

## Under 30

# Snowy inspiration

Inspired by images from the white Christmas of 2004, Clark Childers authored *More Snow for Kids*, his first children's book

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Contributing writer

A small red-nosed boy carefully balances a snowball larger than his head, as he makes his way through a world that has turned white overnight.

This photographic image inspired Corpus Christi native Clark Childers to write *More Snow for Kids*, a children's book that hit the market last month.

The story records a "miracle" that occurred in South Texas on Christmas 2004.

That Christmas was unlike any other South Texas day in 100 years. The Texas Gulf Coast region was blanketed in snow, giving many their first winter wonderland experience.

Inexpert Texans shaped fat-bellied snowmen and made winged snow angels in their yards. Nearly everyone snapped photos.

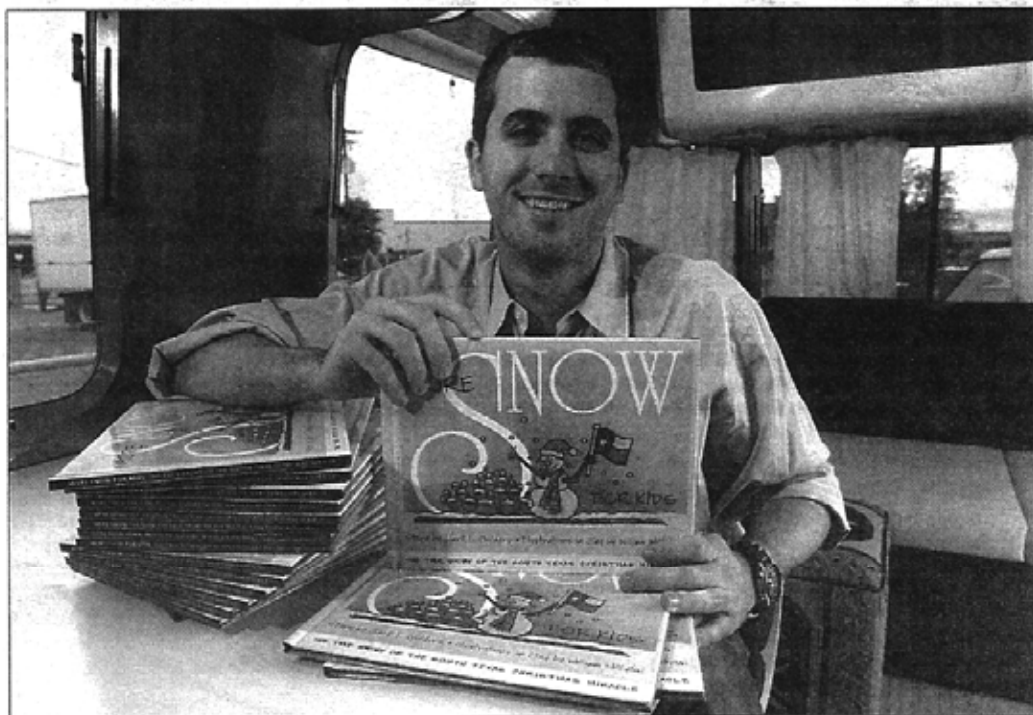
Clark's mother, Kathryn Childers, saw a business opportunity in the snow event. She approached H-E-B about partnering with her on a book that would be a collection of some of the best snow photographs taken that day.

H-E-B agreed to publicize a photo contest and to promote and carry the books in its stores.

Kathryn Childers' company, RedCab Publishing, published *Snow: The South Texas Miracle* last fall. The book is now in its seventh printing with more than 50,000 copies sold.

When Clark saw the photo of the child with the snowball, he thought, "That would make a great cover for a children's book." And the children's snow book was conceived.

"Children who live in South Texas



Paul Iverson photo

Now a Los Angeles-based screenwriter, Clark Childers has returned home to Corpus Christi to help promote the remarkable success of *Snow*, *More Snow* and *More Snow for Kids*, three books recounting the Christmas 2004 snowfall.

have an image of what Christmas is supposed to be like — like a Hallmark Christmas special. Instead it is usually hot and muggy," Clark says.

He writes, "Few people had seen these things they called flakes, and had low expectations of the snow Texas makes."

Clark says words for the book came easily and in rhyme.

The cover later changed, as Clark decided illustrations by William Wilhelmi, a local artist, would help tell the story. Throughout the book, photos are interspersed with illustrations Wilhelmi created from clay tablets.

Clark did not set out to be an author of children's books. He studied English literature and creative writing at Brown University. During his senior year he made a discovery that excited him about writing screenplays.

In a closet, he found the yellowed

pages of an unpublished novel his grandmother had written about the devastating Galveston hurricane of 1900. He took it to college with him and began turning the story into a screenplay.

After graduating, he headed to California as a freelance writer with a dream of writing for Hollywood. Although he has sold some work, he has not yet heard his words spoken on the big screen. However, he has plans to self-produce a short film soon.

Clark's experience as a youth influenced his desire to work independently. "I was my own boss when I was 15 to 18 years old. That experience instilled in me a real need to work for myself."

Not only was he his own boss, he became the Ernst & Young Texas Emerging Entrepreneur of the Year in 1996.

At 13 years old, he started a company

called, QuikSkins Boat Covers, which designed canvas covers for small sailboats. The company made a prototype and received a tax ID number while Clark was still a student at St. James Episcopal School.

As a teenager, he promoted the business and signed a \$330,000 contract with a manufacturer to produce covers and other canvas accessories, which he sold.

Clark won national recognition and received much publicity for his business acumen. He says the experience taught him how to sell himself and how to present himself as a businessman at a very young age.

He expects the current book project will have the same type of homegrown success his boat cover business had.

For more information on *More Snow for Kids*, call RedCab Publishing at 361.887.2012.