



Illustration © Danlyn Iantorno

## 2006 Spring Workshop for Children's Writers and Illustrators "Sharpening Your Tools of the Trade"

**Saturday, April 8, 2006  
the Green Center, Colorado School of Mines  
Golden, CO**

Presented by the Rocky Mountain Chapter of the Society of  
Children's Book Writers and Illustrators [www.rmcsbwi.org](http://www.rmcsbwi.org)

For more information contact:  
Colin Murcay, Co-Regional Advisor, [colin@rmcsbwi.org](mailto:colin@rmcsbwi.org)  
Denise Vega, Co-Regional Advisor, [denise@rmcsbwi.org](mailto:denise@rmcsbwi.org)

### Schedule of Events for Saturday, April 8, 2006

7:45 - 8:40 Registration, Continental breakfast,  
Book sales

8:45 - 9:00 Welcome and Speaker introductions

9:00 - 10:00 *Keynote address: The Creative  
Process: Pictures, then Words* - Dorothy Donohue

10:00 - 10:15 Break/Book sales

10:15 - 11:15 (Choose one)

- In the Beginning: The Genesis of a Successful  
Start* – Alane Ferguson
- Culture Building for Science Fiction and Fantasy*  
– Hilari Bell
- Please Don't Leave Me Alone With a Gym Full of  
Kids! The How and Yikes of Author Visits* - Becky  
Clark Cornwell
- Creating Pictures with Paper* - a hands-on  
workshop – Dorothy Donohue

11:15 - 11:30 Break/Book sales

11:30 - 12:30 (Choose one)

- Beginnings in Action* – Alane Ferguson
- Popping the Questions: How to Get, Conduct,  
and Use an Interview* – Claudia Cangilla McAdam
- Guerilla Marketing for the Creative Person* – Lisa  
Lodholm Gilman
- Creating Pictures with Paper* - a hands-on  
workshop (continued)

12:30 - 1:45 Lunch/Book sales

1:45 - 2:00 Announcements/Door Prizes

2:00- 3:00 (Choose one)

- The Dreaded Short Synopsis* - Hilari Bell
- Is My Book Face Out? Children's Bookselling  
101*- Shirley Sternola
- Creating Pictures with Paper* - a hands-on  
workshop (continued)

3:00- 3:30 Break, Refreshments, Public viewing of  
portfolios, Book sales, Autographing

3:30-4:30 (Choose one)

- Who You Know, What You Know, Where You  
Go...Generating Ideas for New Writing Projects* -  
Claudia Cangilla McAdam
- Murder for Hire: How to Write and Publish a  
Mystery!* - Alane Ferguson
- Websites, Blogs, and Platform Building* – Olgy  
Gary
- School Visits for Illustrators* – Dorothy Donohue

4:30-4:45 Announcements, Door prizes

*Please note that schedule details are subject to  
change*

## Session Descriptions

### 9:00 - 10:00 Keynote - The Creative Process : Pictures then Words – Author/Illustrator Dorothy Donohue

The creative process is never easy. Dorothy Donohue will share with you her journey. Though primarily an illustrator, she will share how she has found her voice as an author as well.

### 10:15 - 11:15 (Choose one)

#### In The Beginning: The Genesis of a Successful Start – Alane Ferguson

Step by step, through 27 books, author Alane Ferguson has worked out her own devices for capturing young readers. Join her as she shares secrets of success and warnings against common pitfalls. Learn how to structure your own exciting beginnings in this fun, down-to-earth class!

#### Culture Building for Science Fiction and fantasy – Hilari Bell

In fantasy and science fiction, the world in which your story takes place is almost a character in itself—but how do you make that world as interesting and outstanding as your other characters? In this fun and interactive workshop we will create our own culture, and demonstrate how culture building works in tandem with character creation and inventing plot conflicts that resonate with your universe.

#### Please Don't Leave Me Alone With a Gym Full of Kids! — The How and Yikes of Author Visits – Becky Clark Cornwell

In addition to putting a couple of extra bucks in your pocket, school visits can be excellent marketing venues. Unfortunately, they can also turn normally mature and eloquent writers and artists into quivering masses of simpering nincompoops. While she can't completely cure you of stage fright, Becky Clark Cornwell can give you the tools to create and market well-organized, effective programs with your unique, non-nincompoop stamp on them.

#### Creating Pictures with Paper - a Hands-on Workshop – Dorothy Donohue

A picture book doesn't have to have words but it does have to have pictures! We will be exploring how to create a character and a story through paper, working similarly to the way Dorothy Donohue does when she begins to work on a book. We will brainstorm as a group to come up with possible stories for the characters we created. If time allows, we will sketch a story board for the characters. **(Note: This workshop runs until 2:45, with breaks in between) Please bring a pair of scissors.**

### 11:30 - 12:30 (Choose one)

#### Beginnings in Action – Alane Ferguson

Are you wondering if your beginning is strong enough? Whether you attended Alane Ferguson's session, "In the Beginning" or not, join her to get feedback on your work. In this interactive session, you can read your beginning and receive comments from Alane, who is a master at spotting attention-grabbing starts and pointing out where authors can improve that all-important beginning.

NOTE: To get the most out of this session, please bring the *first page* from a manuscript-in-progress.

Type: Picture book, early reader, novel

Format: Standard manuscript style -- style consists of 1" margins, double-spaced, 12-point font, white paper.

Please include the title and type of manuscript. You may include your name or leave it off.

Length: The FIRST page of a manuscript. (up to 250 words)

**NOTE:** *Depending on the number of participants, Alane may not get through all of the manuscripts.*

#### Popping the Questions: How to Get, Conduct, and Use an Interview – Claudia Cangilla McAdam

During her nearly 30 years as a published writer, Claudia Cangilla McAdam has interviewed scores of "ordinary" folks, young and old, as well as celebrities in the areas of sports, entertainment, politics, business, the arts, and more. It's all part of the research she does for both her fiction and nonfiction work. She'll share tips on how to go about snagging an interview, asking the right questions, and incorporating the answers into your written work.

#### Guerrilla Marketing for the Creative Person – Lisa Lodholm Gilman

So, your book is being published - congratulations! You can't count on your publisher to do more than the standard, limited promotion, which means you need to take initiative to ensure your book's (and your) success. Self-promotion is critical! Lisa Lodholm Gilman will motivate and guide you in developing your own marketing and public relations strategy. You will learn your five key guerilla marketing tools as well as creative ways to promote your work.

#### Creating Pictures with Paper - a Hands-on Workshop – Dorothy Donohue

This workshop with author-illustrator Dorothy Donohue continues.

### 12:30 – 1:45 Lunch

### 1:45- 2:00 Announcements

## 2:00-3:00 (Choose one)

### **The Dreaded Short Synopsis – Hilari Bell**

Writing a one- or two-page synopsis is a task every writer dreads—but it's a lot easier if you know what you're doing! Using Pam McCutcheon's five plot-point method, this workshop conducted by Hilari Bell will examine what you ought to leave out, what you need to put in, and how to summarize your novel in a way that will really show an editor what your story is about.

### **Is My Book Face Out? Children's Bookselling 101 – Shirley Sternola**

Join Shirley Sternola, owner of the children's bookstore Bo Peep Books, as she provides valuable insights into how a bookseller chooses the books that will appear on her shelves, how they are displayed, her take on the current market for children's books, and how local authors can approach bookstores to carry their books. This is a wonderful opportunity to get an insider's take on what can happen to your book once it is published. Bring your questions for the Q&A period at the end of her session!

### **Creating Pictures with Paper - a Hands-on Workshop – Dorothy Donohue**

This workshop with author-illustrator Dorothy Donohue continues.

## 3:00-3:30 Autographing, Book sales, Public viewing of portfolios

### **Instructions for Portfolio Showing**

Bring your portfolio with you on April 8. Do not mail it. Portfolios should measure no more than 24" x 32" (the standard large portfolio size) and contain no more than 12 pieces. This display will be an informal sharing among friends; portfolios will not be formally reviewed. If you have questions, contact Illustrator Coordinator Bobbi Collier-Morales at [robertacm@usa.net](mailto:robertacm@usa.net)

## 3:30-4:30 (Choose one)

### **Who You Know, What You Know, Where You Go . . . Generating Ideas for New Writing Projects – Claudia Cangilla McAdam**

Join award-winning author Claudia Cangilla McAdam as she shares the methods she uses to come up with ideas for books as well as magazine and newspaper articles. In a presentation geared for novice writers, Claudia will address the question she's been asked frequently: "Where do you get your ideas?" She'll share the inspiration for many of her works that have been published during the last three decades. This session is sure to get those creative juices flowing as you discover that your next big idea may be as close as your own back yard.

### **Murder for Hire: How to Write and Publish a Mystery! – Alane Ferguson**

Join Edgar Allan Poe winner Alane Ferguson as she walks aspiring writers through the maze of mysteries, including tips on research, finding your voice, and the challenge of structuring a mystery!

### **Websites, Blogs, and Platform Building – Olgy Gary**

Every published and yet-to-be-published writer should have a website and/or a blog. They are a means to an end: building your platform. It's your platform that editors and agents look for once they fall in love with your writing...and even before! This workshop will cover what you need to know in order to launch your own website and/or blog in a cost-effective manner. It'll cover the terminology, software, costs, philosophy, design components, etiquette, and maintenance of good sites that inspire visitors to bookmark them and come back to them time and again.

### **School Visits for Illustrators – Dorothy Donohue**

School visits can be a nice supplement to the royalty and advances from a book. Schools and libraries around the country contact authors and illustrators to come and talk to children about their books and they even pay you! Dorothy will share stories and tips she has learned about breaking into the world of school visits--which in some ways has been more difficult than getting published!



Illustration © Danlyn Iantorno

## Featured Speakers

**Hilari Bell** calls herself the poster child for persistence. *Songs of Power*, the first novel she sold, was the fifth novel she'd written, and when it sold she was working on novel thirteen. She has since published six more books, all science fiction and fantasy, mostly for middle grade and YA audiences, and just over a year ago she had the pleasure of quitting her day job to write full time. <http://www.sfga.org/members/bell/>

**Becky Clark Cornwell** is the author of *An Uncivil War – The Boys Who Were Left Behind* and *Reading Maniac – Fun Ways to Encourage Reading Success* as well as four manuscripts in various stages of finding homes. She loves school visits, where she's amazed and delighted every time someone hands her a check just for talking. She's also proud to be the creative force (and equally proud to have avoided any of the real work) behind "Find An Author" at [www.ColoradoBook.org](http://www.ColoradoBook.org), which is a FREE searchable database for schools and librarians to find authors for their programs. <http://www.beckyclark.net/>

**Dorothy Donohue** has authored 4 picture books and illustrated 15 books. Her book, *Maybe Yes, Maybe No, Maybe ,Maybe*, was an American Library Association Notable Book and a School Library Journal Best Book of the Year. Her most recent book, *If Frogs Made Weather*, was written by Newbery Honor winner Marian Dane Bauer. Dorothy and her husband James recently adopted two babies from Guatemala. Needless to say, Dorothy is piling up ideas for future books! <http://www.author-illustr-source.com/DotDonohue.htm>

**Alane Ferguson** became interested in writing for children mostly, she says, to follow the example of her mother who had launched her own successful writing career years earlier. Her mother, Gloria Skurzynski, is the author of fifty books for children, while Alane is completing her twenty-sixth. Alane and her mother are currently co-authoring a series for National Geographic's Children's Book Division. Their novel, *Wolf Stalker*, was the first work of fiction National Geographic had published in its 109 year history, and was nominated for the 1998 Mystery Writer's of America's Edgar Allan Poe Award. A recipient of the 1990 Edgar Allan Poe award as well as the Belgium's Children's Choice Award for *Show Me the Evidence*, Alane was also nominated for an Edgar on her second young-adult mystery, *Overkill*. She won the Children's Crown Classic Award for *Cricket and the Crackerbox Kid*, American Booksellers Association's "Pick of the List" for her picture book entitled *That New Pet*, and has been on numerous ALA Recommended Book for Reluctant Young Adult Readers lists and Young Adults' Choice lists. <http://www.alaneferguson.com/>

**Olgy Gary** is an author, game designer, editor, ghostwriter and consultant from Colorado Springs. Her cross-cultural simulation, *The Luna Game*, has been extensively used by trainers worldwide. She has worked as a ghost writer in 20+ books, all of which became best sellers for the publishers. She is originally from Cuba and holds an M.A. in Instructional Design, with an emphasis on experience-based learning resources and cross-cultural communication. She also maintains several author and educational sites, including her own, [www.childrencomefirst.com](http://www.childrencomefirst.com).

**Lisa Lodholm Gilman** is a marketing professional and award-winning writer with more than 200 published articles. For three years she has enjoyed her role as managing editor of *Kite Tales* for RMC-SCBWI. She teams with her illustrator husband to write picture books (two in the works) and an animated children's show based on core values and science. She's addicted to HGTV, enjoys singing and is pursuing her MBA at University of Colorado at Colorado Springs.

**Claudia Cangilla McAdam** has seen her work published in dozens of magazines and newspapers for nearly 30 years. She has won *Highlights for Children's* annual fiction contest and has received the magazine's "Arts Feature of the Year Award" for her nonfiction work. Claudia has authored or co-authored nine books, including a two-volume middle-grade nonfiction series about heroes, *Portraits of Character* (Kagan Publishing). Her latest work is her self-published picture book, *The Christmas Tree Cried* (Two Sons Press, Inc.), which reached the local best sellers list in December, 2005. A resident of Highlands Ranch, Colorado, Claudia and her husband are the parents of two grown sons. <http://www.twosonspress.com/>

**Shirley Lamb Sternola** was a classroom teacher and later an elementary school librarian for a total of 33 years in Colorado, California and Alaska. She retired from Jefferson County, CO schools in the spring of 1990 and opened her bookstore, Bo Peep Books, in October of 1990.

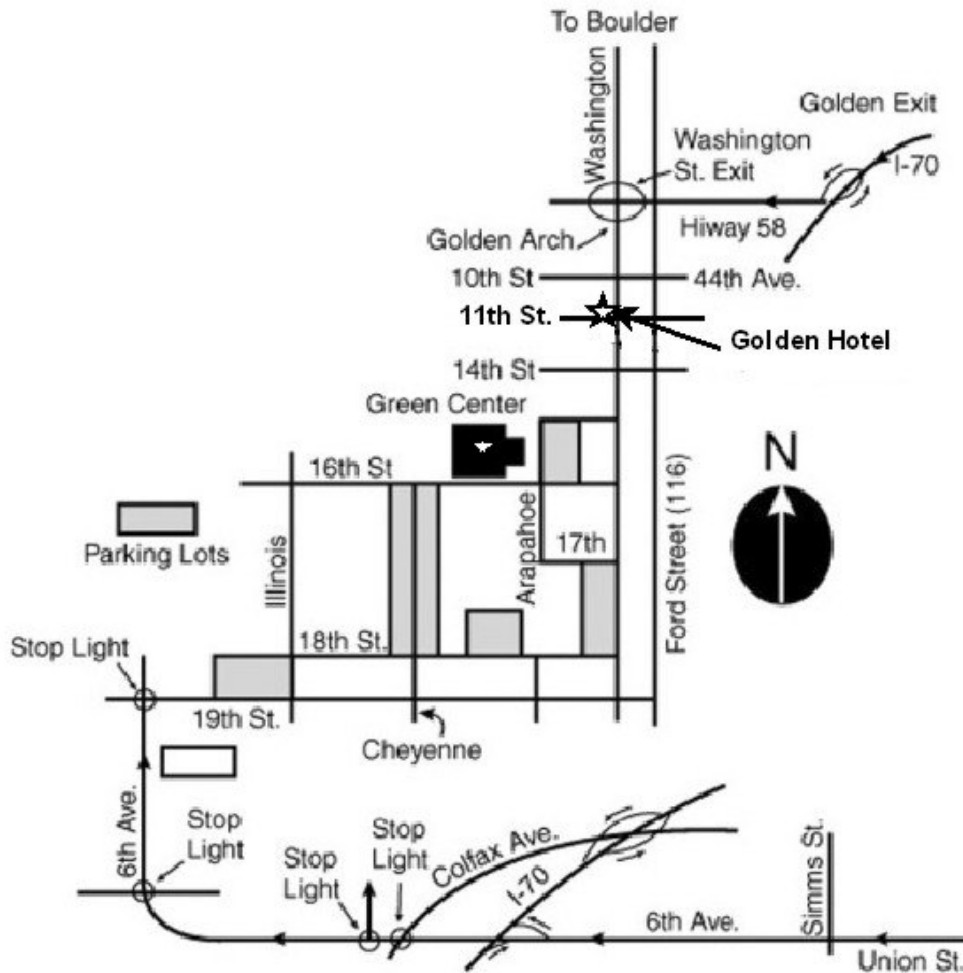
## Directions to the Green Center

From I-70: Take I-70 to Exit 265, the Highway 58/Golden exit. Go west on Highway 58 for about 5 miles to the Washington Avenue exit. Turn left (south) at the stoplight onto Washington Avenue. Drive about 1 mile (passing under the arch, through downtown Golden, and up the steep hill past Foothills Art Center) to 16th Street. Turn right (west) onto 16th Street. Go two blocks to Cheyenne Street. The Green Center will be on the right.

From 6th Avenue: About 2 miles west of the Union/Simms exit will be the 6<sup>th</sup> Avenue/I-70/Colfax interchange. Starting with the stoplight at this interchange, go about 2.5 miles to the 4th stoplight, which will be the Golden exit. Turn right (east) onto 19th Street. Proceed on 19th Street to the first stoplight and turn left (north) onto Illinois Street. Go three blocks to 16th Street and turn right (east) onto 16th Street. Go one block; the Green Center will be on the left.

From C-470: Go north until the Y intersection for I-70 and 6th Avenue / US-6 West. Stay in the left lanes and take the 6th Avenue / US-6 West exit and overpass to merge onto 6th Avenue heading northwest. At the second stoplight, which is the Golden exit (about 1.7 miles), turn right (east) onto 19th Street. Proceed on 19th Street to the first stoplight and turn left (north) onto Illinois Street. Go three blocks to 16th Street and turn right (east) onto 16th Street. Go one block; the Green Center will be on the left.

At the Green Center, parking is free in lots or on the street.



## SCBWI Rocky Mountain Chapter – Announcements – February 2006

### Illustration Gallery Show

Support our illustrators and take the bus tour!

Reed Photo-Art Gallery has agreed to celebrate illustration in a show that runs from March 20th thru May 13th. Many SCBWI members will have work on display and for sale.

#### Double-decker Bus Tour!

When: April 7, 2006; 5:00 pm – 10:00 pm

Pickup and Drop-Off: The Golden Hotel

800 Eleventh St, Golden, CO 80401

303/279-0100 [www.thegoldenhotel.com](http://www.thegoldenhotel.com)

First stop: Reed Photo-Imaging for a facility tour and explanation of digital solutions for illustrators.

Second stop: Santa Fe Arts District. The group will tour 34 galleries in a 4 block area during the April 7th First-Friday event.

Refreshments: Light snacks and beverages are included with bus tour and at various galleries throughout the evening.

Cost: Final cost will be determined by total number of participants (approx. \$15 - \$35).

A maximum of 74 people can be registered, first-come, first-served.

For more information or to sign up for the tour, contact Assistant Illustrator Coordinator, Danlyn Iantorno, [askme@Danlyn.info](mailto:askme@Danlyn.info).

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**Winter Kite Tales** is now online! The newsletter contains information on Spring Workshop, an interview with Dorothy Donohue, inspirational articles, and good news from our members. Download a printable version at [www.rmcsbwi.org](http://www.rmcsbwi.org).

*If you don't have Internet access, contact Carolyn Gard at (303) 449-0573 to receive Kite Tales through the mail.*

### UPCOMING EVENTS

#### 2006 Spring Workshop

April 8, Golden CO – see this brochure

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#### "Who's Doing What? Developing Character and Plot in Your Writing"

Saturday, May 20, 2006, Cheyenne, Wyoming

Join prolific and best-selling author Debbie Dadey and RMC-SCBWI Co-Regional Advisor and author Denise Vega in a half-day workshop designed to get you thinking about plot and character in your own books and stories.

*Details and registration on the website in March.*

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#### 2006 Summer Retreat

June 23-25, Franciscan Retreat Center, Colorado Springs, CO

Join award-winning author Randy Powell, author of *Three Clams and an Oyster*, *Is Kissing A Girl Who Smokes Like Licking An Ashtray?*, *Tribute to Another Dead Rock Star*, and other novels as he helps participants delve more deeply into their own works-in-progress.

*Details and registration on the website in April.*

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#### 2006 Fall Conference

September 24-25, Golden, CO

Get ready for an exciting conference with industry professionals, authors, illustrators and more! More details coming this summer.

*If you aren't receiving e-mails about RMC-SCBWI events, please contact Lisa Roberts at [listserv@rmcsbwi.org](mailto:listserv@rmcsbwi.org) to join our listserv and receive future notices and reminders about deadlines, contests, and more*

## Fee Schedule

SCBWI member	postmarked by 3/19/06	\$85	after 3/19/06	\$105
Non-SCBWI member	postmarked by 3/19/06	\$100	after 3/19/06	\$120

### Lunch menu:

Mixed greens salad  
Chicken Marsala OR Grilled Portobello Mushroom  
Grilled fresh vegetable medley and red potatoes  
Rolls  
chocolate layer cake

If you need special consideration in order to attend Spring Workshop, please contact Co-Regional Advisor Denise Vega: [denise@rmcscbwi.org](mailto:denise@rmcscbwi.org) or Colin Murcray [colin@rmcscbwi.org](mailto:colin@rmcscbwi.org)

For registration questions, contact Olgy Gary: [registrar@rmcscbwi.org](mailto:registrar@rmcscbwi.org)  
Phone: 719-471-4188 - fax: 719-302-5893

To register, please visit <http://www.rmcscbwi.org/registration.php>.

### Hotel Options

**Golden Hotel**, 800 11<sup>th</sup> St., Golden, CO. 303-279-0100 or 1-800-233-7214. \$105 and up. (10% off with various memberships like AAA)..

**Table Mountain Inn**, 1310 Washington Ave., Golden, CO. 303-277-9898 or 1-800-762-9898. \$132-142.

**Note:** Table Mountain Inn is holding rooms for SCBWI at the rates of \$116 and \$121. To reserve a room, call and say you are part of the SCBWI group. You must make your reservations by March 6; after that, the rooms will be released.

**Dove Inn Bed and Breakfast**, 711 14<sup>th</sup> St., Golden, CO. 303-278-2209 or 1-888-278-2209 outside of Colorado. \$80-90.

**Hampton Inn**, 17150 West Colfax Ave., Golden, CO. 303-278-6600 or 1-800-426-7866. \$89-99.\* About 15 minutes from downtown Golden.

**La Quinta Inn**, 3301 Youngfield Service Road, Golden, CO. 303-279-5565 or 1-800-531-5900. \$84-90.\* About 4 miles from downtown Golden.

**Denver West Marriott**, 1717 Denver West Parkway, Golden, CO. 303-279-9100 or 1-888-236-2427. \$77-83.\* About 4 miles from downtown Golden

**Holiday Inn**, 14707 W. Colfax, Golden, CO. 303-279-7611 or 1-800-465-4329. \$109.\* About 4 miles from downtown Golden.

**Days Inn**, 15059 W. Colfax, Golden, CO. 303-277-0200 or 1-800-329-7466. \$69.\* About 3 miles from downtown Golden.

**Courtyard by Marriott**, 14700 W. 6<sup>th</sup> Avenue, Golden, CO. 303-271-0776 or 1-800-321-2211. \$79.\* About 6 miles (ten minutes) from downtown Golden.

**Residence Inn**, 14600 W. 6<sup>th</sup> Avenue, Golden, CO. 303-271-0909 or 1-800-331-3131. \$79.\* About 6 miles (ten minutes) from downtown Golden.

**Note: The rates may have changed and may not include taxes, service charges, fees, extra person charges, or other incidentals. Please check with each hotel for details.**