



We live in a rich, diverse world that's constantly changing and growing. So how can we show this in our stories and our illustrations? Join us at the 2017 Spring Luncheon for a full day of instruction, helpful insights, inspiration, and networking with fellow creators. Our three speakers will help you strengthen, deepen, and hone your craft by creating richer narratives which reflect our diverse world.

Meet our speakers:



Juana Martinez-Neal is a mixed media, traditional artist born in Lima, the capital of Peru. ALMA, her debut picture book as an author/illustrator, will be published by Candlewick Press in Spring 2018. She is the illustrator of LA MADRE GOOSE (Putnam 2016), and LA PRINCESA AND THE PEA (Putnam 2017) both written by Susan Middleton Elya, and SWASHBY AND THE SEA (HMH 2018) written by Beth Ferry. Juana was named to the International Board on Books for Young People (IBBY) Illustration Honor list in 2014, and was awarded the SCBWI Portfolio Showcase Grand Prize in 2012. She now lives in Scottsdale, Arizona with her family. Follow her on Twitter at @juanamartinez.

Alicia Williams is a graduate of Hamline University's MFAC program. She is excited to announce her middle grade novel, GENESIS RISING, with Atheneum/S&S will debut fall 2017. She started her storytelling as a folk storyteller and captivates audiences young and old with the Breh Rabbit and Breh Fox tales. She also writes and performs one-woman historical plays, featuring the likes of Sojourner Truth, Margaret Garner (slave that Toni Morrison based BELOVED on), Mamie Till (Emmett Till's mother), to name a few. Alicia is also a Master Teaching Artist, combining her love of storytelling and acting, to teach writing based on an arts-integration pedagogy.



Follow her on Twitter at @storiestolife.



Penny Moore has always had a love of books, especially young adult and middle grade. While completing degrees in Linguistics and Japanese Language & Literature at the University of Georgia, she spent time studying comparative literature at top universities in Japan and South Korea. She then worked as a middle school TESOL teacher, which is where she solidified her passion for publishing and kids lit in particular. Penny joined Empire in 2016 as an agent after working at FinePrint Literary and while she's interested in all genres, she's specifically seeking inventive works featuring breakout voices and compelling plot lines. You can follow her on Twitter at @precociouspenny.

Registration Fee

\$75 – members

\$105 – non-members

Location

Oconomowoc Lake Club

4668 Lake Club Circle
Oconomowoc, WI 53066

Luncheon Schedule

Saturday, April 22nd

8-8:45am	Registration and coffee, breakfast breads & muffins
8:45-9:30am	Welcome and opening panel
9:45-10:50am	Presentation by Juana Martinez-Neal “I am You. I See You.” Accurate representation in children’s books.
11:05am-12:10pm	Presentation by Alicia Williams “Mocha, Caramel, Latte: The Risks and Rewards of Writing POC” Have you been wanting to write POC characters, but afraid? Without a doubt, we need diverse characters in literature now more than ever. In this lecture, we will examine the pitfalls that have placed some writers under the spotlight, the tools to create believable characters of color, and the importance of getting it right.
12:15-1:15pm	Lunch (included with registration fee) Caesar or chicken Caesar wraps French fries Fruit Coffee & tea Dessert *Other options available for dietary restrictions. Please indicate on registration form.
12:15-1:15pm	Book sales
1:20-2:25pm	Presentation by Penny Moore “Building a Richer World Through Diversity in Books”
2:30-3:15pm	Book sales and signings

FAQs

Is the cost of lunch included in the registration fee?

Yes, it is!

Will I have to pay extra for a special dietary lunch?

Nope. Just please mark on your registration form if you have a dietary restriction so we can make sure to accommodate you.

Where do we park for the event?

Parking is available on-site at the Oconomowoc Lake Club.

Is WiFi available?

Yes! WiFi is available on-site.

Is there a nearby hotel in case I need to stay the night?

The Hilton Garden Inn (1443 Pabst Farms Circle, Oconomowoc) is a short drive away. We have a small numbers of rooms blocked under the special rate of \$89.99/night for 1-King Bed or \$129.99/night for 2-Queen Beds. Rooms must be booked by March 31, 2017 to take advantage of this special rate. When you make your reservation online or over the phone use Group Code: SCB.

www.oconomowoc.hgi.com (262)200-2222

What is the display table versus the sales table?

There will be a display table for PAL (Published and Listed) members with recently published (2016 or 2017) or forthcoming books. Attendees who are PAL members may bring a copy or copies of their recent title(s) to place on the table. Please note that books on this table will not be offered for sale, but displayed for promotional, inspirational, and congratulatory purposes.

Attendees will also have the option of selling recently published books (titles that have been published in the last 2 years) that are available through Books and Company's regular distributor. Thanks to JoAnn Early Macken who will be coordinating the sales. To submit titles for the sales table, please email your book title, ISBN, publisher, and date of publication to JoAnn at macken@wi.rr.com. Deadline to submit titles is March 31st.

Who do I contact if I have more questions?

Please email Amanda Coppedge Bosky at aerinha@gmail.com

Registration Checklist - What we need from you:

- _____ Completed Registration Form
- _____ Proof of Membership (members only - print your registration renewal date at scbwi.org)
- _____ Registration Fee (\$75 for members; \$105 for non-members)

2017 SCBWI-WI SPRING LUNCHEON
OFFICIAL REGISTRATION FORM

REGISTRATION DEADLINE: APRIL 1, 2017

Please print clearly

Name: _____

Address(City, State, Zip): _____

Email: _____

Primary phone: _____

SCBWI MEMBER? yes (enclose \$75) no (enclose \$105)

MEAL PREFERENCES? chicken Caesar wrap vegetarian Caesar wrap
 gluten-free vegan other

(specify) _____

Will you be bringing an eligible forthcoming or recently published book for the display table? no yes

Title: _____

Checks should be made out to SCBWI-Wisconsin. Please put "2017 Spring Luncheon" in the Memo line. Please mail all registration materials here:

SCBWI-WI
c/o Miranda Paul & Andrea Skyberg
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