Meet the Author

Lee Bock



With a father who was an oil field worker, Lee Bock moved forty-two times as a kid. So, there is still a great sense of relief in her voice when she says that she has lived in Wisconsin for the last forty-five years. With a B.S. in Education from the University of Wisconsin Oshkosh she waited until late in life to earn her M.A. in Education from Lesley University. However, Lee has been teaching and sharing her love of words with children since she can remember.

As librarian and teacher she has shown an unparalleled dedication to excellence in her field. Her achievements have earned her a Muriel Fuller Award from the Wisconsin Library Association for outstanding services to the community, and a Facts on File Award for outstanding programming from the American Library Association. In her book *Oh, Crumps! / ¡Ay, caramba!* brought home a Book Sense 76 Pick Award, a *ForeWord Magazine* Book of the Year Award, the Children's Book Sense '76 Pick and was one of the CCBC Choices of 2004. Even with all this recognition Lee's achievements are still not nearly as acknowledged as they should be.

Married for thirty-seven years to the great hearted "St. Bob", Lee managed to raise three young men, all of who she is very proud of, while pursuing both a career and her personal interests. And her interests are manifold. Her other titles include storyteller for many diverse venues, puppeteer for the Kokopelli Puppet Theater, dairy farmer and Registered Holstein Breeder, freelance writer, and presenter for the Green Bay Area Literacy Symposium.

Her experiences as a Wisconsin dairy farmer are the basis for her hit book *Oh, Crumps! / ¡Ay, caramba!* For years and years she would listen to her husband make his list of the next day's chores before going to bed. One night she playfully repeated the list of jobs back to him, mixing them up. It was a riot, and they laughed themselves to sleep. Sometime later Lee recalled this incident and began working on *Oh, Crumps! / ¡Ay, caramba!*

Lee loves her rural Wisconsin farm and can't think of a better place to live. It has taught her and her family the value of hard work, responsibility, and sense of community. Of all the many places Lee has lived she claims that there is no place she'd rather be than sitting on her front porch on a warm summer evening.



Contact Lee Bock through the publisher at raven@raventreepress.com.

Oh, Crumps! / ¡Ay, caramba! written by Lee Bock / illustrated by Morgan Midgett
Oh, Crumps! / ¡Ay, caramba! escrito por Lee Bock / ilustrado por Morgan Midgett
Published by Raven Tree Press, ©2003, ISBN 0-9720192-4-3
Hardcover / Jacketed / Full Text English/Spanish / 32 Pages / $16.95 Retail
200 S. Washington St., Suite 306 Green Bay, WI 54301
Phone: 920-438-1605 Fax: 920-438-1607 www.raventreepress.com raven@raventreepress.com

Questions for the Author

Lee Bock



1. Who or what inspires you to write?
Surrounded by the beaming faces of small children, Lee writes for the benefit of young minds beginning to learn the joy of reading. Looking out over the gentle sway of pastures, she looks toward her farm and family to find the force behind her words.

2. What is your favorite writing environment? Describe your workspace.
With the long drawn bellow of Holstein in the background and the memory of young boys laughter echoing in the hall, Lee writes in the comfort of old notebooks.

3. Are there any special supplies you use for writing?
With long leisurely letters penned in a Bic Waterford, Lee writes in a beautifully bound and tattered notebook that she keeps folded in her back pocket.

4. Describe your creative process? What is a 'must have' when you are in the creative process?
First Lee wrangles all her ideas into the corner of the library. Selecting the fattest, she takes it and whispers its name into the ear of an Arabian horse, which she raises on her farm. Opening the fence, she then allows the idea to run free. Her stories are the record of the horse's journeys.

5. Who are your favorite authors? What influence have they had on your work?
As a children's librarian, there are many children's authors Lee adores. In all their diversity of style and form, Lee is influenced by each cover she scans out in the name of a child. Of she loves the classic adventures of A. A. Milne's Pooh, and the childishly delightful play of James Barrie's *Peter Pan*.

6. What specific message do you want people to get from this book and why? What experiences have you had that directly reinforce your book's message?
Have fun reading! Lee wants children to read. With the repetition, the visual clues to the text, and a fun story, Lee is sure *Oh, Crumps! / ¡Ay, caramba!* is helping children do just that.



Questions for the Author (continued)

Lee Bock



7. Do you have any interesting hobbies that others may be interested in?
Dairy farmer and registered Holstein breeder, Lee is a woman of many interests and ambitions. Besides writing and being a librarian, Lee is also an actor with Evergreen Theatre and Heritage Players, a puppeteer with Kokopelli Puppet Theatre, and an all-out grand storyteller.

8. How long have you been at work on this book? Why did you write it? Where did your ideas come from?
The idea for *Oh, Crumps! / ¡Ay, caramba!* came from watching her husband, "St. Bob", make his lists of chores to do on the farm every evening. One night, Lee playfully read them back to him, mixing them all up because he was sooooo tired! Two years later, the story of that funny farmer is told in Lee Bock's *Oh, Crumps! / ¡Ay, caramba!*

9. Did the book involve special research? Please include.
Oh, Crumps! / ¡Ay, caramba! required a lifetime of working hard on her farm and at the library. It also required a side-splitting funny-bone.

10. Detail any fun things that have happened/or are happening because of the publication of this book.
Lee's students are absolutely wild about *Oh, Crumps! / ¡Ay, caramba!* Every year Lee brings in visiting authors to workshop with the students, the fact that Lee is a published author blows the kids away. Lee is absolutely tickled when they hear about *Oh, Crumps! / ¡Ay, caramba!* and ask is she can be the featured author for the year.



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Meet the Illustrator

Morgan Midgett



Morgan Midgett made her introduction into the world of children's illustration with *Oh, Crumps! / ¡Ay, caramba!*. Having the opportunity to study under one of her illustrator heroes, Paul Yalowitz. Morgan earned her B.A. in Illustration from the Ringling School of Art and Design. *Oh, Crumps! / ¡Ay, caramba!* was released a year later to outstanding reviews and earned Morgan her first professional award when *Oh, Crumps! / ¡Ay, caramba!* was chosen as a Book Sense 76 Pick.

Born and raised in Charleston, South Carolina, Morgan is the youngest of three girls. As such, she enjoyed harassing her older sisters to no end, and received the doting attention of a mother who would read three books to her before bed every evening. Coupled with her father's rollicking sense of humor, this entrance into rainbow hued world of the imagination led Morgan to art at an early age.

When she wasn't bugging her sisters or playing pretend, Morgan would sit in her room drawing. Her parents were always very supportive of her art and made sure to be there for every opening she gave. Morgan credits them for opening her mind to the endless possibilities of the imagination and supporting all of her artistic endeavors through thick and thin.

Morgan still enjoys reading children's books, but her tastes have grown to include the heady topics of philosophy and psychology. She sees her delving into these realms as she is coming to understand her own imaginative talents.

In addition to her reading, Morgan is a huge fan of live music. Whether at an arena or a small club venue, Morgan capitalizes on every chance she gets to go to a show. Listening to music in her car, in the shower, and at her drawing table Morgan enjoys all types of music, but finds that songs with a positive message and beautiful instrumental pieces really get her in a good working mode.



Oh, Crumps! / ¡Ay, caramba! is the side-splitting story of Farmer Felandro and a mixed up evening of milking the fence and repairing the cow. With oil on crimson base-coated and textured illustration board, Morgan brings an equally hilarious style to *Oh, Crumps! / ¡Ay, caramba!*, keeping the story strait, even if Farmer Felandro can't.

Contact Morgan Midgett through the publisher at raven@raventreepress.com.

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Questions for the Illustrator

Morgan
Midgett



1. Who or what inspires you to draw?
Whenever Morgan needs a break from the mundane she escapes into her art. Drawing and painting have always been, not just an occupation, but a way for Morgan to have fun and enjoy herself. She is inspired by the work of the artists that have come before her.

2. What is your favorite illustration environment? Describe your workspace.
Morgan works in her extra bedroom. The walls are bright orange and covered with art posters by Van Gogh and Picasso (she love the colors they used). The floor is littered with her favorite children's books, contemporary and traditional.

3. Are there any special supplies you use for illustrating?
Morgan doesn't require anything special to illustrate. From oil paints and illustration board to Bic pens and legal pads, Morgan will use whatever is on hand.

4. Describe your creative process? What is a 'must have' when you are in the creative process?
Morgan likes to play movies in the background while she works, especially movies she's never seen before. Not watching, but listening and imagining what everything looks like in the movie really helps Morgan's creative process.

5. Who are your favorite authors / illustrators? What influence have they had on your work?
Morgan's favorites include Steve Johnson & Lou Fancher, Paul Yalowitz, Leo & Dianne Dillon, and Dr. Seuss. From their use of color to their layout and design Morgan was influenced by countless illustrators as she was growing up as a young artist. Rarely does she work on a piece of artwork without thinking of images and stories that amused her when she was little.

6. What specific message do you want people to get from this book and why? What experiences have you had that directly reinforce your book's message?
Morgan wants parents to remember to make the most of the time they spend with their kids. She believes that parents should read to their children everyday, not just when it's convenient. She also insists they make all of the animals sounds and character voices.



Questions for the Illustrator (continued)

Morgan Midgett



7. Do you have any interesting hobbies that others may be interested in?
Children's illustration is not the only art Morgan enjoys. She also likes web design and creating computerized art for small companies and individuals. A lot of people think that you can't be a creative thinker and enjoy working with computers, and though she will forever remain loyal to traditional art she has discovered that computer art is fun too.

8. How long have you been at work on this book? Why did you want to illustrate it? Where did your ideas come from?
It took about four months to complete all of the illustrations for *Oh, Crumps! / ¡Ay, caramba!* Morgan loves animals so it was easy for her to give each character their own quirky personality. Morgan claims that if she had a farm she would want it to be just like Farmer Felandro's because there'd never be a dull moment!

9. Did the book involve special research? Please include.
Morgan collected photographs of old farms and animals. She wanted to have fun, but to also make sure that the details were accurate.

10. Detail any fun things that have happened/or are happening because of the publication of this book.
As Morgan's first children's book most of the fun and excitement was in seeing the finished product, and subsequently hearing about all the fun kids have reading *Oh, Crumps! / ¡Ay, caramba!*



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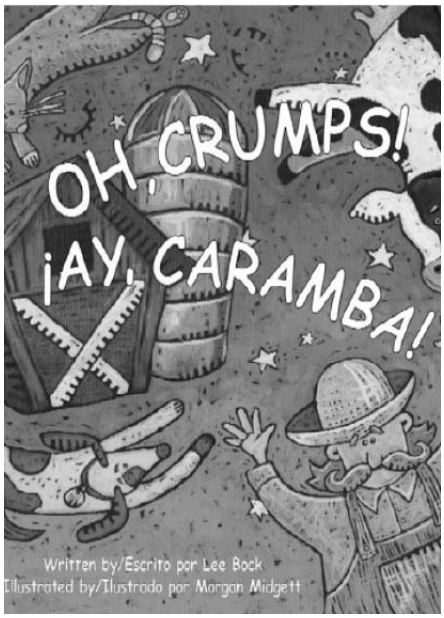
About the Book

Oh, Crumps!/¡Ay, Caramba!



Morning comes early on a farm, and Farmer Felandro just can't seem to get a good night's sleep. With the dogs barking and the cows mooing author Lee Bock's and illustrator Morgan Midgett's *Oh, Crumps! / ¡Ay, caramba!* is the cat's meow of misadventure.

Follow Farmer Felandro through a night of crazy knee-slapping confusion. Unable to sleep because of all the commotion on the farm, he just can't seem to get his list of chores strait. Getting sleepier and sleepier with each interruption *Oh, Crumps! / ¡Ay, caramba!* gets funnier and funnier with each turn of the page. By the end of the story Farmer Felandro is ready to repair the cow, climb the fence, milk the hay, and mow the silo. Without his rest how will he ever get all his chores done?

Author Lee Bock is an elementary school librarian with a wonderful sense of humor and a delightful knack for storytelling. Her comedy of errors in *Oh, Crumps! / ¡Ay, caramba!* is a nonstop belly laugh of a good time. Complementing the text perfectly, it's impossible to imagine a story of such confusion and impending catastrophe without Morgan Midgett's zany illustrations. Making her debut into children's illustration, Midgett uses oil paints over a crimson base-coated and textured illustration board and her own fantastic sense of wackiness to make *Oh, Crumps! / ¡Ay, caramba!* rollicking barnyard adventure.

This story is presented as a full text translation. In a full text translation the story text is included fully in both English and in Spanish. In general, both texts are supplied on the page with an icon separating the two. Different ink colors for each text further distinguish the English from the Spanish. The book ends with a keyword vocabulary page for learning both languages.

Oh, Crumps! / ¡Ay, caramba! helps children gain an appreciation of literature, another culture/language, and the importance of a good night's sleep. It is guaranteed to quickly become one of your children's favorite stories. Don't forget to milk the hay, climb the barn, mow the fence and pick up your copy of *Oh, Crumps! / ¡Ay, caramba!* today.



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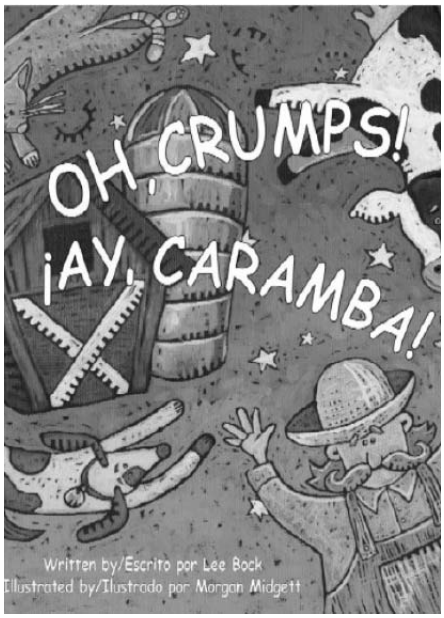
Rave Reviews

Oh, Crumps!/¡Ay, Caramba!



"The misadventures of granjero Felandro, a busy farmer who can't sleep because of his strong-willed animals, are cheerfully depicted in this book, with the English text on the bottom half of the page. Full-page illustrations complement the lighthearted story..." **—Isabel Schon for Booklist**

"Beautiful illustrations—humorous, busy, matte-surfaced, revealing the canvas texture of the original acrylic paintings...Both Spanish and English texts flow smoothly and may even introduce a few unfamiliar farm terms to some readers. Midgett's illustrations are reminiscent of Joe Cepeda's rowdy, good-humored style and serve to prove useful at story time and in farm units for primary-grade students." **—Kirkus Reviews**

"...wonderfully fresh use of repetition similar to the antics in the classic story, THE HOUSE THAT JACK BUILT. Animal sounds and inventive descriptive language will enchant children and adults, making this PERFECT for reading aloud. The hilarious illustrations compliment the text to a tee..." **—Hedgehog Books**

"...Appropriate for children ages four to eight, this is a laugh out loud story. [Midgett] ...used acrylics well to capture the image...a first-rate addition to any collection..." **—ForeWord Magazine**

"... thoroughly "kid friendly"...illustrated by Morgan Midgett in whimsical color...ideal for sharing with young ones...a very strongly recommended addition to school and community bilingual picture book collections..." **—Midwest Book Review**

"... a humorous addition for any primary classroom. Students will enjoy getting to make the repetitive sounds that are meshed among the pages. The illustrations fit well with the story line...I recommend this book for all elementary libraries." **—Lane Education Service District, Eugene, Oregon**



- Betty Ren Wright Children's Picture Book Award, Council for Wisconsin Writers
- ForeWord Magazine Book of the Year Award
- Children's Book Sense '76 Pick
- CCBC Choices 2004

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Tip Sheet for Oh, Crumps!/ ¡Ay, caramba!

Oh, Crumps! / ¡Ay, caramba!
Written by Lee Bock Illustrated by Morgan Midgett
32 pg. / Hardcover / Jacketed / 1st Edition / Trade Cloth
Children's Bilingual (English/Spanish full text translations in both languages)
ISBN 0-9720192-4-3 Reading Level—2.2
Publication Date–2003 9 x 11
Retail Price $16.95 USD Ages 4-8 Accelerated Reader® Quiz # 72867

Description: The misadventures of a sleepy farmer as he agonizes over a mixed-up list of the coming day's chores. How will he ever milk the fence, repair the cow, mow the silo and climb the hay before morning comes?

Selling Points:
- WINNER—Betty Ren Wright Award
- CCBC Choice Book
- Finalist—ForeWord Magazine's Book of the Year Award
- Children's BookSense 76 Pick

Selling Sentence: A sleepy farmer agonizes over the coming day's mixed-up chores.

Author Bio: Lee Bock, an elementary school librarian, was awarded the Muriel Fuller Award from the Wisconsin Library Association for outstanding services to the community and received a Facts on File Award from the American Library Association for outstanding programming.

Illustrator Bio: Morgan Midgett graduated from the Ringling School of Art & Design with a BFA in Illustration. Oh, Crumps! / ¡Ay, caramba! is her debut into the wonderful world of children's illustration.

Advertising & Promotion Plans:
- Direct marketing to booksellers, schools and libraries
- Electronic advertising to e-lists
- Introduction at local, national and international trade shows including BEA and ALA
- Catalog and galley mailings to all major book reviewers

Pre-Publication Comments and Special Sales:
- National reviews and awards

Subrights: All subrights currently available

Market Niche: Farming associations



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