Meet the Author

Nancy
Rose Sweetland



Award winning author Nancy Sweetland is a prolific writer who is proficient in many genres. She has written over 350 feature essays and articles for various national publications. She has also published seven children's books (two for Raven Tree Press, *If I Could / Si yo pudiera*, 2002 and *Yelly Kelly / Kelly, el gritón*, 2004) in addition to dozens of short stories and poetry for children and adults.

Nancy graduated from the University of Wisconsin–Green Bay and has received many regional awards including six Jade Ring Awards from the Wisconsin Regional Writers' Association. Her national awards include a prestigious Writer's Digest Short Fiction Award. She currently teaches creative writing for the Institute of Children's Literature in West Redding, Connecticut.

She and her illustrator husband, Robert Sweetland, have 12 children between them and 30 grandchildren. In her free time, Nancy loves to travel all around the country visiting each of them in turn. Once the circuit of visits is complete, it's time to start the cycle again!

Nancy also loves to garden and her gloriously flowered patio and walkways are evidence of her green thumb. If she's not gardening, she's on the golf course with Bob. She's even achieved two hole-in-ones, a feat she's always looking to repeat!

Nancy enjoys giving readings at area schools and fondly recalls the time she was asked if she was an 'Arthur.' Knowing the child meant to say author, Nancy replied that she was. The child frowned and stated, "I thought all 'Arthurs' were dead." She is currently at work on a Young Adult Civil War manuscript, for which she received a writing grant.

Contact Nancy Rose Sweetland through the publisher at raven@raventreepress.com.



If I Could written by Nancy Rose Sweetland / illustrated by Robert Sweetland
Si yo pudiera escrito por Nancy Rose Sweetland / ilustrado por Robert Sweetland
©2002, ISBN 0-9701107-7-4

Yelly Kelly written by Nancy Rose Sweetland / illustrated by Robert Sweetland
Kelly, el gritón escrito por Nancy Rose Sweetland / ilustrado por Robert Sweetland
©2004, ISBN 0-9720192-0-0

Both titles:
Published by Raven Tree Press
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

Nancy
Rose Sweetland



1. Who or what inspires you to write?
Everyday events and the people around her inspire Nancy. She also enjoys the feedback she gets from her writer's group, a dedicated bunch of women who have been meeting and critiquing together for close to 40 years. They constantly inspire and encourage her to keep writing.

2. What is your favorite writing environment? Describe your workspace.
Nancy's writing room looks out over the manicured lawns of a little golf course onto a small, tranquil lake. Nancy says it's usually very peaceful.

3. Are there any special supplies you use for writing?
No special equipment is necessary, according to Nancy. She just needs a computer and plenty of time for lots of thoughtful contemplation.

4. Describe your creative process? What is a 'must have' when you are in the creative process?
Some days it's hard to accomplish, but Nancy likes quiet time with no interruptions to mull, write, think it over, and write some more.

5. Who are your favorite authors? What influence have they had on your work?
Nancy has a hard time coming up with just a few favorite writers because there are so many good writers producing good work these days. But, she is quick to state that she learns something from each one.

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.
Yelly Kelly / Kelly, el gritón is based on "The Boy Who Cried Wolf" so it would be nice to think children are learning the lesson of not crying 'wolf' unless there really is a wolf! Ideally, she's written the story so this lesson can be achieved with the use of humor. The little boy in this book was based on one of her own children, who was, in fact, a 'yeller.' He knows who she's talking about!



Questions for the Author (continued)

Nancy
Rose Sweetland



7. Do you have any interesting hobbies that others may be interested in?
Nancy loves to garden as is evidenced by her beautiful flowerbeds and shrubbery around her home. She and her husband, Bob, are both golf fanatics and can usually be found on 'the links' most days of the week. They also enjoy golf vacations together.

8. How long have you been at work on this book? Why did you write it? Where did your ideas come from?
Yelly Kelly was originally published in 1970 as an English-only story. When Raven Tree wanted to reissue it, Nancy revised the story to suit the bilingual format and the Spanish translation was added to create *Yelly Kelly / Kelly, el gritón*. She liked the idea of revisiting a classic fairy tale story and adding her own twist. It also helped to have a child that inspired the yelling antics she incorporated into the personality of the main character.

9. Did the book involve special research? Please include.
Nancy says that having children and grandchildren has definitely qualified as research. The information she has gained is a constant resource that she can call upon when writing for children.

10. Detail any fun things that have happened/or are happening because of the publication of this book.
The school visits are always fun. Children get so excited to meet a real, live author and their questions are often insightful and at times amazing. Many kids say that they don't yell, but their brother/sister does, etc.



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Meet the Illustrator

Robert Sweetland



Robert (Bob) Sweetland was schooled at the American Academy of Art in Chicago where he studied a variety of mediums. He continues to utilize various mediums depending on the look he is going for in a particular piece. He might choose watercolor or pastels. Then again, he might go for pen and ink or colored pencils for another project. He believes in marrying the medium to the subject matter.

Bob owned an advertising company for many years and a fine arts school for twelve years, where he taught people of all ages and, once again, in all mediums.

Bob has collaborated on several of his wife's picture books including two for Raven Tree Press, *If I Could / Si yo pudiera*, 2002 and *Yelly Kelly / Kelly, el gritón*, 2004. He was chosen to illustrate *My Pal, Victor / Mi amigo, Víctor* due to his ability to create the old-fashioned, fun loving type of illustrations that would bring Victor and his friend Dominic's carefree world to life. He has also done portraits for the National Football League that utilized his creative use of charcoal pencil. Watercolor landscapes and gorgeous fantasy portraits showcase Bob's talents.

Bob and his author wife, Nancy Rose Sweetland, have 12 children between them and 30 grandchildren. In their free time, Bob and Nancy love to travel all around the country visiting each and every one. Bob and Nancy are also both golf 'nuts' and play as much as they can. Bob has annual golf outings with various groups of friends to courses across the country. He has also been known to take his clubs along when traveling abroad. He belongs to golf clubs in the Green Bay, Wisconsin area and can be seen in between on the little course just outside his back door.

His children and grandchildren often serve as models and inspiration for his artistic endeavors, either in fond memory or in the photographic archives that Bob keeps in his at-home artist's studio. His corkboard is often full of little smiling faces in a variety of posing postures, all happy to 'sit' for Grandpa.

Contact Robert Sweetland through the publisher at raven@raventreepress.com.



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Questions for the Illustrator

Robert Sweetland



1. Who or what inspires you to write?
The most inspiring thing Bob likes to find is a text that leaves a lot of room for imaginative art. One idea becomes a springboard for other ideas.

2. What is your favorite writing environment? Describe your workspace.
Bob's at-home art studio is full of light from the big windows. Although it's a small space, he loves it because everything he needs he can reach without getting up. Many narrow drawers in which to store illustrations, either in process or completed art, fill one wall of the room so they are safe from wrinkling and exposure to the elements.

3. Are there any special supplies you use for writing?
Bob works in so many mediums that he has a little of everything in his studio. Always on hand—various drawing pencils, colored pencils, pastels, watercolors, pen and ink supplies, and a variety of paper on which to draw, what he calls the 'usual art stuff.'

4. Describe your creative process? What is a 'must have' when you are in the creative process?
Bob researches a subject thoroughly so as to become familiar with his topic. In the case of *My Pal, Victor / Mi amigo, Víctor*, a visit to a local home health care center was needed to see what type of wheelchair Victor would be seated in for the final illustration. His fanciful imagination is key to his process as evidenced in his children's book illustrations. He says that it helps to have Judge Judy on TV when he's drawing.

5. Who are your favorite illustrators? What influence have they had on your work?
Bob appreciates realistic art more so than the abstract. Maurice Sendak is an illustrator that is top of mind when Bob's favorites are discussed.

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.
It's always nice if kids take away a lesson as well as enjoy the story and the illustrations. Bob feels it's certainly something to strive for in children's books. A positive message like the one in *My Pal, Victor / Mi amigo, Víctor* gives an illustrator added incentive to make the pictures reflect the message the best they can. Bob credits Nancy's son Stewart for directly influencing *Yelly Kelly / Kelly, el gritón*.



Questions for the Illustrator (continued)

Robert Sweetland



7. Do you have any interesting hobbies that others may be interested in?
Bob loves to golf, golf, and then golf some more. Many days are filled with this relaxing activity and he plans many of his and Nancy's vacations around this, his favorite pastime. He also likes to sail remote control boats.

8. How long have you been at work on this book? Why did you illustrate it? Where did your ideas come from?
Yelly Kelly was originally published in 1970 as an English-only edition. When Raven Tree wanted to reissue it, Bob updated the characters' look a little (gone are Mom's June Cleaver pearls and Dad's original crewcut) and reformatted for the correct page count.

The story of *My Pal, Victor / Mi amigo, Víctor* was compelling to Bob in that he saw an opportunity to let his own imagination soar through the playful imaginativeness of Victor's character. Both books took approximately a year each to complete with final revisions.

9. Did the book involve special research? Please include.
Bob researched the various types of wheelchairs on the market before he drew Victor's and much discussion was had deciding the types of clothing and various expressions for each character in *Yelly Kelly / Kelly, el gritón*.

10. Detail any fun things that have happened/or are happening because of the publication of this book.
Bob's art is receiving a lot of attention. Many kids tell Bob that they love to draw too. By his example and obvious love of the art itself, he hopes he inspires them to keep drawing.

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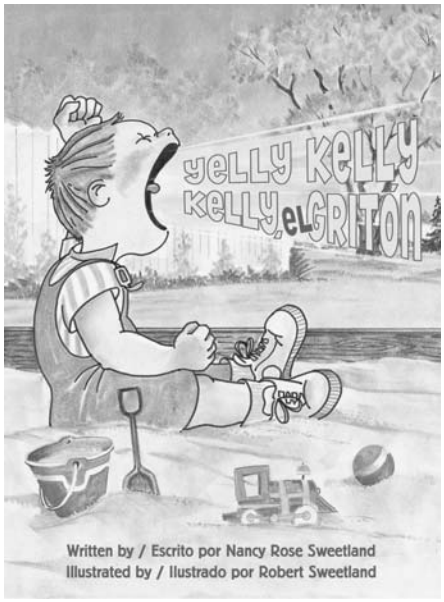
About the Book

Yelly Kelly / Kelly, el griton



When things go wrong, what's a boy to do? Little Kelly's solution is to yell. When he can't get his arms into his T-shirt or he can't find his shoe, he yells. Yelling is Kelly's answer for everything until he is forced to mend his ways. *Yelly Kelly / Kelly, el gritón* is a boisterous adventure by author Nancy Rose Sweetland and her illustrator husband, Robert Sweetland.

Taking matters into their own hands, Kelly's parents devise a strategy to put a stop to Kelly's yelling habit. They decide to ignore him the next time he yells, no matter what. It isn't until Baby Sister rescues Kelly from a situation, without so much as a whisper, that Kelly realizes the error in his behavior. Much like "The Boy Who Cried Wolf," Kelly learns that, "Maybe noise isn't very important when it happens all the time."

Robert Sweetland's illustrations for *Yelly Kelly / Kelly, el gritón* are done in vibrant pastels and pen and ink. These mediums allow for bold characterizations that embody the comic antics plus the trials and tribulations that befall Kelly. Exaggerated smiles and frowns. A yell so big Kelly's tonsils quiver. Noisy vibrations run off the page. Follow this with a gentle butterfly and a smiling, giggling Baby Sister. Sweetland's range hits the mark. With a retro 50's feel, Sweetland achieves a spirited style that enamors adults and delights young readers as well.

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.

Yelly Kelly / Kelly, el gritón helps children learn to deal with frustration, encounter another culture/language with the bilingual format and enjoy a new rendition of an old favorite. Pick up your copy of *Yelly Kelly / Kelly, el gritón* today.



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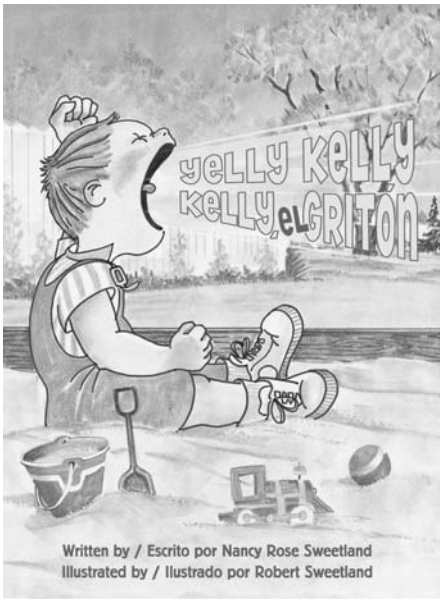
Rave Reviews

Yelly Kelly / Kelly, el griton



"...de la Vega succeed[s] in turning out a stylish little tale in a smooth colloquial translation." **—School Library Journal**

"This has the timeless quality of the fable about the boy who cried, "Wolf." It is hard for children to identify with the shepherd boy in the original fable...Kelly learns through natural consequences to yell for help only when he really needs it." **—Betsy B. Lee, Ed.S. in School Psychology, Learning Abilities Books**

"...This humorous children's tale teaches the parent, that in some instances, children will understand and figure things out for themselves once they go through a situation on their own. If children don't respond appropriately to verbal instructions that show them how to do it, there may be another option to help them." Rating: Highly Recommended **—Betsie's Literary Page Newsletter**

"...The sketches drawn by Robert Sweetland are creative, comical, and vivid, and work well with the amusing dialogue..." **—Jennifer LB Leese, http://www.geocities.com/ladyjiraff**

"...Yelly Kelly is a delightful children's book which has a lesson with humor attached..." **—The Nashville News**

"...a new twist on an old fable, the Sweetlands bring about an important lesson in the entertaining story of Yelly Kelly." **—Cynthia Schumerth, Wisconsin SCBWI**

"...This artist has perfectly captured a very appealing, high-strung child and the family who loves and endures him..." **—Eve Robillard, Children's librarian, Middleton Public Library, Middleton, WI**



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Tip Sheet for Yelly Kelly/ Kelly, el gritón

Yelly Kelly / Kelly, el gritón
Written by Nancy Rose Sweetland Illustrated by Robert Sweetland
32 pg. / Hardcover / Jacketed / 1st Edition / Trade Cloth
Children's Bilingual (full text translation in English and Spanish)
ISBN 0-9720192-0-0
Reading Level—2.7
Publication Date– 2002 9 x 11
Retail Price $16.95 USD Ages 4-8
Accelerated Reader® Quiz # 77768

Description: Kelly yells about big things. Kelly yells about small things. Kelly yells about everything! What happens when Kelly yells for help and no one answers? A witty revival of the classic The Boy Who Cried Wolf.

Selling Points:
- Classic story in a modern day setting
- Retro illustrations reminder of comic strips of 50's
- Everyone knows a "Yelly Kelly"

Selling Sentence: Kelly yells once too much with humorous, unexpected results.

Author Bio: Nancy Rose Sweetland has received many regional awards including six Jade Ring Awards from the Wisconsin Regional Writers' Association and a prestigious Writer's Digest Short Fiction Award. The revised edition of Yelly Kelly is her seventh picture book.

Illustrator Bio: Bob Sweetland, schooled at the American Academy of Art in Chicago, owned an advertising company and fine arts school for twelve years, where he taught people of all ages and in all mediums. Yelly Kelly is his third picture book collaboration with his wife Nancy.

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

Subrights: All subrights currently available

Market Niche: Retro art, revisions/fractured classic fairy tales collections

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