

KITE TALES

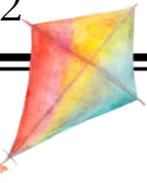


Illustration by Sarah Mattes, [Website](#), [Instagram](#)

A NOTE FROM YOUR REGIONAL TEAM

I've always loved the 4th of July. The Sanders family gathered for the 4th at Uncle Richard and Aunt Becky's house. They had the only in-ground pool. The kids spent the day swimming and the adults chatted, caught up on news, and created a picnic feast. The night began with sparklers and ended with the crisscrossing sizzle of bottle rockets. Truthfully, my memories of those family reunions may be even better than the actual events!

Most creators hope to write, draw, or make something that will be like the climax of a New York City-style fireworks display. Something that elicits oohs and ahhs and applause. However, most of us probably will need to be content with work more on the level of the Sanders' family 4th of July celebration! But fireworks are fireworks and creating is creating. All can be enjoyable. Some of our work will be like:

Firecrackers—exploding on the scene quickly with a bang.

Sparklers—spreading a glow into the world that may be passed from one person to another to savor the experience.

Roman Candles—sending one great thing after another into the sky of kidlit.

Rockets—blasting off into a higher-than-usual orbit and making a big, fire-y chrysanthemum-like explosion that causes folks to stand up and take notice.

Honestly, some of our work may be a dud—like one of those fireworks where the fuse fizzes but nothing every comes of it. Not to worry. Just remember to manage your expectations and keep the fireworks—and your creative energy—coming. Your continued work and our combined efforts may result in a Sanders-style 4th of July celebration or be worthy of big-city fireworks display. Just like those family reunions of long ago, the memories of our work can linger with our readers and viewers long after the experience.

Rob Sanders, Co-Regional Advisor

Call For Good News!

We would love to celebrate good news with you. If you have career milestones to share, please [use this form](#) to submit them for the next newsletter (examples: new book contracts, upcoming book releases, magazine covers or articles, signing with an agent, book signings, etc.).

Call for Illustrations!

If you would like one of your illustrations in our regional newsletter, please submit jpegs or links to your portfolio [with this form](#).

Call for Volunteers!

Many hands make light work. We are always looking for volunteers throughout our region. If you are interested in volunteering, [please use this form](#) to let us know!

Looking for a Critique Group?

[Fill out this form](#) and our critique group team will help!

Your Regional Team



Rob Sanders
Co-RA



Becky Herzog
Co-RA



Adriana Hernandez
Bergstrom, ARA 1



Candy Barnheisel
ARA 2

UPCOMING EVENTS

SCBWI FLORIDA'S FIRST-EVER

Agent Day

Saturday, July 16, 2022

10:00 AM-4:00 PM

A Virtual Event for Everyone!

The pitch deadline has passed, but Agent Day still has so much to offer! Don't miss this opportunity to spend the day learning from an agent who acquires picture books, middle grade, and young adult (and lots of things in between) and represents authors and illustrators.

MORE ABOUT THE AGENT DAY SESSIONS

AGENTING 101: Do You Need an Agent?

Do you really need an agent? What does an agent even do? In this discussion, Rachel will explain what an agent does, using examples of the many ways she works with her own clients. She'll end with a Q&A so that everyone has a general understanding of agenting before moving forward to the specifics.

READY? Looking at Your Work with a Critical Eye

How do you know when you're ready to start querying agents? Is your work strong enough? And, perhaps even more importantly, is your skin thick enough for the feedback? In this session, Rachel will look at feedback she has given to authors and illustrators, as well as common reasons for rejections that she has seen in the industry. She'll also talk about the kind of clients she is looking to represent.

GET SET! Preparing Your Work for Submission

You're ready to start querying agents. But what exactly do you need to get set before you do? Rachel will guide you in the art of query writing, with a specific focus on the ever-so-important (yet often-very-elusive) marketing hooks. There will also be some hands-on activities here, including drafting loglines and flap copy, and practicing informal pitches.

GO! Researching Agents and Agencies

You've prepared your submission, but who are you going to send it to? Which agent and agency would be the best fit for you? In this discussion, Rachel will provide an overview of the different kinds of agents and agencies out there, as well as some points to consider as you begin your search. She'll end with a Q&A in order to address any questions that participants may have from the day's sessions. We'll include by having Rachel announce the 10 critique winners from pitch submissions!

Can't Attend the Day of the Event?

Don't worry! Agent Day will be recorded and available for 30 days after the event to all participants.

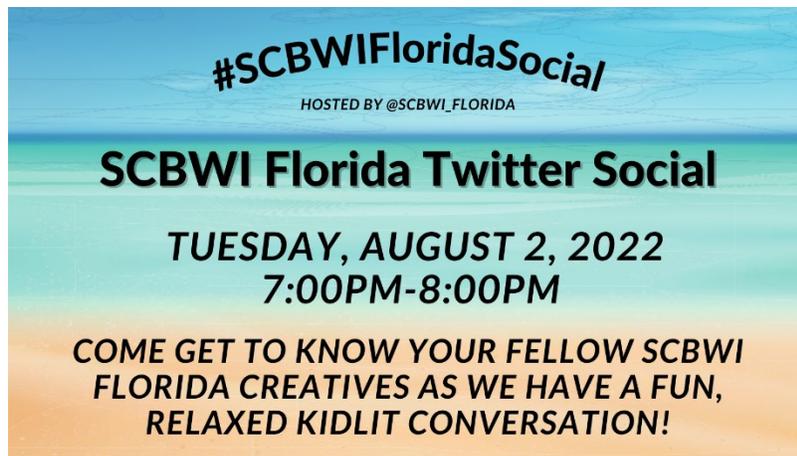
MORE ABOUT RACHEL ORR OF PROSPECT AGENCY



Rachel Orr is celebrating her fifteenth year at Prospect Agency, where she represents both authors and illustrators in projects ranging from picture books through YA. She previously worked for eight rewarding years at HarperCollins Children's Books and uses those editorial skills to help prepare her clients' work for submission. Her clients include Sudipta Bardhan-Quallen (*Chicks Rock!*), Cathy Carr (*365 Days to Alaska*), Samantha M. Clark (*Arrow*), Cori Doerrfeld (*The Rabbit Listened*), Leeza Hernandez (*Did You Burp?*), Rebecca Huang (*Bobo and the New Baby*) and Keith and Larissa Marantz (*Clyde Likes to Ride*). Rachel lives in Hoboken, New Jersey, with her husband and two children, where she enjoys dancing, running, and reading, of course.

[CLICK HERE FOR MORE INFORMATION AND TO REGISTER NOW!](#)

UPCOMING EVENTS



SAVE THE DATES!

2022

- First-ever **Agent Day**—Saturday, July 16, 2022—VIRTUAL!
 - Featuring agent Rachel Orr, Prospect Agency
- **SCBWI HQ Summer Conference**—August 5-7, 2022—VIRTUAL!
- **Rising Kite Writing and Illustration Contests**—Entry Period: September 1-30, 2022
- **Boot Camps** Around the State—Saturday, September 10, 2022—LIVE!

2023

- **Critique-a-Palooza** followed by a session of learning and celebration followed by the Rising Kite Awards—Saturday, January 14, 2023—VIRTUAL!
 - Evening keynote address: Sarah Baker, Executive Director, SCBWI
- **SCBWI HQ Winter Conference**—February 10-12, 2023
- **SCBWI Florida Regional Conference**—May 19-21, 2023—LIVE!
 - THEME: SURF'S UP! Making Waves in Kidlit
 - LOCATION: Embassy Suites
Ft. Lauderdale, Florida

UPCOMING FREE FACE-TO-FACE MEETINGS/LIVE AND VIRTUAL

2022

- August—LIVE!
- October—VIRTUAL!
- November—LIVE!
- December—Annual Virtual Round Tables Holiday Extravaganza—VIRTUAL!

2023

- February—LIVE!
- March—VIRTUAL!
- April—LIVE!
- June—LIVE!

FACE-TO-FACE LOCATIONS

Jacksonville Area—Facilitator: Eileen Meyer
Orlando/Mid-state Area—Facilitator: TBD
South Florida Area—Facilitator: Mindy Weiss
Tampa Bay Area—Facilitator: JC Kato

LOOKING BACK



Reunited and It Feels So Good 2022 Regional Conference Reflections

After attending a great SCBWI conference, we feel inspired, motivated, and determined to take on the publishing world. Don't let that fire go out! Here are 10 tips to stoke the embers and keep your motivation burning bright.

1. Regularly review your notes and handouts from the conference.
2. Set some creative goals for the months ahead.
3. Prepare to query faculty from the conference.
4. If you haven't already, put some time aside to work on your craft!
5. Join or form a critique group. [Click here](#) to learn about our SCBWI Florida groups.
6. If you use social media, take a few minutes to connect with the people you met.
7. Share your successes! [Click here](#) to let us know about your good news for our next newsletter.
8. Review and update your profile on the SCBWI.ORG website.
9. Get involved in the Florida Region! [Click here](#) to fill our Volunteer Form.
10. Look for more ways to learn. [Register for and attend Agent Day!](#)

PAL MEMBER SPOTLIGHT



This month, Jason Pratt interviewed author-illustrator and SCBWI Florida's Co-ARA Adriana Bergstrom. Adriana Hernandez Bergstrom is a mixed-media illustrator who loves creating charming characters, heartfelt paintings, and sweet imagery for kids and kids-at-heart. Her work can be found on greeting cards, wrapping paper, and in books. A Florida native, she has lived all over the U.S. and Western Europe, but is now back in her home state working from her studio among the palm trees and rocket launches. Her first picture book as author-illustrator, *ABUELITA AND I MAKE FLAN*, releases August 9, 2022, from Charlesbridge Publishing.

JASON: Hi, Adriana! Congratulations on the recent release of *ABUELITA AND I MAKE FLAN*! For those who have not yet had the opportunity to read it, could you tell us what the book is about?

ADRIANA: Hello SCBWI Florida! Sure! *ABUELITA AND I MAKE FLAN* is about Anita, who is so very excited to be making flan for Abuelo's birthday, but when she accidentally breaks Abuelita's treasured flan serving plate from Cuba, she struggles with what to do. She knows it's right to tell the truth, but she is scared of the fallout. The story is told in English with Spanish phrases and is complete with a glossary of Spanish terms and a traditional recipe for flan de queso. *ABUELITA AND I MAKE FLAN* is a delicious celebration of food, culture, and family!

JASON: This is your debut book as an author-illustrator. In what way(s) was the process different for you, approaching the work from both perspectives?

ADRIANA: It was definitely a double-edged thing to be both author and illustrator especially during the editing phase. If a story isn't working you can edit the image or the text, right? That means you're thinking as both writer and illustrator and the possibilities for solutions can be overwhelming. But I was lucky to have a wonderful editor and art director and they had a great process to streamline this exact situation. I edited text first, then image, then adjusted text, then finalized art. It was interesting to be treated as a writer for the first time!

JASON: What advice would you give other illustrators who may be interested in writing as well?

ADRIANA: Writing is a craft much like illustration in that it takes time and patience to improve. And like the sketch process, writing takes shape through editing and refining. To help take the leap into writing, I took courses, shared with my critique groups, and submitted work to several SCBWI conference critiques to polish this manuscript. All of it really helped give me the confidence to submit it as an author and illustrator to my agent. My subsequent writing efforts have gone much smoother as a result!

JASON: What are you currently working on that you are most excited about?

ADRIANA: I'm super excited to be finishing up my first non-fiction book as author and illustrator! My next project is *TUMBLE* (Scholastic, 2023), and it is about tumbleweed seed dispersal. It has sparse text and a minimalist illustration style that I really loved working in which reflected the story which is set in the beautiful American Southwest. It is a very, very sweet book and I hope everyone loves it!

QUOTEABLE QUOTES

LIGHT UP YOUR DAY WITH SOME QUOTES

“Laughter is the fireworks of the soul.”
—Josh Billings

“Life is like fireworks. You can close your eyes and be scared or open them and enjoy the view.”
—Unknown

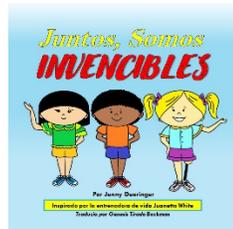
“There’s a spark in you. You’ve just got to ignite the light and let it shine.”
—Katy Perry

“Not all magic is fireworks and fanfare. Sometimes magic is quiet and sneaks up on you.”
—Jeff Guinn

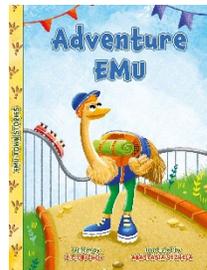
“You have to find what sparks a light in you so that you in your own way can illuminate the world.”
—Oprah Winfrey

KUDOS CORNER

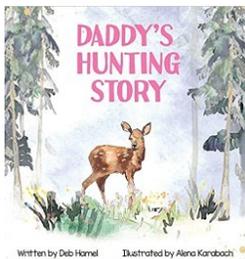
Jenny Dearing released **TOGETHER WE ARE FIERCE**, a picture book about how working together solves problems. Jenny also released the book in Spanish, **JUNTOS, SOMOS INVENCIBLES**.



Adriana Herzandez Bergstrom has a new book deal with Scholastic for her nonfiction picture book, **TUMBLE**, about the lifecycle of the tumble weed.



Karyn Friedman-Everham’s debut book, **OTTER OUGHTA KNOW**, will be published by Scholastic in the spring of 2024.



Deb Hamel’s first two books in her “Daddy’s Hunting Series” were just published (**DADDY’S HUNTING STORY** and **DADDY BOUGHT ME A BOW**).

R.C. Chizhov's picture book, **ADVENTURE EMU**, releases on September 6, 2022! This is the second book in the series about “Emu Town Stories”.

DO YOU HAVE GOOD NEWS TO SHARE?

We would love to celebrate good news with you. If you have career milestones to share, please [use this form](#) to submit them for the next newsletter (examples: new books contracts, upcoming book releases, magazine covers or articles, signing with an agent, book signings, etc.).

HAVE YOU RENEWED YOUR MEMBERSHIP?

Visit www.scbwi.org to renew your membership and update your email and mailing address!

CLICK TO CONNECT WITH THE SCBWI FLORIDA REGION

