participate in the after-conference sketch crawl on Sunday.

To register by mail, please print and complete this form, and send it to the address at right. Please make cheques or money orders payable to "SCBWI Canada East." No refunds will be given after April 1, 2016. NSF charges will be the responsibility of the registrant.

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