



Louisiana/Mississippi

JambaLaya KidLit Conference

March 16-17, 2018
New Orleans, LA

Artwork by Denise Gallagher © 2017



 **ACADEMY OF THE SACRED HEART**

4521 St. Charles Ave., New Orleans, LA 70115

CONFERENCE HIGHLIGHTS

Fri., March 16 ~ Writing MasterClass with Mallory Kass, at Garden District Hampton Inn, 2:30pm (*Optional \$50; space is limited.*)

Fri., March 16 ~ Illustrator MasterClass with Kenny Harrison, at a French Quarter Condo, 2:30pm (*Optional \$50; space is limited.*) *Transportation from Hampton Inn provided, departs 1:45pm.*

Fri., March 16 ~ Icebreaker Social
KidLit Social Night at The Columns Hotel, 5:30pm

Sat., March 17 ~ Conference Day
General registration at 7:50am

Sat., March 17 ~ PAL Hour with Alexandra Penfold, 8am (*Optional \$35; space is limited to 6*)

Sat., March 17 ~ Seafood Dinner (optional)
Superior Seafood following conference, 6:00pm
Register early (\$35); space is limited.

MANUSCRIPT & PORTFOLIO CRITIQUES

Sat., March 17, 9am-12pm
Faculty Face-to-Face Critiques: **\$45**
Author Critiques & PAL Query Pitch: **\$35**

PORTFOLIO SHOWCASE

Sat., March 17, 9am-4pm; No fee, see "Manuscript & Portfolio Showcase" for details and tips.

FIRST PAGE/FIRST LOOK PANEL

Sat., March 17. No fee to participate. Manuscripts and digital images of illustrations must be received **by email by Mon., Feb. 26, 2018**. Refer to "First Look" Writing Guidelines for details.

BOOKSTORE SALES

Octavia Books is open for cash and credit card purchases. SCBWI PAL members attending may sell one book title through Octavia. Self-published FULL SCBWI members may also sell but must handle their own book sales. Please email below with **title & ISBN by Mon., Feb. 26, 2018:** garyalipio@gmail.com

MEALS

Registration fee includes NOLA-style breakfast, hot lunch (JambaLaya, of course) with vegetarian choices, tasty afternoon snacks and door prizes.

LODGING

Rooms at **the Hampton Inn** have been reserved at a reduced rate, located a short streetcar ride away. **Address:** 3626 St. Charles Ave, NOLA 70115
Conference rate: \$199 per night (two-night minimum). To book a room, use the Hotel Link on Registration page or call 504.899.9990.
Rooms held under "Society of Children's Book Writers and Illustrators" or **Group Code: JAM**
Conference rate **available until Feb. 13, 2018.**

JambaLaya Conference Faculty



Mallory Kass, is a Senior Editor at Scholastic Press. She is part of the editorial team responsible for The New York Times bestselling series, *The 39 Clues*. Her other titles include the New York Times bestseller, *A Snicker of Magic* by Natalie Lloyd, *The Sin Eater's Daughter* by Melinda Salisbury, *Bears of the Ice* by Kathryn Lasky, *Skeleton Tree* by Kim Ventrella, and the forthcoming *Stepsister* by Jennifer Donnelly.

Mallory is also the author of *The 100 Series* (writing as Kass Morgan), the inspiration for the CW show of the same name, and author of the forthcoming *Light Years* (also as Kass Morgan). Follow on Twitter [@Mal_a_la_tete](#)



Alexandra Penfold, agent with Upstart Crow Literary, has worked in publishing for nearly fifteen years. Formerly an Editor at Paula Wiseman Books/Simon & Schuster Books for Young Readers, she specializes in young picture books, middle-grade fiction, and young adult. Prior to becoming an editor, Alexandra was a children's book publicist. She worked on media campaigns that appeared in USA Today, Newsweek, US News and World Report, and NPR's All Things Considered. She's the co-author of *New York a la Cart: Recipes and Stories from the Big Apple's Best Food Trucks* and the author of several books for children. Titles include *Eat, Sleep, Poop; We Are Brothers, We Are Friends*; and soon to be released *The Littlest Viking*.

Follow Alexandra: [alexpenfoldbooks.com](#) and on Twitter [@AgentPenfold](#)



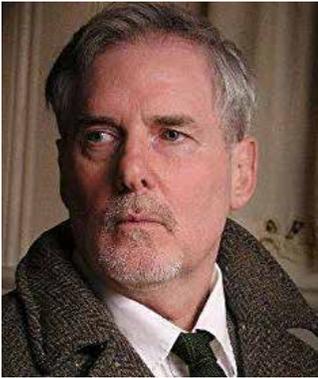
Linda Jackson was Born and raised in the Mississippi Delta in the teeny-tiny town of Rosedale, Linda likes to spin stories about everyday people in small-town settings. Though she has lived in a few other states (Alabama, Missouri and Kansas), Linda currently makes her home in a not-so-small city in Mississippi with her husband and three children. While a degree in Math and Computer Science from the University of Alabama allowed her to enjoy careers in IT, Linda now prefers manipulating words. Besides her debut middle-grade novel *Midnight Without a Moon* and the upcoming sequel *A Sky Full of Stars* (Jan. 2, 2018), Linda is published in multiple Chicken Soup for the Soul titles and has written reading assessment passages for various educational publishers. Follow Linda on Twitter [@LindaWJackson](#)



Leslie Staub is an award-winning children's picture book writer and illustrator. Though most of her career was spent as a professional grown up artist, she fell in love with picture books while illustrating Mem Fox's *Whoever You Are*. She is the author of *Time for (Earth) School Dewey, Dew*, SCBWI Golden Kite Honor Book for Picture Book Text 2017, and was the illustrator for Edwidge Danticat's, *Mama's Nightingale*, a 2016 Jane Addams Peace Association Book Award honor book. She is the author and/or illustrator of several other books, including her latest *How Do You Say I Love You Dewey Dew*, and is looking forward to the release of upcoming titles; *Bedtime for Beasties and Shine, Baby, Shine* from Boyd's Mill Press, and *If I Were an Elephant* with Penguin/Putnam. Follow her on Facebook [@LeslieStaubBooks](#)

Manuscript & Portfolio Critiques are limited. Register today!

JambaLaya Conference Faculty



Kenny Harrison is an award winning author and illustrator living in New Orleans, Louisiana. Kenny studied painting and illustration at the School of Visual Arts in New York City. He has created editorial illustrations for *Time*, *The New York Times*, *The Washington Post*, *The Los Angeles Times*, *Boston Globe*, *Psychology Today* and *The Times-Picayune/NOLA.com*. As the Features Design Editor and Illustrator at *The Times-Picayune*, he was part of the newspaper's 1997 and 2006 Pulitzer Prize winning teams, each receiving the Gold Medal for Public Service. He is the author/illustrator of *The Hide and Seek Harry* board book series and you can view his work on his site at plaidpup.com



Nina Kooij is the Editor in Chief of Pelican Publishing Company, Inc., in Gretna, Louisiana. She edits picture books, middle-grade and YA novels, adult biographies and histories, cookbooks, and music and art books. She has worked with many New Orleans luminaries, including Leah Chase and John Besh, Errol and Peggy Scott Laborde, and Richard Campanella. Her children's authors include Johnette Downing, Dianne de Las Casas, Jim Harris, and the late Mary Alice Fontenot and James Rice. She estimates that she has edited over 230 picture books in her career. Follow Pelican Publishing at pelicanpub.com and on Twitter [@PelicanPub](https://twitter.com/PelicanPub)

Pelican Publishing Company, established in 1926, enjoys national recognition as a medium-sized company with a backlist of over 2,500 titles and fifty to sixty new titles produced yearly.



Catherine Frank started as an editorial assistant at Viking Children's Books, a division of what is now Penguin Random House, just two weeks out of college. She spent more than a decade with Viking, rising through the ranks to become Executive Editor. After eleven years of living in Brooklyn and working in Manhattan, she returned to New Orleans with her family. She now is a freelance editor at Catherine Frank Editorial Services. Catherine edited award-winning fiction and nonfiction children's books ranging in format from board books to novelties and picture books to young adult fiction. Books acquired and edited by her have received awards and honors including: The Boston Globe Horn Book Award, the Golden Kite Award, the Charlotte Zolotow Award, the New York Times Best Illustrated Award. She actively works with authors, agents, packagers, app developers, and publishers ranging from small presses to the largest trade houses. Visit Catherine at: editedbycatherine.com and on Twitter: [@CatherineSFrank](https://twitter.com/CatherineSFrank)

SCBWI JambaLaya Conference Contacts

Cheryl Mathis, Regional Advisor, Registration & First Page louisianamississippi-ra@scbwi.org
Sarah Campbell, ARA & Manuscript Critiques louisianamississippi-ara@scbwi.org
Virginia Howard, Portfolio Critiques & Showcase louisianamississippi-ic@scbwi.org
Gary Alipio, Conference Coordinator & Bookstore Sales. garyalipio@gmail.com

Please do not hesitate to contact the appropriate chair if you have a question concerning the conference.

JAMBALAYA SCHEDULE QUICK REFERENCE

Fri., March 16, 2:30pm ~ Writing MasterClass by Mallory Kass in the Hospitality Room of The Garden District Hampton Inn at 2:30pm. *(Optional fee of \$50; space is limited.)*

Fri., March 16, 2:30pm ~ Illustrator MasterClass by Kenny Harrison at a Condo in French Quarter at 2:30pm. *(Optional fee of \$50; space is limited. Transportation from the Hampton Inn to be provided at 1:45pm.)*

Fri., March 16, 5:30pm ~ KidLit Social Night on the Veranda at The Columns Hotel on St. Charles Ave., New Orleans. This is a casual meetup with a cash bar. Reservations for this night are not required. However, as a courtesy please email Regional Advisor Cheryl Mathis if you plan on attending. (louisianamississippi-ra@scbwi.org)

Sat., March 17, 8-9am ~ For PAL members only, 1-Page Query Pitch Live with agent Alexandra Penfold; limited to six 10-minute sessions to review your query on the spot; no early submission needed. *(Additional \$35 fee)*

Sat., March 17, 8am-5pm ~ JambaLaya Kidlit Conference at the Academy of Sacred Heart

Saturday Conference Sessions include:

Opening address by Linda Williams Jackson

Workshops with Editor Mallory Kass, Agent Alexandra Penfold and Golden Kite Honoree author Leslie Staub

First Pages Session with Agent Alexandra Penfold and Mallory Kass

Face-to-Face Critiques:

A limited number of 12-minute, one-on-one consultations are available from Senior Editor Mallory Kass, agent Alexandra Penfold, guest Pelican Publishing Editor-in-Chief Nina Kooij, and guest Freelance Editor Catherine Frank. Portfolio face-to-face critiques are also available with Kenny Harrison. *(Additional \$45 fee for each; limit one)*

Author Written Critiques & PAL Session:

A limited number of written critiques will be available from authors Linda Williams Jackson, Sarah Campbell and Leslie Staub. AND for PALs only, six 10-minute 1-Page Query Pitch Live with Alexandra Penfold are available *(Additional \$35 fee for each; limit one author and one PAL session)*

Extra! Dinner with the Presenters – 6:00pm (optional, see below):

Dinner with the presenters at Superior Seafood Restaurant, across the street from the conference venue. This is a separate \$35 fee for attending with a cash bar.

POST CONFERENCE SOCIAL (Optional)

(Attendance optional ~ with additional fee; ASH Students may purchase with parent/guardian supervision)

SUPERIOR SEAFOOD DINNER ~ \$35

4338 St. Charles Ave., New Orleans, LA

Saturday, March 17, 2018 beginning at 6pm Cash Bar 5:30pm

SAMPLE MENU (subject to change):

Iced Tea or Soft Drink

Sensation Salad* OR Soup (Bisque or Gumbo)

Entrée Choice of 1: Shrimp & Grits, Blackened Catfish Napoleon**, Tchoupitoulas Chicken** or Vegetable Risotto*

Dessert Choice of 1 of the following: Bread Pudding or Profiteroles

*Designates Vegetarian/Gluten Free Items

**Designates Gluten Free (or easily modified to be) Items

Menu will note for all guests with allergies/dietary restrictions to consult with service staff prior to ordering.

(FEE: \$35 Dinner Price IS Inclusive of tax/gratuity)

Alcohol Service on Consumption Full Bar Menu Offerings – separate tabs established by each guest for orders.

Questions? Contact/email RA Cheryl Mathis, louisianamississippi-ra@scbwi.org

DIVERSITY SCHOLARSHIP

Winner of the Diversity Scholarship will receive Registration and Lunch for the 2017 JambaLaya Kidlit Conference and a travel stipend (to be determined by distance traveled). The winner will also be introduced at the Conference.

Eligibility:

Any writer from a diverse background as defined in the Diversity Statement below. The writer must be a current resident of Louisiana or Mississippi. This includes any student enrolled at a Louisiana or Mississippi college or university. The submission must be from an original work written in English for young readers and may not be under contract. The applicant must be over 18, be unpublished (self-published is not considered published for this scholarship), and should not yet have representation by an agent.

Guidelines & Deadline:

The winner will be announced February 15, 2018. All applications will be accepted via e-mail only between **December 15 and January 18, 2018** by email: louisianamississippi@scbwi.org and must include:

In the reference line: DIVERSITY SCHOLARSHIP

In the body of the e-mail:

1. An autobiographical statement and career summary in less than 250 words.
2. Why your work will bring forward an underrepresented voice in less than 250 words.
3. A synopsis of your manuscript in less than 250 words.

Attached to the e-mail:

A PDF, DOC or DOCX in a clear 12-point font, double-spaced, of the first five pages or, if a picture book, the entire text. Any submission which does not comply with these guidelines will be disqualified.

Diversity Statement

SCBWI-Louisiana/Mississippi embraces all voices and unites in the common cause of fostering a world where all children can see themselves in the pages of a book. Our region adopts the definition of diversity used by the We Need Diverse Books movement: We recognize all diverse experiences, including (but not limited to) LGBTQIA, people of color, gender diversity, people with disabilities*, and ethnic, cultural, and religious minorities.

**We subscribe to a broad definition of disability, which includes but is not limited to physical, sensory, cognitive, intellectual, or developmental disabilities, chronic conditions, and mental illnesses (this may also include addiction). Furthermore, we subscribe to a social model of disability, which presents disability as created by barriers in the social environment, due to lack of equal access, stereotyping, and other forms of marginalization.*

"FIRST LOOK" PAGE

We will have a "First Look" Session at the Conference where a guest will read these "First Page" submissions out loud (typically 10 selections of any genre). The submissions will be anonymous and can be submitted by anyone registered for the conference. David Diaz, Mallory Kass and Alexandra Penfold will give their impressions from the reading. *NOTE: if you have a face-to-face critique with one of the faculty, you may submit from another work.*

PLEASE READ THESE GUIDELINES:

PAGE FORMAT: One Page 1" Margins
GENRE LISTED IN UPPER RIGHT: Picture Book ~ Easy Reader Chapter Book ~ Middle Grade ~ Young Adult
WORDS: Maximum of 200 words; send in complete sentences please

SUBMISSION: email RA Cheryl Mathis at louisianamississippi-ra@scbwi.org by **midnight Mon., Feb. 26, 2018.**

Put **FIRST LOOK** in the subject line.

We WILL EXCLUDE submissions that fail to follow these guidelines.

MANUSCRIPT/PORTFOLIO CRITIQUES

Face-to-face critique sessions last 12 minutes. We cannot reschedule a missed appointment. To ensure a successful critique, see HOW TO MAKE THE MOST OF YOUR CRITIQUE TIME below:

Manuscript Critiques are for conference registrants only and are on a first-come, first-served basis. You may register for **ONLY ONE Face-to-Face Critique with Conference Faculty** and **ONLY ONE Written Author Critique** (max critique fees: \$80). If you are an author/illustrator, you may submit a manuscript in addition to your portfolio critique session.

Fee for Face-to-Face Critique: \$45

Fee for Written Author Critique & PAL session: \$35

Fee for Portfolio Face-to-Face Critique: \$45

REGISTRATION: You MUST register for the conference AND the critique before submitting.

DEADLINE: All Manuscript Critiques have a submission deadline of **Jan. 31, 2018** by midnight.

SEND TO: ALL email manuscripts are to be sent to: jammanuscript18@gmail.com

NOTE: Portfolios, of course, are to be brought to the conference.

For the Subject Line: Last name critiquer. Your Last Name.First Name
(*Note: Your Submission Should be sent as a single attachment. Example: Kass.Mathis.Cheryl*)

PLEASE DOUBLE CHECK THIS LIST BEFORE SUBMITTING YOUR WORK.

- 1) One piece of up to 10 pages. This critique is for the first ten pages of a single manuscript, NOT a section in the middle and NOT selections from multiple works. The submission should be treated as if it is a single submission to an editor at a publishing house. Be sure the manuscript is grammatically correct and polished to the best of your writing ability. If you submit more than 10 pages, those over the limit will be eliminated. The entire submission should be emailed as one document in .doc .docx or .pdf
- 2) Format ALL manuscripts in 12-point Times New Roman with the text double-spaced.
- 3) In the upper left corner of your manuscript: NAME, ADDRESS, CITY/STATE, EMAIL ADDRESS AND GENRE [YA, MG, PB, CHAPTER BOOK, NF]
- 4) The name on your manuscript must match the name you registered under even if you write under a pseudonym.
- 5) For ALL Picture Books (fiction and nonfiction) and Poetry: Submit only the first TEN (10) pages of your manuscript, or a complete manuscript for a single picture book. No synopsis is needed. Do NOT include Back Matter.
- 6) For ALL Middle Grade, Young Adult, and Chapter Books (fiction and nonfiction; this is text only): Submit only the first TEN (10) pages, even if it cuts off mid-chapter, plus a ONE-page synopsis. You MUST include the synopsis or we cannot accept your submission.
- 7) Include a cover letter (no longer than a half page text) addressed to your critiquer. The cover letter and synopsis are in addition to the 10 pages.
- 8) Illustrators submitting a picture book manuscript may NOT include illustrations, but are permitted to bring a completed dummy to the in-person critique during the conference. They are encouraged to mention a dummy is available for review in the cover letter.

LIMIT: ONLY ONE Face-to-Face Critique, ONLY ONE Written Author Critique and ONLY ONE PAL session.

Illustrators can have one manuscript critique in addition to portfolio critique.

PALS may also elect an agent session and a manuscript/portfolio critique.

Questions about critiques? Contact/email ARA Sarah Campbell, louisianamississippi-ara@scbwi.org

HAMPTON INN & TRANSPORTATION

The block of guest rooms will be held until **February 13, 2018**. The special rate is for a two-night stay. Guest room reservations are to be made by individually calling 504.899.9990 and requesting the Kidlit Writer's Conference group rate at The Hampton Inn – Garden District (coded KID in the reservations computer) and the dates. Reservations can also be made but clicking the personalized web link below. **All reservations must be guaranteed with a major credit card and must be made no later than February 13, 2018**. Any request received after this date will be handled based on availability only. (Two night minimum).

Reserve Room: <http://bit.ly/JambaLAyaHotel2018>

Group Name: SCBWI Kidlit Writer's Conference | **Group Code:** JAM

Check-in: March 16, 2018 | **Check-out:** March 18, 2018

Hampton Inn New Orleans

St. Charles Ave./Garden District Hotel Address: 3626 St. Charles Ave. New Orleans, LA 70115

Phone Number: 504.899.9990

King or Double Standard occupancy for rooms: \$199 per room, per night

Other Nearby Hotels on St. Charles Ave: The Columns Hotel, Best Western/St. Charles Inn, Hotel Indigo, The Pontchartrain Hotel and Clarion Hotel Grand Boutique.

Check-in & Check-out

Check-in time is at 3pm and check-out time is at 11am. Every effort will be made to accommodate early arrivals and late departures. However, the Hotel will not guarantee early arrival or late departure. Requests will be handled on an individual basis and are based on availability.

Parking Hampton Inn – Garden District Hotel offers complimentary parking for overnight guests.

Individual Cancellation Policy – Each individual will be responsible for the cancellation of their own room at least seventy-two (72) hours prior to arrival to avoid penalty.

Questions about hotel? Contact/email RA Cheryl Mathis, louisianamississippi-ra@scbwi.org

HAMPTON INN TRANSPORTATION & STREETCAR

There will be a number of SCBWI JambaLAya attendees leaving from the Hampton Inn on the morning of the conference, March 17, 2018; however, you may prefer to take an historic ride on the St. Charles Avenue Streetcar (less than a five minute ride). Streetcar passes can be purchased prior to arriving in town, and are activated upon first use. See link below for RTA map; streetcar travels from Garden District to the French Quarter and beyond. Hop on and off as you like.

Streetcar RTA One Way (\$1.25 cash)

Streetcar RTA 1-Day pass (\$3)

Streetcar RTA 3-Day passes (\$9)

Purchase Streetcar Pass:

www.norta.com/Fares-Passes/Overview

**OR in person at the Walgreen's at
1801 St. Charles Ave.
(near Felicly St.)**

Jazzy Passes

Valid for unlimited trips on the RTA buses & streetcars only. Non-transferable.
Starts with first use.

1 Day Jazzy Pass	3-Day Jazzy Pass	31-Day Jazzy Pass
		
\$3.00	\$9.00	\$55.00

Note: The 5-day Jazzy Pass is only available on the GoMobile app or at an RTA TVM for \$15.