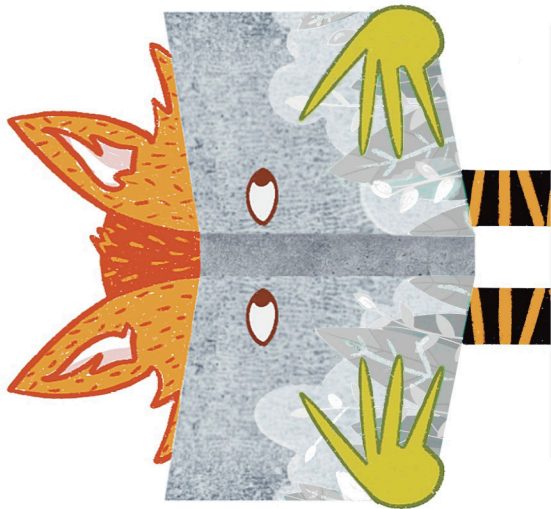




SOCIETY of CHILDREN'S BOOK WRITERS and ILLUSTRATORS

SAN FRANCISCO/SOUTH PRESENTS:

# GOLDEN GATE DAY



## CHOOSE YOUR OWN ADVENTURE



# SEPTEMBER 28 2024

THE FARALLON ROOM at SKYLINE COLLEGE, SAN BRUNO

# 2024 GOLDEN GATE DAY SCHEDULE

SATURDAY, SEPTEMBER 28, 2024

9:00 a.m. to 5:00 p.m.

Farallon Room at Skyline College, San Bruno, CA



- |                    |   |
|--------------------|---|
| 8:45 - 9:15 a.m.   | Registration/Meet and Seat - meet others and find a seat!   |
| 9:15 - 9:30 a.m.   | WELCOME *   |
| 9:30 - 10:00 a.m.  | KEYNOTE: <i>The Lady or the Tiger?</i> , LeUyen Pham *  |
| 10:00 - 10:15 a.m. | Break   |
| 10:15 - 11:00 a.m. | Craft Sessions 1: <ul style="list-style-type: none"><li>• <i>Illustration Tips From an Art Director: How to Get Your Foot in the Door</i>, Tracy Shaw (Main) *</li><li>• <i>A Picture Book's Path Through Publishing: How the Industry Actually Buys and Creates a Book and What Truly Matters</i>, Ian Lendler (Classroom 1)</li><li>• <i>How To Craft a MG/YA Novel Editors Will Want To Read</i>, Kristie Choi (Classroom 2)</li></ul> |
| 11:00 - 11:15 a.m. | Break   |
| 11:15 - 12:00 p.m. | Craft Sessions 2: <ul style="list-style-type: none"><li>• <i>Let's Fall in Love: Crafting a Compelling Romantic Arc</i>, Jennifer March Soloway (Main) *</li><li>• <i>Pitfalls of Picture Books: What to Avoid to Ensure a Stand-Out Story</i>, Connie Hsu (Classroom 1)</li><li>• <i>Illustration: Starting From Script</i>, LeUyen Pham (Classroom 2)</li></ul>   |
| 11:15 - 12:00 p.m. | Lunch   |
| 1:00 - 1:45 p.m.   | <i>A Guided Tour of Children's Book Marketing &amp; Publicity</i> , Sally Kim (Main)*   |

Unless otherwise note, presentations and lunch are in the main room.  
Presentations with \* will be recorded for livestreaming.

# 2024 GOLDEN GATE DAY SCHEDULE

1:45 - 2:00 p.m.

Break

2:00 - 2:45 p.m.

Breakout Panels:

- *Failing Forward & Failing Up: Using Setbacks as a Springboard for your career, Faculty Panel (Main) \**
- *A Good Fit, LeUyen Pham and Connie Hsu (Classroom 1)*

2:45 - 3:00 p.m.

Break

3:00 - 4:00 p.m.

Choose Your Own Adventure:

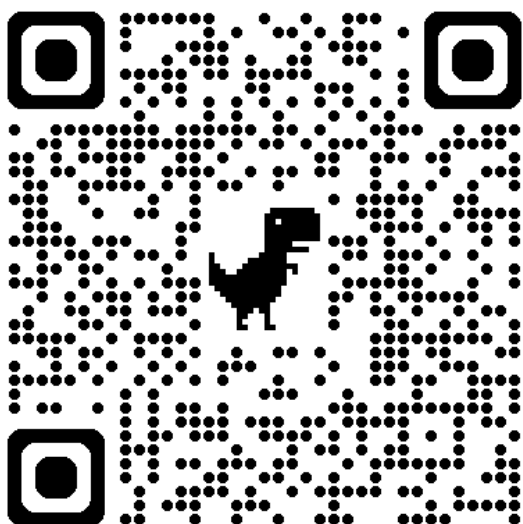
- *Pitch Clinic for those pre-registered (Main)*
- *Portfolio Reviews for those registered on Saturday (Main)*
- *Illustrator Plein-Air Sketch Hour with Shirley Ng-Benitez (Outside Patio)*
- *Hike and Rant with Stephanie Lucianovic (Meet outside the front door)*
- *Writing Activity - Words and Collage with Christine Evans (Classroom 1)*

4:00 - 4:15 p.m.

Closing and Awards

4:15 - 5:00 p.m.

Social Hour and Book Signing



Scan here for faculty bios, FAQs,  
and submission guidelines.





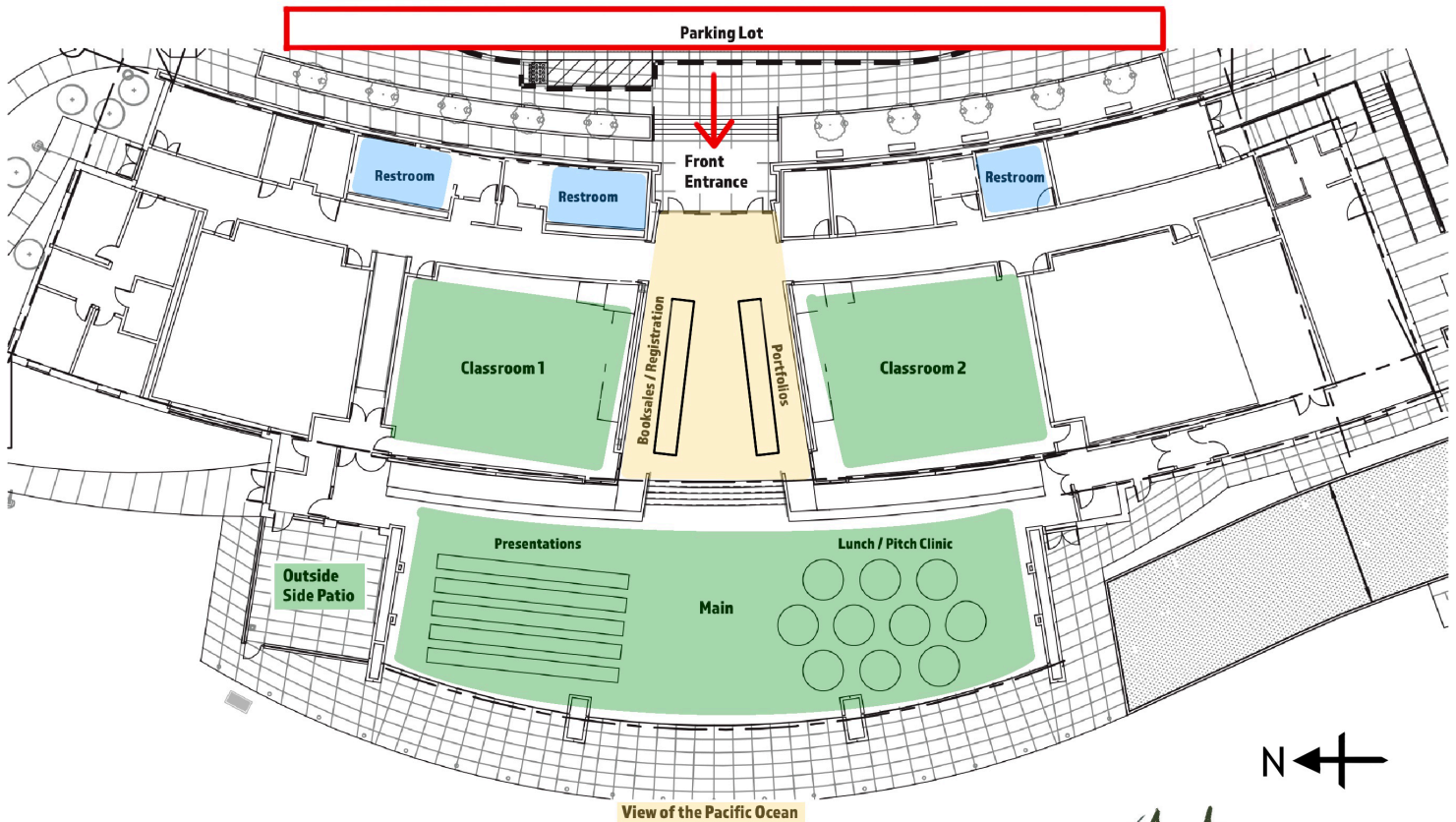
# Farallon building map

\*let us know if you need accessibility assistance.

Presentations

Lobby

Restrooms



## Linden Tree BOOKS

<https://www.lindentreebooks.com/>

Official bookstore of the Golden Gate Conference



Artwork: Kerri McDermot © 2024



Co-Regional Advisor  
Margaret Bloom

Co-Regional Advisor  
Joyce Masongsong-Ray

Co-Assistant Regional Advisor  
PAL Coordinator  
Seina Wedlick

Co-Assistant Regional Advisor  
Emily Jiang

Co-Regional Illustrator Coordinator  
Nena Hy-Boyer

Co-Regional Illustrator Coordinator  
Danielle Heitmuller



# SCBWI

SCBWI SF/South is a volunteer organization and all of our staff are volunteers. If you'd like to contribute your time and talent, we'd love to hear from you.

<https://www.scbwi.org/regions/sfsouth>



# Etiquette

Is this your first time at the Golden Gate Conference ?  
You may have some questions. Here are some suggestions for  
making your conference smooth, enjoyable, and beneficial.

## **I've brought my best manuscript to the conference. Who may I give it to?**

Manuscripts may be shared with faculty ONLY during 1:1 critique sessions, which require pre-registration. Please be respectful and do not ask if an editor or agent will read your manuscript.

## **But how do I get the editor, agent or art director to look at my work?**

After the conference, you may follow the submission guidelines published for attendees. All editors, agents and art directors also have the option of viewing the Portfolio Show.

## **When is my paid critique or roundtable?**

Many of the critiques and roundtables for this event are virtual. You should receive an email reminding you of your critique day and time. Missed critiques cannot be rescheduled. Arrive at your consultation early. Please check your sound and wifi or internet connection in advance of your time.

## **I've never received a critique before.**

### **How can I make the most of the fifteen minutes I have with this industry professional?**

If this is the first time anyone has ever seen your manuscript or portfolio, you may have an emotional reaction to it being discussed in such an objective manner. Just remember:

reviewers want to help you get your work submission ready—which often requires cuts and multiple rewrites. Listen to what they have to say and feel free to take notes. Ask questions and clarify things your reviewer says that you don't understand. Resist the temptation to defend your work. Be sure to thank them for their time and thought, and wait until after the conference to thoroughly process their feedback.

*Resist the temptation  
to defend your work.*

## **Will the reviewer offer to buy my manuscript?**

It is extremely rare for a manuscript to be sold during a critique session. The value of these critiques is professional feedback on your work and creating industry connections.

## **Is everyone here published?**

No. We have a variety of writers and illustrators who are traditionally published, self-published, and pre-published.

## **Can I ask the faculty questions?**

Absolutely! There will be Q & A time at the end of each session. Outside of sessions, you are welcome to chat with the faculty, but please be respectful of their time and privacy. This includes such common courtesies as not cornering them in the restroom, not interrupting conversations, and not monopolizing their time.

## **I need a critique group. How can I get invited into one?**

The only guaranteed way to get into a critique group is to start one. We have a writers' critique group coordinator and an illustrator group coordinator who can help you connect with others seeking critique partners.

<https://www.scbwi.org/regions/sfsouth/sf-south-member-resources/critique-connection>

## **What is the SCBWI SF/South policy for blogging and recording?**

Audio taping, video taping and/or transmitting or aiding in any of the foregoing of any part of any SCBWI event (including, but not limited to, presentations, individual sessions and networking events) is prohibited. Additionally, the material, including but not limited to handouts and presentations is copyrighted and may not be reprinted, blogged, written, orally transmitted, and/or reproduced without written permission of the copyright holder. We think it's great when bloggers share thoughts about their overall experience, offer a personal anecdote, and/or briefly talk about something that resonated with them. However, it is equally important that bloggers not give away that which is not theirs to give.

The fair use policy issued by SCBWI above refers to speakers' rights, authors' rights, and illustrators' rights, under any circumstances, and it pertains to the content of our speakers' talks, workshops, and/or handouts. This falls into the category of protecting intellectual property. Again, personal impressions, a quote that is cited, and/or a general overview would be considerate. However, it would be a breach of copyright law to give away a detailed report of a presenter's material without the presenter's express written permission. Thank you in advance for taking this policy into account. Your professionalism is greatly appreciated.

In addition, the sessions in the main room will be recorded and available for purchase for an additional \$5.

**Visit <https://www.scbwi.org/events/2024-golden-gate-day/register-info> to add on this option to your registration.**

## **Covid Policy for U.S. Events**

**Participation Promise:** You agree, on behalf of yourself and on behalf of any other person for whom you are obtaining this registration, that you will not attend the Event if, under the CDC's guidelines in effect at the time of the Event, it is recommended that, as of the date of the Event, you stay at home, quarantine and/or isolate (e.g., as a result of your testing positive, developing symptoms, or having a direct exposure to someone who has tested positive for COVID-19).

## **Covid Self-Screening for Event**

### **DAILY SELF-SCREENING QUESTIONS:**

- (1) Do you have any of these symptoms that are not caused by another condition? Fever or chills; Cough; Shortness of breath or difficulty breathing; Fatigue; Muscle or body aches; Headache; Recent loss of taste or smell; Sore throat; Congestion; Nausea or vomiting; Diarrhea.
- (2) If you are not fully vaccinated, have you been in close contact with anyone with COVID-19 in the past 14 days? Close contact is being within 6 feet for 15 minutes or more over a 24-hour period with a person; or having direct contact with fluids from a person with COVID-19 with or without wearing a mask (i.e., being coughed or sneezed on).
- (3) Have you had a positive COVID-19 test for active virus in the past 10 days, or are you awaiting results of a COVID-19 test?
- (4) Within the past 14 days, has a public health or medical professional told you to self-monitor, self-isolate, or self-quarantine because of concerns about COVID-19 infection? \*\*\*Participants answering YES to any of these questions will not be permitted access to the Event.

**The Society of Children's Book Writers and Illustrators (SCBWI) is dedicated to providing a safe and harassment-free environment for all of its members, volunteers, and employees and has a zero-tolerance policy regarding harassment, intimidation and discrimination.**

## 2024 FACULTY BIOS



### **LEUYEN PHAM - Keynote Author/Illustrator**

LeUyen Pham is a New York Times Bestselling and critically acclaimed author/illustrator of over 130 books for children. She is the recipient of many awards, including the 2020 Caldecott Honor for *Bear Came Along*, by Richard Morris, and is known with her frequent collaboration with Shannon Hale, including the graphic novel *Friends* series, the young reader *Princess in Black*, and the *Itty-Bitty Kitty Corn* series. Her own books include *Big Sister*, *Little Sister*, *The Bear Who Wasn't There*, and *Outside Inside*, a picture book that remembers the events of Covid and our year in lockdown.



### **JENNIFER MARCH SOLOWAY - Senior Agent, Andrea Brown Literary Agency**

Jennifer March Soloway (she/her) is a senior agent with the Andrea Brown Literary Agency. She loves working with writers and illustrators, and nothing gives her greater joy than to help an author elevate their story. She enjoys all genres and kidlit categories, from laugh-out-loud picture books to young adult. A suspense junkie, she adores action-packed thrillers and mysteries. Throw in a dash of (bad) romance, and she's hooked! But as much as she loves a good thriller, her favorite novels focus on family, relationships, sexuality, mental health, or addiction. Regardless of genre, she is most drawn to emotionally compelling voices and fresh perspectives. She has an MFA in Creative Writing and English from Mills College in Oakland and lives in San Francisco with her family and a bulldog. To learn more about Jennifer, follow her on Twitter (X?), @marchsoloway, and find her full wish list at [www.andreabrownlit.com](http://www.andreabrownlit.com)



### **SALLY KIM - Agent, Andrea Brown Literary Agency**

Prior to joining Andrea Brown Literary Agency in 2023, Sally Kim (she/her) spent more than fifteen years in children's book marketing and publicity at Macmillan, Penguin, and Chronicle Books. As an agent, Sally is looking to represent a wide range of children's book authors, illustrators, and author-illustrators. She is drawn to picture book, chapter book, and middle grade stories with a distinct voice, unexpected wit, aggressive pacing, punchy and/or emotionally resonant endings. When it comes to illustration, she gravitates to traditional mediums and is always on the lookout for versatile artists with a unique take on color, texture, perspective, and thoughtful details. Sally is especially eager to see authentic explorations of underrepresented cultures, relationships, and identities.



### **IAN LENDLER - Agent, Tracy McKinnon Literary**

Ian Lendler (he/him) is an Agent/Creative Director at McKinnon Literary. In addition, he is a multiple award-winning author of picture books, non-fiction (adult and middle-grade), and graphic novels. Over the course of his 25-year writing career, he has worked in every capacity from copy editor, magazine editor, freelance journalist, publishing assistant, as well as writing for commercials, TV, and film. His main love, however, is children's books.



### **TRACY SHAW - Art Director, Little Brown Books for Young Readers**

Tracy Shaw (she/her) has been in publishing for over 20 years at Little, Brown and Company, currently an art director at Little Brown Books for Young Readers (LBYS). She studied Illustration at RISD which led her to book design, and has worked on everything from board books to adult nonfiction. For 8 years she led the art direction of James Patterson's children's imprint, Jimmy Patterson Books, and is now back to doing what she loves best - picture books. She lives in Brooklyn with her husband who is Creative Director of First Second Books and their 2 kids. Needless to say their apartment overflows with books.



## 2024 FACULTY BIOS



### **CONNIE HSU - Editorial Director, Roaring Brook Press**

Connie Hsu (she/her) is the editorial director of Roaring Brook Press, an imprint of Macmillan Publishing Group. Authors and artists from her list include Vera Brosgol, Ruth Chan, Shannon Hale, Rainey Hopson, Angela Joy, Kevin Noble Maillard, LeUyen Pham, Dan Santat, Steve Sheinkin, Tillie Walden, and Janelle Washington. Books she's edited have included New York Times bestsellers, Caldecott Medal and Honor books, a Newbery Honor book, and a National Book Award winner. A recent highlight from her list is LUNAR NEW YEAR LOVE STORY. She was born in Taiwan, raised in Alabama, and now lives in Brooklyn.



### **KRISTIE CHOI - Associate Editor, Simon & Schuster**

Kristie Choi (she/her) joined Simon & Schuster in 2020 after previously sleuthing as a private investigator. She's acquiring for a range of YA/MG novels, graphic novels (early reader, MG, and YA), to picture books and select nonfiction. Kristie is looking for stories that have an original and timeless feel that young readers of all backgrounds can get lost in and feel seen in. Regardless of format, she's drawn to underrepresented voices (especially Native/Indigenous, BIPOC, queer, ND, and disabled); evocative, immersive prose; lyricism; smart and absurd, silly humor; complex characters; big ideas; twists and turns and an air of the unexpected; literary fantasy; and a standout voice. Kristie has been a lifelong detective of sorts and loves reading about everything from mystery/thrillers written with beautiful prose to coming-of-age tales of characters discovering the secrets of the universe. Her taste tends to run literary or "upmarket" for genre fiction, and she loves when writing doesn't underestimate the intelligence of young readers. Find her on Twitter/IG @MinjiPatterson.



### **IAN TSENG - Editorial Assistant, Chronicle Books**

Ian Tseng (he/him) is an Editorial Assistant in Children's at Chronicle Books, where he reports to Senior Editor Naomi Kirsten, and he is now beginning to acquire books for his own list as well. He loves to work on books that give life to their readers. For him, that means stories with a beating heart, with characters that he can call his best friends, in worlds that he can daydream about all day long. Along those lines, he's most drawn to fiction for all ages (although he can be tempted by truly fascinating nonfiction, too). And he remains committed to furthering our diversity movement in children's literature.

## **DID YOU KNOW?**

SCBWI's RECENTLY UPDATED  
NATIONAL WEBSITE HAS A NEW AND  
IMPROVED **RESOURCE LIBRARY**  
AND IS AVAILABLE TO ALL MEMBERS!

### **RESOURCES INCLUDE:**

- An Essential Guide to Children's Publishing
- An archive of over 40 years of SCBWI Bulletins
- Podcast conversations with industry pros
- Links to other industry-related organizations
- Virtual book launch parties

To access these resources and more, visit to [www.scbwi.org](http://www.scbwi.org), then click on "Member Home", then click on "My resources" at the top of your member home page.

## 2024 VIRTUAL FACULTY BIOS



### **SHULOKHANA KHAN - Editor, Scholastic**

Shulokhana Khan (she/her) is on the 0-8 team at Scholastic with a primary focus on picture books and board books. Open to books for all age ranges, she is particularly interested in books with strong voices that are funny, empowering, dark, or touching, with special interest in the variety of BIPOC experiences. She is trying to expand her roster of funny books in the picture book genre, and for upper-grade and YA, has a special interest in speculative fiction, queer fiction, zombies (that function as an allegory for our sociopolitical climate), pirates (heavily anti-colonial bent is very welcome!), lesser known fairytales eg. Donkey Skin, King Thrushbeard, and The Six Swans, and settings which are not primarily American or Euro-centric.



### **ELEONORE FISHER - Assistant Editor, Roaring Brook Press**

Eleonore Fisher (she/her) is an assistant editor acquiring for Roaring Brook Press. She is eager for submissions from creators of marginalized identities, and seeks strong storytelling across all age ranges and genres. She is hungry for manuscripts that express big ideas and feelings with beautiful language, humor, and vulnerability. Most of all, she wants stories that readers will carry with them long after reading. Eleonore is especially interested in speculative, gothic, and queer works. Books she has co-edited include JUNIPER'S CHRISTMAS by Eoin Colfer, THIRSTY by Jas Hammonds, and DEAD GIRLS DON'T DREAM by Nino Cipri.



### **CARTER HASEGAWA - Senior Editor, Candlewick Press**

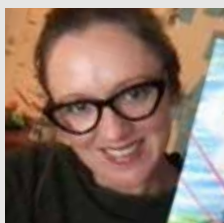
Carter Hasegawa is a senior editor at Candlewick Press. He loves to work on picture books but is open to all formats. Some of his favorite, non-Candlewick books include: WATERCRESS, MY PAPI HAS A MOTORCYCLE, ONE BOY WATCHING, LAST STOP ON MARKET STREET, TAR BEACH, A CHAIR FOR MY MOTHER, TWO WHITE RABBITS, and many, MANY others. Originally from Seattle, he now lives in Boston with his wife and two young sons.



### **WENDI GU - Literary Agent, HG Literary**

Wendi Gu is a children's book literary agent at HG Literary. She's lucky to represent voice-driven authors and dynamic visual artists who create early readers, picture books, middle grade, and young adult novels.

## 2024 VOLUNTEER ACTIVITY LEADERS



**STEPHANIE LUCIANOVIC – Author**



**CHRISTINE EVANS – Author**



**SHIRLEY NG-BENITEZ – Author/Illustrator**

# 2024 POST-CONFERENCE FACULTY SUBMISSION GUIDELINES

*As a rule, faculty prefer you take what you have learned from the conference and revise your manuscript or dummy before submitting. Please be professional and follow all guidelines outlined below.*

## **Jennifer March Soloway:**

**What to submit:** Query Letter + the first 10 pages of a novel

Please submit via email or Query Manager, [QueryManager.com/JenniferMarchSoloway/SCBWI](https://querymanager.com/JenniferMarchSoloway/SCBWI), with the subject line of "SCBWI Golden Gate Day 2024".

*I wish everyone the best of luck with their projects! I hope to respond within 12 weeks.*

## **Sally Kim:**

**What to submit:** Query letter along with portfolio link, full picture book manuscript, or fifty first pages of a chapter book or middle grade novel.

Please submit via email or Query Manager, <https://querymanager.com/query/sallyabla>, with the subject line of "SCBWI SFS 2024".

*I aim to respond to all queries within a month.*

## **Ian Lendler**

**What to submit:** For picture books, please submit the full manuscript. For non-fiction or chapter books, please submit the first ten pages. Graphic novels, Please send first ten pages of script, synopsis, and first ten inked pages.

Please submit via email to [ian@mckinnonliterary.com](mailto:ian@mckinnonliterary.com), with the subject line of "SF SCBWI manuscript submission".

*I will respond via email within 2 weeks.*

## **Tracy Shaw**

**What to submit:** Please send art samples, portfolio/website links, and book dummies.

Please submit via email to [Tracy.Shaw@hbgusa.com](mailto:Tracy.Shaw@hbgusa.com), with the subject line of "Artwork/book dummy for review".

*Art Directors don't acquire, but we play active roles in suggesting artists and book dummies to Editorial. I will respond via email and ask for a month before querying again.*

## **Kristie Choi:**

**What to submit:** For picture books, send the query letter and full manuscript or dummy; for novels, send the query letter and first 10 pages.

Please submit via email to [kristie.submissions@gmail.com](mailto:kristie.submissions@gmail.com) with the subject line of "SCBWI Golden Gate: [TITLE of the book] by [author name]".

*I'll do my best to respond to all submissions via email within 2 months, but please assume that no response after 2 months is a pass. Please make sure to indicate the genre and age format of the manuscript in your query letter (ex. young adult contemporary, middle grade fantasy, picture book, picture book biography)*

## **Connie Hsu:**

**What to submit:** Connie will be accepting submissions from those attendees with agents only. Agents may email Connie directly with "SCBWI attendee" in the subject line.



# 2024 POST-CONFERENCE FACULTY SUBMISSION GUIDELINES

## Ian Tseng:

**What to submit:** Query letter with full picture book manuscript/dummy OR first 10 pages of Middle Grade manuscript (OR full novelty or board book manuscript/dummy).

Please submit via email to [ian\\_tseng@chroniclebooks.com](mailto:ian_tseng@chroniclebooks.com) with the subject line of "SCBWI San Francisco South - Golden Gate Day 2024 Submission: [TITLE] by [NAME]".

*I will respond by email within two months.*

## Shulokhana Khan:

**What to submit:** A brief summary, full MS for picture books and board books, or first 10 pages for longer projects.

Please submit to [skhan@scholastic.com](mailto:skhan@scholastic.com) with the subject line "SCBWI San Francisco South - Golden Gate - Submission".

*My response time is 6-10 weeks and I will respond by email. Kindly submit only one manuscript at a time.*

## Eleonore Fisher:

**What to submit:** For picture books: query letter and full manuscript and/or layout. For novels: query letter and first 20 pages of manuscript, double spaced in 12 point Times New Roman please.

Please submit a hard copy via postal service to Eleonore Fisher, Macmillan Children's Publishing Group, 120 Broadway, 24th FL, New York, NY 11238 with "ATTN: SCBWI Golden Gate Day 2024 Submission".

*I will respond via snail mail within one month of receipt. Please make sure the comps in your query letter were originally published in 2021 or later. Also, please include what inspired you to write your manuscript and what you hope your dream reader takes away from your story.*

## Carter Hasegawa:

**What to submit:** A query letter in body of email with full MS as Word attachment.

Please submit to [carter.hasegawa@candlewick.com](mailto:carter.hasegawa@candlewick.com) with the subject line "SF/South SCBWI [TITLE of MS]".

*I will respond within 6 months.*

## Wendi Gu

**What to submit:** For novels, please include the query and first ten pages. For picture book illustrators and author/illustrators, please include your dummy or portfolio.

Please submit to <https://QueryManager.com/wendigu>

*Even though her list is full of them, Wendi sometimes can't resist a gorgeous picture book text. So if you have one of those, please send it as well. I will respond in 8 weeks.*



**STAY CONNECTED**  
**with SCBWI SF South**

- Visit our official website at [www.scbwi.org/regions/sfsouth](http://www.scbwi.org/regions/sfsouth)
- Like us on Facebook at [facebook.com/groups/sfsouth](https://facebook.com/groups/sfsouth)