



New England School Library Association

Over 90 Years of  
School Library  
LEADERSHIP

# 2013 NESLA CONFERENCE:



Monday, August 5  
@The Eric Carle Museum  
Amherst, MA



## Picture This!

Using Your Visual Literacy Skills

*a rare & special opportunity with Keynote*

**Leonard S. Marcus**

*including autographing session*



*also illustrator/author Mary Newell DePalma  
and Eric Carle Museum of Picture Book educators*





## NESLA 2013 CONFERENCE:

Picture This: Using Your Visual Literacy Skills

@The Eric Carle Museum

Amherst, MA

Monday, August 5

### ABOUT THE KEYNOTE PRESENTER:

Leonard S. Marcus "is a rare bird: a renowned historian and critic and one of the children's book world's liveliest writers and speakers.

His highly acclaimed [books](#) about children's literature and the authors and artists who create them include: *Show Me a Story!*; *The Annotated Phantom Tollbooth*; *Funny Business*; *Golden Legacy: How Golden Books Won Children's Hearts, Changed Publishing Forever, and Became an American Icon Along the Way*; *Minders of Make-Believe*; *Margaret Wise Brown: Awakened by the Moon*; *Dear Genius: The Letters of Ursula Nordstrom*; *A Caldecott Celebration*; *Side by Side*; *Pass It Down*; *Storied City*; and *The Wand in the Word*.

Several of his recent children's books, including *Show Me a Story!* and its companion volumes *Funny Business: Conversations with Writers of Comedy*, and *The Wand in the Word*, are well loved by preteen and teen readers as well.

Leonard is one of the most trusted critics in the field. His incisive book reviews appeared in every issue of [Parenting](#) magazine for 21 years. He currently reviews for *The New York Times Book Review* among other publications, and writes "Sight Reading" a regular column on illustrated books for *The Horn Book*. Leonard is a three-time judge of the *New York Times* Best Illustrated Books of the Year prize, a standing member of The Ezra Jack Keats New Writer Award committee, and was a judge of the 1996 National Book Awards. He has been a featured guest of ABC's *Good Morning America*, BBC Radio 4, C-SPAN 2 Book TV, WOR's *Rambling with Gambling*, Fox Network's *Good Morning Sunday*, National Public Radio's *All Things Considered*, *Talk of the Nation*, the *Loose Leaf Book Company*, WNYC's *Leonard Lopate Show* and *Studio 360*, Canadian Broadcasting Company's *As It Happens*, and WHYY Philadelphia's *Radio Times*. In 2006, Leonard served as literary director of The Night Kitchen Radio Theater, founded by Arthur Yorinks, with monthly performances at the Kennedy Center for the Performing Arts, Washington, D.C., and regular broadcasts on XM Satellite Radio.

He has curated exhibitions on children's books and their illustration at the Eric Carle Museum of Picture Book Art, where is also a founding trustee; New York Public Library; New School for Social Research; Vassar College Library; the Boston Athenaeum; Enoch Pratt Free Library; Joslyn Art Museum (Omaha); Katonah Museum of Art; and the Meridian International Center (Washington, DC).

Leonard has been a consultant to the Whitney Museum of American Art, National Book Foundation, Singapore National Arts Council, All for Kids Foundation, Norman Rockwell Museum, National Center for Children's Illustrated Literature, and Book Globe Company Ltd (Japan). He is a member of the national board of the National Center for Children's Illustrated Literature ([www.nccil.org](http://www.nccil.org)) and the Mazza Museum national advisory board.

Leonard speaks to parents and professional groups throughout the U. S. and around the world."

from his [website biography](#)



## NESLA 2013 CONFERENCE:

Picture This: Using Your Visual Literacy Skills

@The Eric Carle Museum

Amherst, MA  
Monday, August 5

### Schedule and Agenda

8:30 – 9:15	Registration and Continental Breakfast
9:15 – 9:30	Introductions and Leadership Overview
9:30 – 10:45	<b>Keynote: Leonard S. Marcus</b>
11:00 - 12:30	Lunch and Tour of the Eric Carle Museum
12:30 - 1:15	Breakout Session: Leonard S. Marcus
1:15 - 2:00	Breakout Session: Whole Book Approach
2:00 - 2:45	Breakout Session: Visual Thinking Strategies
2:45 - 3:30	Breakout Session: Panel on Visual Literacy Standards
3:30 - 3:45	Evaluation and ReCap of the Day

### ABOUT THE BREAKOUT SESSIONS:

#### ***Introduction to The Visual Thinking Strategies (VTS)***

Learn about VTS, an approach developed by cognitive psychologist Abigail Housen and museum educator Philip Yenawine which supports the viewer's ability to find meaning and pleasure in works of art. Participants will discuss and analyze the strategies, experiment with the method, and learn how these strategies can enhance teaching.

#### ***Panel on Visual Literacy Standards***

A distinguished panel of school library practitioners and Mary Newell DePalma will discuss visual language and the visual literacy standards.

#### ***The Whole Book Approach***

This program supports critical engagement with the picture book as an art form, places emphasis on reading *with* children rather than reading *to* children, and engages the group in a collaborative experience. Developed at The Carle by Instructor of Children's Literature Programs, Megan Lambert, it is the Museum's critical framework and pedagogical method for understanding the art and design of a picture book and expanding its use as a tool for learning. Drawing upon Visual Thinking Strategies, Dialogic Reading techniques, and the child-focused discovery methods of the Reggio Emilia Approach to Early Childhood Education, it is the foundation for the following programs.

#### ***Leonard S. Marcus***

A discussion of themes in his book.



New England School Library Association

# NESLA 2013 CONFERENCE:

## Picture This: Using Your Visual Literacy Skills

### @The Eric Carle Museum

Amherst, MA  
Monday, August 5

Over 90 Years of  
School Library  
LEADERSHIP

### 2013 NESLA CONFERENCE REGISTRATION FORM

Register for	Date	Cost	
<input type="checkbox"/> Pre-Conference Dinner* @ <a href="#">Johnny's Tavern</a> , 30 Boltwood Walk	Sunday, Aug. 4 6:30 p.m.	\$ 40.00	\$ _____
<input type="checkbox"/> Leadership ( <b>postmarked by 7/15</b> ) <b>NO REFUNDS.</b>	Monday, Aug. 5	\$ 100.00 NESLA member \$ 50.00 retiree/student \$ 135.00 non-member**	\$ _____
<input type="checkbox"/> Leadership (registration received from 7/16-8/5) <b>NO REFUNDS.</b>	Monday, Aug. 5	\$ 175.00	\$ _____
<b>***SPECIAL DISCOUNT: Bring 3 from your district. Pay for 2.***</b>			\$ _____
Places of interest in Amherst:			TOTAL \$ _____

[Emily Dickinson Museum](#)      [Hampshire College](#)      [National Yiddish Book Center](#)

\*Lodging and Pre-conference dinner: There are many wonderful [inns in the area](#) for your consideration.

\*\*Non-member registration includes a one year membership.

Questions? Contact Irene Kwidzinski [kwidz@sbcglobal.net](mailto:kwidz@sbcglobal.net)

**REGISTER ONLINE** or mail the following form:

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Method of Payment: \_\_\_\_\_ Check (payable to NESLA)      \_\_\_\_\_ Purchase Order

**If using form for multiple registrations, attach a list of any additional registrants and include names and contact info.**

**MAIL TO: NESLA Conference; c/o Irene Kwidzinski, 293 Pumpkin Hill Road, New Milford, CT 06776**