

REGISTRATION

Member Rates

* To become a member or check status, log on at www.scbwi.org

Friday Illustrator Day Member Early Bird: \$90

* through August 20

Friday Illustrator Day Late Bird: \$100

* after August 20

Saturday/Sunday SCBWI-Member Early Bird: \$260

* through August 20

Saturday/Sunday SCBWI-Member Late Bird: \$315

* after August 20

Non-Member Rates

Friday Non-Member Illustrator Day Early Bird: \$120

* through August 20

Friday Non-Member Illustrator Day Late Bird: \$130

*after August 20

Saturday/Sunday Non-Member Early Bird: \$330

* through August 20

Saturday/Sunday Non-Member Late Bird: \$385

* after August 20

Payment Options

1. Pay online while registering.
2. Mail a check to SCBWI-Iowa
PO Box 7613
Urbandale, IA 50323

IMPORTANT DATES

July 25: Registration opens to all.

August 20: Early bird pricing ends

August. 20: Last day to register for a Professional Critique, Story Doctor or Story Pitch

August 20: Last day to email manuscripts for critiques. Please send to Eileen Boggess, ARA iowa-ara@scbwi.org.

August 20: Last day to postmark First Pages. Please send to

SCBWI-Iowa

PO Box 7613

Urbandale, IA 50323

August 20: Last day to request your book(s) for the book sale: iowa-ra@scbwi.org

August 21: Late Bird rates apply.

October 13: Illustrator Intensive

October 14-15: Conference

HOTEL INFO

Hilton Doubletree
350 1st Avenue NE
Cedar Rapids, IA 52401

Price: \$111.00/night

Quick link to reservation:

http://doubletree.hilton.com/en/dt/groups/personalized/C/CIDCCDT-SCW-20171013/index.jhtml?WT.mc_id=POG

Call: 1-319-731-4444

CANCELLATION

Cancellation must be made before September 20.

- All cancellations incur a \$25 processing fee.
- Only registration and intensive fees may be refunded.
- No refunds will be granted for manuscript critiques or portfolio reviews.
- Registrant must contact Lisa Morlock at iowa-ra@scbwi.org to request refund.
- Contact the hotel for any lodging refunds.

BLOGGING/RECORDING

This policy is standard throughout SCBWI. Audio taping, videotaping, and/or transmitting any part of this conference is prohibited. The presentations and handouts are copyrighted and may not be reprinted, blogged, tweeted, or reproduced in any way without written permission of the copyright holder. You may share your thoughts about the conference and some brief quotes, but please respect our speakers and the copyright law by not giving away detailed notes. Thank you for your professionalism.

HAVE YOUR BOOK FOR SALE

Attending presenters and participants may showcase recent children's literature titles during the Saturday afternoon book sale and autograph party. The bookstore will determine which titles are ordered and how many are brought in for the sale.

By September 20, please send the following information in an email to Lisa Morlock at iowa-ra@scbwi.org: book title, ISBN, release date

FRIDAY, OCTOBER 13 • ILLUSTRATOR INTENSIVE • BOARDROOM 314

1:00-5:00 p.m.

WELCOME

Dorothia Rohner

THE ILLUSTRATOR'S INTENSIVE

John Sandford, Senior Art Director, Cricket Media

Assignment: Illustrate a folk tale from FACES magazine.

Details: You'll be given the assignment after you register.

Dorothia Rohner, IC, will send them to you in a separate email.

Prize: There will be one **grand prize**, which will be an assignment to illustrate a folktale for FACES in 2018. (A \$1,500 job that will be published.) There will be a blurb in that magazine to explain this, and talk a little about the artist

For more information, visit the Illustrator Intensive Webpage listed under the Event.

If you have questions, please contact Dorothia at iowa-ic@scbwi.org.

SATURDAY, OCTOBER 14 • FALL CONFERENCE

7:45-8:45	REGISTRATION <i>Outside Grand Ballroom A</i>	2:00-3:00	FIRST PAGES—PICTURE BOOK Jennifer Soloway, John Sanford, Jill Esbaum <i>Grand Ballroom A</i> Picture book writers can submit the first page of a manuscript for discussion. This work should be polished and submission ready. A panel of published writers and industry professionals will comment on the work.
8:00-8:30	PRE-CONFERENCE ORIENTATION FOR FIRST TIME ATTENDEES <i>Room 315</i> There are no strangers here! Are you new to SCBWI-Iowa's conferences? If so, this session is for you. Meet state volunteers, ask questions, and get to know other new people. Open to all attendees.	2:00-3:00	FIRST PAGES—NOVELS Jill Santopolo, Lisa Cron, Calla Devlin <i>Room 315</i> Chapter book, middle grade and young adult writers can submit the first page of a manuscript for discussion. This work should be polished and submission ready. A panel of published writers and industry professionals will comment on the work.
8:45	WELCOME <i>Grand Ballroom A</i> Meet the Leadership Team	3:00-4:00	JENNIFER SOLOWAY—PREPARING FOR SUBMISSION: PITCHES AND OPENING PAGES <i>Grand Ballroom A</i> So you've finally finished your novel or picture book, and you're ready to query agents. Or maybe you've been querying, but you've only received rejections or worse, not heard back at all. Now is the time to revisit your pitch and opening pages to make your story pop. In this session, we will discuss what it takes to stand out in a sea of slush, including tips on how to (1) craft an attention-grabbing pitch, (2) write a dynamite first line, (3) establish the stakes for the character, and (4) launch into a scene to get the story moving. (Attendees are encouraged to bring a first page and pitch to work on, but it's not necessary.)
9:00-12:00	LISA CRON—WHAT YOUR READER REALLY WANTS: 6 STEPS TO WRITING AN IRRESISTIBLE STORY <i>Grand Ballroom A</i> <i>This workshop is perfect for a character-driven picture book, nonfiction work, and graphic novel; for chapter, middle grade, young adult, and adult books; for short story; and for memoir.</i> Every writer wants two things: to tell a story that hooks readers and never lets them go, and to find a way to accomplish that without going through the long slog of endlessly writing draft after draft. This workshop will give you actionable ways to meet both goals. Instead of rooting around in your "plot" for the story, you'll unearth the key elements specific to your story that will then create the plot, bring it to life, drive it forward, and give it meaning. These elements have little to do with the surface events or "writing well" and everything to do with what we're hardwired to respond to in every story we read (turns out the brain is far less picky about lyrical language than we've been lead to believe). You'll be able to zero in on what your story is actually about before you write word one, or if you're in the midst of your umpteenth rewrite, before you write another word. You'll not only produce a more powerful story, chances are you'll drastically reduce your rewrite time.	4:00-5:00	AUTOGRAPH PARTY & BOOK SALE <i>Grand Ballroom A</i> With books by our guest speakers and new releases by Iowa authors, we hope you'll join us for the book signing party.
9:00-12:00	On-Site Critiques and Meetings Jennifer Soloway <i>Room 310</i> & John Sandford <i>Room 315</i>	5:30-7:15	DINNER IN DOWNTOWN NEW BO 5:30 Meet in lobby; walk to Dublin City Pub. 5:45-7:15 Conference goers and guest speakers will take a trip to Ireland via the Dublin City Pub, where libations and conversations flow easily. A buffet-style pizza dinner is included with the registration. Cash bar available.
12:00-1:00	LUNCH-N-LEARN WITH JOHN SANDFORD <i>Grand Ballroom B (included in registration)</i> THE GOLDEN AGE From wood engravings to late 1800s early color-printing to the advent of today's apps, we'll track the growth and changes in children's storytelling. Famous names like Caldecott, Howard Pyle and N.C. Wyeth weave through to Sendak, Ed Young, and Jon Klassen who continue to expand the genre. We'll look into pixels vs. paper — and what this means for all creatives.	7:30-8:45	STORY SLAM <i>Grand Ballroom A</i> Catching a reader right away is more important than ever! Read your best first page and see if it wows a panel of judges. How the story is read is as important as the content. The Story Slam winner gets a prize!
1:00-2:00	JILL SANTOPOLO: SETTING YOUR INNER CHARACTERS FREE <i>Grand Ballroom A</i> In this talk we'll take on our character's personas and try to get in their skin to make sure they are fully-formed, three-dimensional, and ready to entice readers to follow them through their stories.		

SUNDAY, OCTOBER 15 • FALL CONFERENCE

- 8:00-9:00** **BREAKFAST** (pastry, coffee, tea)
Grand Ballroom A
Skype with an offsite critique reader.
- 9:00-10:30** **ROUND TABLE WORKSHOP**
Grand Ballroom A
Bring up to 3 full pages of a work-in-progress to share with a table of writers. Each group will have a facilitator who will keep the table moving and a featured guest speaker (Cron, Sandford, Santopolo, Soloway, Devlin, Naberhaus, Skeers) or one of Iowa's fabulous published authors who will comment last on each piece. Plan on about 10 minutes per person.
- 10:30-11:30** **JENNIFER SOLOWAY: THE THREE STAGES OF REVISION AND TIPS ON HOW TO SHARPEN PROSE**
Grand Ballroom A
Most of the manuscripts I see have potential, but those same drafts tend to be too raw and in need of more work. Often, the author is still writing to discover, or if they have discovered the end, they have yet to rework the beginning and middle. In this session, we will discuss the three stages of revision and how, over the course of targeted revision, to add plot threads to make a good story great, and emotional depth to make an interesting character fascinating.
- 11:30-12:30** **GENRE-BASED BREAKOUTS (CHOOSE ONE)**
Sarvinder Naberhaus—Less is More (Grand Ballroom A)
With the current trend in picture book writing, less is more. Join me in exploring writing with a minimalist approach. We'll identify specific words to create a visually rich imagined world. Come play with words.
- Linda Skeers—Creating EXCITING Nonfiction! (Room 314)**
Nonfiction does NOT have to be dull and boring! Learn how to use specific fiction techniques to make your nonfiction more interesting and suspenseful to keep readers engaged and captivated!
- Calla Devlin—Novel Writing Workshop (Room 315)**
Young adult fiction is a diverse category ranging from realistic, literary, romance, historical, science fiction, fantasy, dystopian, and more. One thing they all have in common is a strong voice, emotional immediacy, and a teen point-of-view. The purpose of this workshop is to focus on the craft of writing, allowing each participant to dig into craft and hone their skills. This includes brief writing exercises, as well sharing work and writing approaches. Author Calla Devlin will talk about her journey becoming a young adult author, writing strategies, and the publishing process. (This session will contain useful information for middle grade writers, also.)
- 11:30-12:30** **On-Site Critiques and Meetings**
Jennifer Soloway and Jennifer Santopolo *Room 310* & John Sanford *Room 315*
- 12:30-1:30** **BOX LUNCH**
Grand Ballroom A
Skype by offsite critique reader.
- 1:30-4:30** **LISA CRON: WHAT YOUR READER REALLY WANTS: 6 STEPS TO WRITING AN IRRESISTIBLE STORY** (*see descriptor from Part 1.*)
Grand Ballroom A
- 4:30** **DOORPRIZES AND CLOSING**
Grand Ballroom A
- 5:00-6:00** **Leadership Team Planning Meeting** (open to all members)
Grand Ballroom A