



SOCIETY OF CHILDREN'S BOOK  
WRITERS AND ILLUSTRATORS

## NEW YORK: West/Central Upstate September 2025

Region counties are Allegany, Broome, Cattaraugus, Cayuga, Chautauqua, Chemung, Chenango, Cortland, Delaware, Erie, Genesee, Herkimer, Jefferson, Lewis, Livingston, Madison, Monroe, Niagara, Oneida, Onondaga, Ontario, Orleans, Oswego, Otsego, Schuyler, Seneca, Steuben, St. Lawrence, Tioga, Tompkins, Wayne, Wyoming, and Yates.

Join us for an interactive  
listening session!

# YOUR VOICE SHAPING OUR REGION 2025-26

The SCBWI New York: West/Central Upstate regional team invites you to an interactive listening session. As we plan our 2025/26 event schedule, we want to hear what is most important to you. We are committed to bringing you high quality events and submission opportunities.

Consider the kinds of programming you might like and what industry professionals you want to learn from. Are you interested in craft workshops, panel discussions, critiques, pitch opportunities, in-person events, and social gatherings?

Join us for this REGIONAL MEETING for SCBWI Premium Members living geographically in the New York: West/Central Upstate Region, Tuesday, September 9th,  
7:00 PM -8:00 PM EDT on Zoom

**Patty Wurster**: Regional Advisor

Annisa Glover: Illustrator Coordinator  
Sue Heavenrich: Co-ARA and PAL Coordinator  
Cait Darfler: Co-ARA

Register for Your Voice Shaping Our Region

## A Warm Welcome to Annisa Glover: Illustrator Coordinator



**Annisa Glover** is a Brooklyn-born illustrator and author currently residing in Buffalo, New York. She earned her Bachelor of Fine Arts in Illustration from the Fashion Institute of Technology and was honored with the **2020 SCBWI Student Illustrator Scholarship Award**. As a visual storyteller, Annisa's work emphasizes multicultural experiences, authentic representation, and the celebration of traditional artistry and craftsmanship. Her passion for art has been a lifelong journey, shaped by her quest for identity and voice. Now, she aims to inspire others to embark on their own journeys of self-discovery.

[Learn more about Annisa.](#)

## September Events:

# BACK TO SCHOOL WITH SCHOOL VISITS

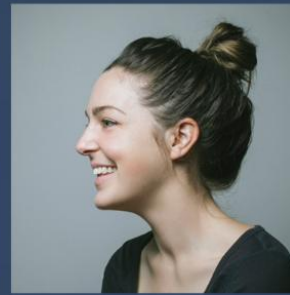
## PART 1: CREATING AUTHOR/ILLUSTRATOR SCHOOL AND LIBRARY VISITS

with

Kathy Halsey

Alisha Gabriel

Brianne Farley



Tuesday, September 16th, 7-8:30 PM EST on Zoom

### Part 1 - CREATING Author/Illustrator School and Library Visits

School and library visits are a great way for authors and illustrators to connect with readers and the teachers and librarians who buy the books. This two-part webinar series addresses how to develop your program, and how to reach out to schools and libraries for booking opportunities.

Panelists will share their insight into developing an effective and fun program. **Kathy Halsey** will address things that authors and illustrators need to think about as they develop a program. **Alisha Gabriel** will talk about adapting programs for different age groups and different venues. **Brianne Farley** will share what an illustrator visit might look like.

Tuesday, September 16th, 7:00 PM -8:30 PM EDT on Zoom.

THIS EVENT WILL BE RECORDED.

Pricing: \$15 for SCBWI Premium members. \$25 for non-members.

Coming Soon: PART 2 - GETTING School and Library Visits - Tuesday, October 7th!

Register for Back to School with School Visits - Part

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Join us for a

# NOVEL CONNECT



**Let's get those first pages ready to hook an agent or editor!**

We'll talk about what to include in your opening pages and how to critique them respectfully. We'll reserve plenty of time for participants to share their first 250 words with the audience for feedback (if interested). Whether you're sharing your first page or just want to know more about what agents/editors look for when reviewing your opening pages, please join us!

Hosted by **David Neuner**, agented YA thriller writer, and Novel Connect Facilitator.

Tuesday, September 23rd, 7:00 PM -8:30 PM EDT on Zoom.  
This Novel Connect is FREE for SCBWI Premium members.

**Register for Novel Connect**

Join us for an

# ILLUSTRATOR CONNECT

## **Submitting your work: Digital Portfolios and Dummies for Illustrators and Author/Illustrators.**

We'll discuss what should be included in your portfolio when submitting to an art director. If you're submitting work to an editor, that you've written and illustrated, you'll need a dummy that will showcase your illustrations. We'll discuss formatting (page count, bleeds, gutters, etc.) Contributions to the discussion are welcome. Bring your questions *and* your expertise.

If you've created a digital portfolio or dummy, bring it to share. We'll fit in as many people as we can.

Hosted by **Kate Woodle**, published illustrator, PAL member, and Illustrator Connect Facilitator.

Tuesday, September 30th, 7:00 PM -8:30 PM EDT on Zoom.  
This Illustrator Connect is FREE for SCBWI Premium members.

**Register for Illustrator Connect**

## **PAL News:**

From PAL coordinators, Dee Romito & Sue Heavenrich

## You asked. We answered!

You asked for some webinars on school and library visits. So our region is delivering. We've got a 2-part "Back to School With School Visits" webinar series:

Tuesday, September 16th: Part 1: "CREATING Author/Illustrator School and Library Visits"

and

Tuesday, October 7th: Part 2, "GETTING Author/Illustrator School and Library Visits"

If Tuesday night isn't ideal for you, this webinar series will be recorded.

You should already have received an email yesterday about a special offer for SCBWI New York West Central Upstate PAL members. If not, contact [Sue Heavenrich](#) or [Patty Wurster](#) before registering for this event.

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## Call for good news!

We've got Fall Releases highlighted on our regional webpage and on the PAL page carousel. If your book isn't there, please reach out to your PAL coordinator, [Sue Heavenrich](#)

Our next newsletter comes out at the beginning of October. Please let me know if you have events you'd like to promote, book launch parties, etc.

**Looking ahead:** If you have a book coming out between Dec 2025 - June 2026, please let me know! I want to celebrate our good book news in our newsletter (which goes out to hundreds of people!) and our website.

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## Connect with local PAL members!

The members on our PAL page have chosen "New York: West/Central Upstate" as their home region, designating our region as where they are geographically located. If you are NOT on our PAL page and feel like you should be, let us know.

**PAL on SCBWI  
Website**

## Illustrator News:



## 'Design our Regional Graphic' Contest

SCBWI New York: West/Central Regional Team is looking for regional artwork to offer a fresh new look that represents our region! We will incorporate the official SCBWI logo into your artwork's design to create our regional graphic. The winning piece will be featured on all regional SCBWI newsletters, flyers, and social media posts.

**Design Guidelines**

- All art considered must be appropriate for the children's book market!
- All mediums welcome! (Original digital work must be high resolution; 300 dpi).
- Artwork MUST be both in COLOR and a vignette! (Preferably not a complete rectangle or square).

### Submission Guidelines

- Current SCBWI members across the region are invited to submit their design to represent the exceptional talent and limitless possibilities our region has to offer!
- Preview Image Size: 150 dpi and 1600 px - 2000 px width (so it's consistent for everyone).
- Please do not add the SCBWI logo or region name to your artwork submission.
- Questions email [Annisa Glover](mailto:Annisa.Glover@scbwi.org)

**DEADLINE:** Send your design to [Annisa Glover](mailto:Annisa.Glover@scbwi.org) by **October 8th!**

The SCBWI New York: West/Central Regional Team has sole discretion to withhold this award.

### Draw This September Prompt: TRAVEL

Post your work to Bluesky, Instagram, and in your SCBWI Illustrator Gallery with the hashtag #SCBWIDrawThis. Deadline is the last day of each month. [Learn more here.](#)

### REGIONAL Website Illustrator Gallery Page!

Update or create your SCBWI Illustrator Gallery on your Profile. Make sure you select New York: West/Central Upstate as your region. If you are not included on this page or need assistance, contact [Annisa Glover](mailto:Annisa.Glover@scbwi.org)

**Illustrators on SCBWI Region Website**

**SCBWI**  
WILL BE AT THE 2026  
BOLOGNA CHILDREN'S BOOK FAIR

**LEARN MORE!**

**Apply for the Bologna Scholarship**  
August 1 - September 30, 2025

Each year, a panel of judges will review submissions to this grant online. The winner will receive a ticket to the Bologna Book Fair, travel fare, and a stipend for accommodations. The winner will have an opportunity to show their portfolio to publishing professionals,

display their portfolio at our industry party in Bologna, and attend the prestigious fair.

## Bologna Scholarship Information

### SCBWI Featured Illustrator!

SCBWI features one illustrator premium member each month whose art is highlighted prominently on the homepage and all SCBWI social media. The SCBWI site receives over 191K hits each month, the SCBWI Instagram account has over 37K followers, the SCBWI Twitter account has 44K followers, and the SCBWI Facebook has 5K followers. That is a lot of eyes on your work! Get exposure to professionals and book buyers through our media.

## Guidlines for Featured Illustrator

## ShopTalk Around the Region:

### Ithaca ShopTalk

For SCBWI folks close to Ithaca, join us in October for our fall Ithaca ShopTalk meeting for some character workshopping. We'll be meeting on Wednesday, October 22nd, from 6:45-7:45 PM in the Schwarz-Jacobsen room at the Tompkins County Public Library. Come with a character in mind from a project you're working on and we will have a meet and greet and do some interviewing to help you work on character development. Stay tuned for more details.

For more information or if you'd like to be added to the Ithaca ShopTalk e-mail list, contact [Heidi Marschner](#)

## Query Corner:

**TIP #4: Keep your Query letter short and simple. If you're in doubt if you should include it in your query.... You probably shouldn't.**

- Opener
  - Dear [agent full name]
  - Personal connection, if you have one [I enjoyed your presentation at X workshop] otherwise move onto why your story is for them.
  - "Based on your interest in... [anything from their wish list that makes you think they'll like your story]
  - Then hook them with the pitch!
- The HOOK
  - Your best pitch, 1-2 sentences.
  - Don't forget the stakes!
  - You can put some of the meta-data here, or in the paragraph below.
- The BOOK
  - This paragraph includes your title, genre/category, word count, comp titles, protagonist, wants, conflict and stakes.
  - I like to add themes within the comp titles, so they can anchor to the important parts of your comps.
    - Like *[comp title within the past 3-5 years or less]*, YOUR STORY TITLE is a love letter to the quiet, magical moments that happen outside, while also offering the reader a heartwarming family history

akin to *[second comp title]*, with an invitation to explore the balance with nature, and the ebbs and flow of life on a family farm.

- The COOK
  - This paragraph is about YOU! Include any writing or manuscript related credentials.
    - Only include where you went to school/degrees if specifically writing related
    - Keep it professional and focused.
  - Mention anything that conveys you are a serious writer, including being an active member of SCBWI.
    - Don't include every class or workshop taken
    - Keep It Simple Sweetie!
- Professional Closing
  - You can include your website or social links after your name/signature

Consider getting your query letter critiqued. Critique partners are great for this!

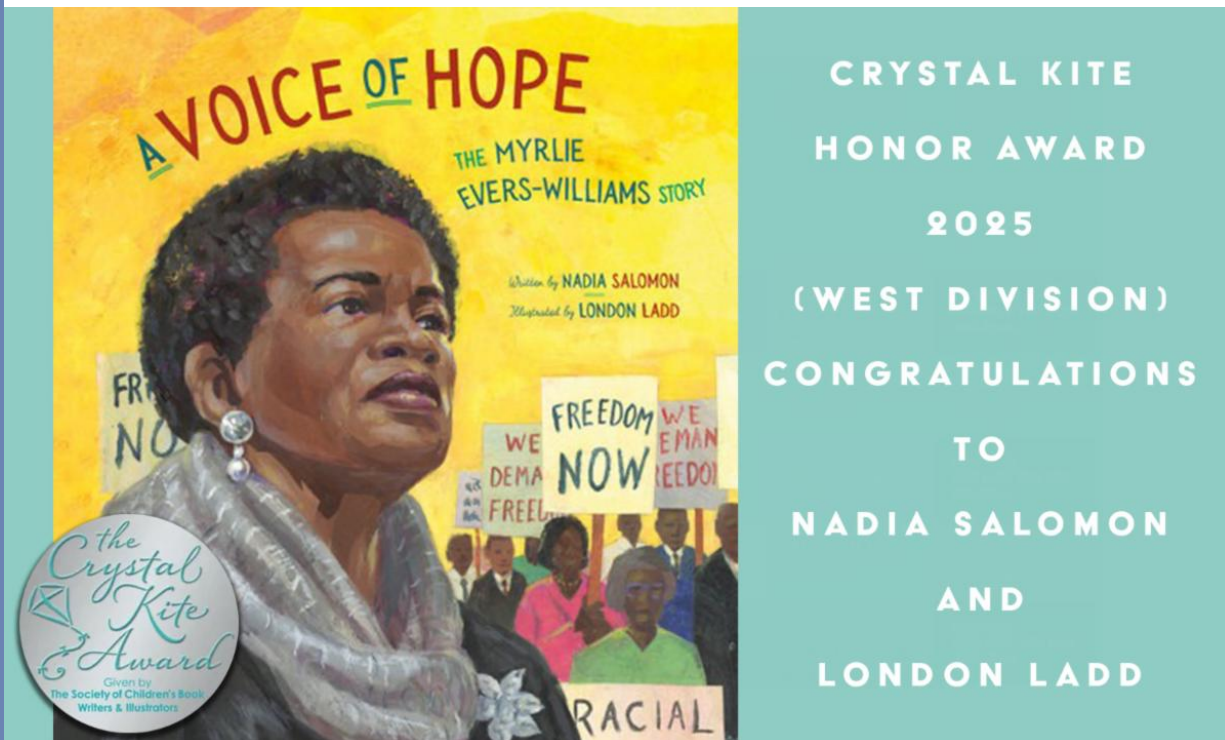
From Cait Darfler

## Let's Celebrate!!!

**Sarah Mead** for volunteering for the position of Picture Book Connect Facilitator! Sarah is an agented children's book author, writer at 585 Magazine and 585 Kids Magazine, and President of the Rochester Area Children's Book Writers and Illustrators!

**Kate Woodle** for volunteering for the position of Illustrator Connect Facilitator!

**Kanchalee Deganis-Librera** for volunteering for the position of Social Media Coordinator!



**London Ladd**, illustrator, for receiving the Crystal Kite Honor Award 2025 (West Division) with author, Nadia Salomon for *A Voice of Hope - The Myrlie Evers-Williams Story*!

Congratulations London Ladd!

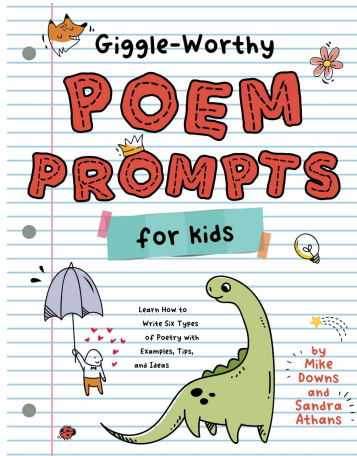
*Milo's Moonlight Mission* by Kathleen Blasi





Captain Milo is ready for takeoff! If only he didn't have to wait for his Second-in-Command--or as he also calls her, Mom--to report for duty. Yet Mom's list of daily tasks grows ever longer, and she can't launch until they're done. So, like any good captain, Milo offers to help! Relaunched from Picnic Heist Publishing, August, 2025. Illustrated by Petronela Dostalova.

Find out more about [Kathleen](#)



***Giggle-Worthy Poem Prompts For Kids*** by Sandra Athans

*Giggle-Worthy Poem Prompts For Kids* released this past spring. Co-authored with Mike Downs, this book is filled with easy-to-follow guidelines, how-tos, tips, advice, and poetry prompts for kids from 8-12. It highlights free verse, haiku, limericks and more. Red Wolf Press, March 2025.

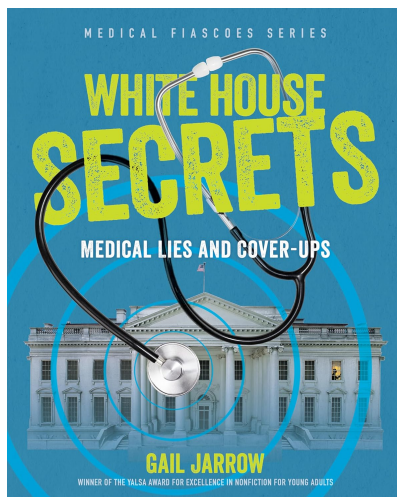
Find out more about [Sandra](#)



***Light and Air*** by Mindy Nichols Wendell

*Light and Air* is now out in paperback. It's 1935, and tuberculosis is ravaging the nation. When Halle and her mother both come down with TB, they are shunned – and sent to the J.N. Adam Tuberculosis Hospital. Tucked away in the woods of upstate New York, it's far from home, far from family, far from the world. The hospital is a closed and quiet place, but it's not a prison. Holiday House, July 2025.

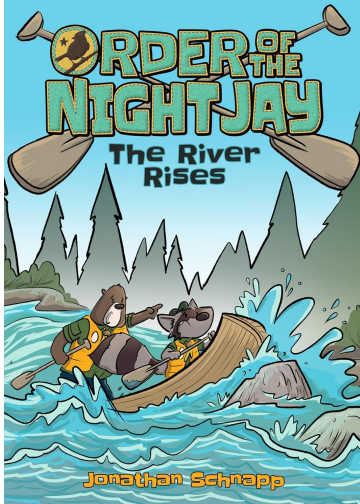
Find out more about [Mindy](#)



***White House Secret*** by Gail Jarrow

*White House Secrets* [Medical Fiascos series] Did you know President Woodrow Wilson suffered a paralyzing stroke that his wife and doctors concealed for months? Neither did the American public. The public also didn't know that President Grover Cleveland had life-threatening cancer surgery in 1893 – on a boat! This book is filled with shocking-yet-true stories of presidential medical cover-ups from the 19th to the 21st century. Calkins Creek, September 23, 2025.

Find out more about [Gail](#)



*Order of the Night Jay* by Jonathan Schnapp

*Order of the Night Jay (Book 2): The River Rises*  
Return to the wilderness with nervous bear Frank and excitable raccoon Ricky as they dive deeper into the long-lost (and supernatural) secrets of Camp Jay Bird. Frank and Ricky are in trouble. They broke camp rules, made enemies of all the other scouts, and released something dark and scary in the forest that might be out to get them! Top Shelf Productions, October 7, 2025.

Find out more about [Jonathan](#)



*Who Was Wilma Mankiller?* by Andrea Page

Wilma Mankiller became the first woman principal chief of the Cherokee Nation in 1985, but her political activism and dedication to her Native community began long before then. From aiding the Occupation of Alcatraz in 1969 through the present, she has never stopped fighting for the rights of Native Americans. Penguin Workshop, September 2, 2025. Illustrated by Stephen Marchesi.

Find out more about [Andrea](#)

Send your Good News by 1:00 PM EDT on the last Friday of the month to:  
Regional Advisor; [Patty Wurster](#)  
PAL Members can send your Good News to  
Co-ARA/PAL Coordinator [Sue Heavenrich](#)

## SCBWI Events and Information:

### SCBWI Regional Virtual Events:

SCBWI regions offer affordable virtual events featuring industry professionals from all around the globe – and you can attend from the comfort of your own home! Check here often to find a webinar that fits your interests and your budget.

**SCBWI Regional Virtual  
Events**

### Mission Statement

The Society of Children's Book Writers and Illustrators (SCBWI) is a 501c3 non-profit and the preeminent membership organization for children's book creators. We are a global community of writers, illustrators, translators, publishers, librarians, advocates, and other industry professionals working to establish a more imaginative and inclusive world through the power of children's literature.

Our mission is to support the creation of an abundance of quality children's books, so that young people everywhere have the books they need and deserve.



**Creativity**

**Connection**

**Professionalism**

Your Membership experience begins in the


### MEMBER HOME *It's Your SCBWI Resource Center*

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Events**

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**Upcoming  
Award  
Information**



**Learn more at [scbwi.org](https://scbwi.org)**

Grab your **BADGE**: click image below for link



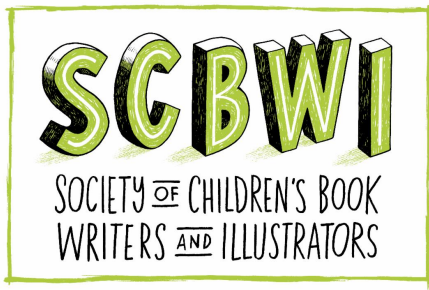
### Translation in SCBWI:

SCBWI has a member category for Translators! Why? Children deserve to explore their whole planet through books. Translators bring them books written in many languages, in many places.

**More Information at  
SCBWI**

### Newsletter Contributing and Proofreading Editors:

Patty Wurster: Regional Advisor  
Annisa Glover: Illustrator Coordinator  
Sue Heavenrich: Co-ARA and PAL Coordinator  
Cait Darfler: Co-ARA  
Dee Romito: PAL Coordinator  
David Neuner: Novel Connect Facilitator  
Kate: Woodle: Illustrator Connect Facilitator  
Heidi Marschner: Ithaca ShopTalk Facilitator  
Deb Blowers: Proofreading Editor



SCBWI NewYork: West/Central Upstate

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Society of Children's Book Writers and Illustrators | 11755 Wilshire Blvd., Suite 1250 | Los Angeles, CA 90025 US

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