Meet the Author

Dawn Jeffers



Dawn Jeffers is a dedicated writer with the uncanny ability to retain the memories of her own childhood and write in a style that resonates with today's children. She holds a BA in Business Administration from Lakeland College and an MA in Administrative Science from UW-Green Bay. She has attended a multitude of conferences and conventions around the country relating to the world of children's books and publishing. She is always looking for ways to trigger the muse and hone her writing skills.

While it's true that Ms. Jeffers has never had a garden and she almost never dreams of vegetables, she did have memorable childhood exposure to various elders' stories while helping in her neighbors' gardens. This led her to write *Vegetable Dreams / Huerto soñado*. The message Dawn would like to impart with *Vegetable Dreams / Huerto soñado* is the value of multigenerational friendship that is depicted in this story. It doesn't matter what age we are—we all have something to offer to others and to our communities. The beauty of multigenerational friendship is the wisdom and insight that is gained by both parties. Dawn has written numerous poems and short stories, as well as brochure text, radio scripts, and other promotional materials in her marketing and sales career.

A Wisconsin native, Dawn is an avid golfer and rollerblader and can usually be found either on the area links or walking trails. She loves to sing and is involved in community theatre productions. She also teaches college business courses and does commercial voice work. She lives in Green Bay, Wisconsin with her daughter, a constant source of inspiration.

Contact Dawn Jeffers through the publisher at raven@raventreepress.com.

Vegetable Dreams / Huerto soñado written by Dawn Jeffers / illustrated by Claude Schneider
Vegetable Dreams / Huerto soñado escrito por Dawn Jeffers / ilustrado por Claude Schneider
Published by Raven Tree Press, ©2006, ISBN 0-9741992-9-X HC $16.95 / ISBN 0977090604 PB $4.99
Hardcover / Jacketed / Full Text English/Spanish / 32 Pages
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

Dawn Jeffers



1. 1. Who or what inspires you to write?
I am a storyteller. From childhood on, I have woven tales and found audiences to try them out on. I get ideas from life experiences and people watching.

2. What is your favorite writing environment? Describe your workspace.
I love any outdoor setting. Most of my writing is on my deck with the sun in my face.

3. Are there any special supplies you use for writing?
I prefer a laptop, but when one is not available a steno pad and a pen with purple ink.

4. Describe your creative process? What is a 'must have' when you are in the creative process? (coffee, chocolate, music?)
I love nature's built-in white noise. Birds chirping, leaves rustling, wind howling. A McDonald's coke is always nearby.

5. Who are your favorite authors / illustrators? What influence have they had on your work?
I am a Dr. Suess fan. His work always engages my fancy and whimsy.

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Questions for the Author (continued)

Dawn Jeffers



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?
I love the multigenerational message of friendship in this story. I grew up in a small town and spent a lot of time helping elderly neighbors and relatives. We always shared stories of "the way it was" and how it has changed. I find it very interesting.

7. Do you have any interesting hobbies that other may be interested in?
I do a lot of community theatre work and sing for weddings and funerals. I am an avid golfer and rollerblader. I also teach college business courses and dabble with commercial voice work.

8. How long have you been at work on this book? Why did you write it? Why did you want to illustrate it? Where did your ideas come from?
I wrote it as a dare. I have always been a writer. I wrote a poem in second grade that won a statewide contest and then stopped sharing anything that I had written, but would always talk about something I was working on. Coworkers picked a topic and we all wrote stories about the topic...it happened to be vegetables. Four writers, four very different stories. I decided to take writing more seriously since my story was selected for publication.

9. Did the book involve special research? Please include.
It was really just personal experiences and stories told to me along the way.

10. Detail any fun things that have happened/or are happening because of the publication of this book.
I have the book dedicated to my daughter and she just beams when people talk about it. Her name is Erin, just like the main character in the book, and she is thrilled. I have gone back to my hometown for book readings/signings and some of my old teachers were there to say they were proud to see me using my writing talent.

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Meet the Illustrator

Claude Schneider



Claude Schneider has a reputation for diversity in subject matter and a style that combines traditional realism with elements of impressionism. Mr. Schneider studied fine art at Layton School of Art in Milwaukee, Wisconsin, before moving to Fort Lauderdale, Florida, where he spent many years painting and illustrating to his heart's content. He now lives in the shadows of the Blue Ridge Mountains and teaches art classes in every medium. He enjoys the beautiful vistas his mountain retreat in North Carolina affords him.

Claude works mostly in pastels, pen and ink, and watercolor. His prints can be found in up-scale shops and galleries throughout the United States. Claude's work has also been featured at Harrods Department Store in London, England, where they advertise they carry only the "World's Finest Merchandise." While creating art has always been Claude's big passion, his teaching is now a source of pleasure too. He likes seeing the progress students make during the course of one of his classes.

Claude was thrilled when he was asked to illustrate *Vegetable Dreams / Huerto soñado.* He immediately realized the full palette he would be able to use on the illustrations for this project. He was inspired to try out his impressionistic technique with this book and is pleased with the way the vivid colors, broad strokes and pastel medium he chose all worked together to create images that are soft, yet colorful. Claude says he feels the technique was a perfect match for the quiet tone of the story.

He currently lives in the mountains of North Carolina with his wife, Beth, a fellow artist. He devotes himself to painting, exhibiting in art shows, teaching art classes, and illustrating books.

Contact Claude Schneider through the publisher at raven@raventreepress.com.

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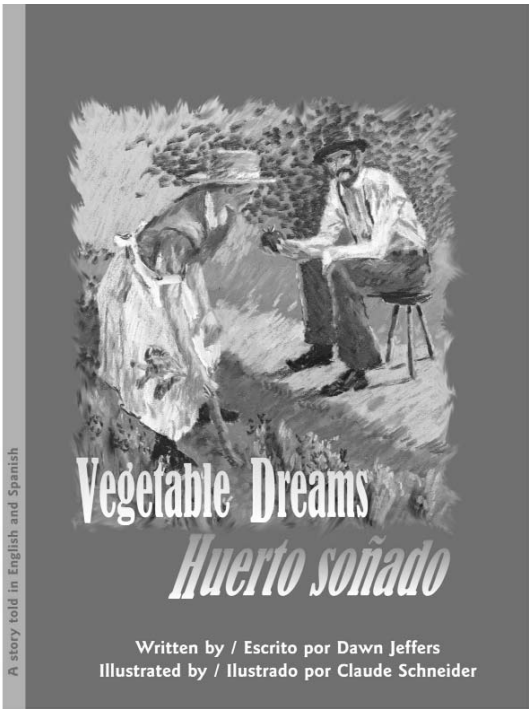
About the Book

Vegetable Dreams / Huerto soñado

Written by / Escrito por Dawn Jeffers
Illustrated by / Ilustrado por Claude Schneider



Erin dreams she has her own vegetable garden. Now all she has to do is make that dream come true. She enlists the help of Mr. Martinez, her elderly next door neighbor. Mr. Martinez used to love to garden in his younger days and agrees to help Erin realize her goal. Together they share the planning, planting, and harvesting of the vegetables. Along the way, they each learn a valuable lesson in friendship and the positive power of sharing dreams.

The multi-generational aspect of the friendship portrayed in Vegetable Dreams / Huerto soñado emphasizes what each generation can learn from another. Erin learns that much more than vegetable can grow in a garden. In fact, the best thing that grew out of her garden dream was her friendship with Mr. Martinez. Mr. Martinez is able to once again enjoy the pleasures of gardening with the help of his young gardening partner.

Claude Schneider's pastel illustrations for Vegetable Dreams / Huerto soñado are executed in a unique impressionistic style not often seen in children's picture books. The use of this style will enchant admirers of impressionism and create new interest in the technique. The blurring of lines and subtle lightness that shows through the bold strokes creates a dreamlike quality that is a perfect interpretation of the text that has a gentle tone and wistful manner of its own.

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.

Vegetable Dreams / Huerto soñado helps children gain an appreciation of pursuing a dream. We learn that the work invested in something is often the best reward. Pick up your copy of Vegetable Dreams / Huerto soñado today and follow the dream.

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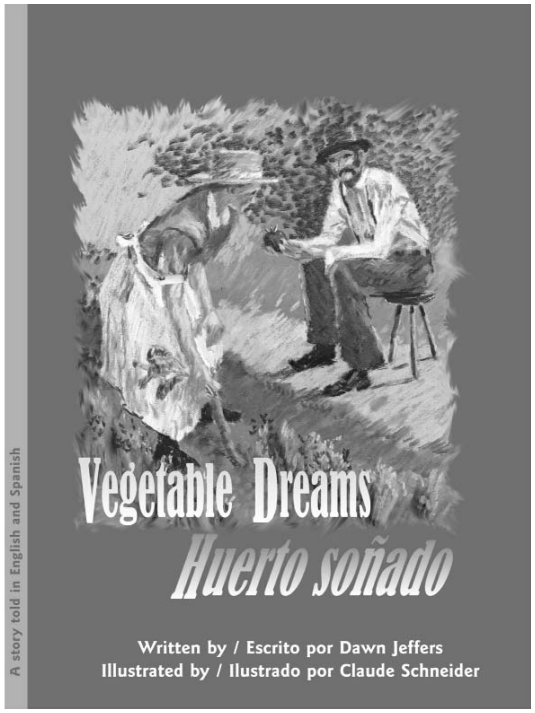
Rave Reviews

Vegetable Dreams/ Huerto soñado



"...This touching book, which contains text in both English and Spanish, demonstrates the benefits of both hard work and non-traditional friendships. The story would be ideal for a lesson or unit on relationships or the elderly. Children would also enjoy sharing the book with grandparents or older adults..." **—Children's Literature**

"...This book teaches children how to cooperate and share with others. It is a story taking the reader back into a different kind of childhood, the kind where old-fashioned values are alive and well. We can see ourselves in this story and it provides a feeling of warmth..."
—Herald-Star, Steubenville, OH

"...The family develops closer ties with the neighbor and with each other. The vivid illustrations add to the warmth of the story." **—Learning Ability Books**

"...warm, full-color, impressionistic art brings to life a gentle story about a young woman who wants to create a wonderful garden for everyone to enjoy. A timeless tale about the virtues of sharing and friendship, Vegetable Dreams is a first-class picture book and especially for youngsters learning English and Spanish as they grow up!" **—Midwest Book Review**

"I appreciate the pursuit of a dream, the telling of it, the longing for it, the discovery that sharing your dream can bring unexpected help, unexpected gifts and eventually the joy of its realizations. Ms. Jeffers quiet, gentle style is comforting and helped me imagine the soft moist earth, the sprightly excitement in new plants and the warming embrace of the golden sun on a sweet summertime day. What a treat!"
—Rebecca Hellman, New York, NY

"I had many good times in our garden. This book helps to recapture them. Thank you for writing this book." **—Cheryl Kroll, Green Bay, WI**

- **Midwest Independent Publishers Assoc. Book of the Year**
- **Recommended Pick - Brodart Español**
- **Top Pick - BWI**

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Tip Sheet for Vegetable Dreams/ Huerto soñado

Vegetable Dreams / Huerto soñado
Written by Dawn Jeffers Illustrated by Claude Schneider
32 pg. / 1st Edition
Children's Bilingual (English/Spanish full text translations in both languages)
ISBN 0-9720192-2-7 HC / ISBN 0977090604 PB Reading Level—3.4
Publication Date–August 2006 9 x 11
Retail Price $16.95 HC/ $4.99 PB Ages 4-8 Accelerated Reader® Quiz # 68629
Also available in paperback ISBN 0-9770906-0-4 $4.99
Re-release of 2001 title with new Spanish translation

Description: An old-fashioned story of a multi-generational friendship and the importance of sharing and nurturing one's dreams. . A girl and her elderly neighbor work together in a garden for the summer finding it a place where much more than vegetables grow…friendship flourishes.

Selling Points:
- Re-release of award winning book
- MIPA Children's Book award winner—2001
- New translation freshens the story line in Spanish
- Impressionistic artwork is a modern twist in children's picture book illustration

Selling Sentence: A girl and her elderly neighbor work together in a garden growing vegetables and finding an unlikely friendship.

Author Bio: Dawn Jeffers, Green Bay, WI native with a Masters Degree in business. Award winning author. Teacher and thespian.

Illustrator Bio: Claude Schneider Newland NC resident and fine art graduate. His work can be found in galleries across the US and Harrod's of London.

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:
- Garden clubs and produce growers solicited

Subrights: All subrights currently available

Market Niche: Garden clubs and associations, vegetable growers, seed companies, farm markets, migrant workers, lemonade and canning companies

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