

2010 ABA DAY OF EDUCATION

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Tuesday, May 25, at the Javits Convention Center

First block (10:15 a.m. – 11:45 a.m.)

“It’s a Wrap” Video Lab (Reservations Required)

Small businesses are increasingly relying on video to communicate with their customers. In this hands-on lab, you'll learn how to shoot a short video, move that video from the camera to your computer, and get the clip from your computer to your blog, website, or Facebook page. Those interested in attending should e-mail paige@bookweb.org with “Video Lab” in the subject line. Presented by Paige Poe, ABA Marketing Manager.

Techniques & Tactics for Online Website Promotion

Want better placement in search results? Make the most of your website, and increase your audience and your sales. From hyperlocal searches and affiliate marketing to advanced analytics and beyond, learn how to build a meaningful relationship between your website and the local community. Presented by Matt Supko, ABA Technology Director.

2010 Survey of Book-Buying Behavior With Verso Digital

What do customers really want and think? Verso Digital’s Jack McKeown, a 25-year publishing veteran, will present the results of a new survey of consumer book-buying behaviors. Conducted and analyzed in the time between Wi5 and BEA, this is the most up-to-date consumer book-buying information that you will find!

It’s in the Payroll

The focus of this session is payroll control. From an examination of what is included in the payroll line (total compensation) to providing practical, usable tools for budgeting, scheduling, and controlling payroll, this seminar will provide invaluable tools and information to booksellers, regardless of the size of their store. Presented by Len Vlahos, ABA COO.

Power to the Bookseller: An Update on Key Advocacy Issues

As more and more state legislatures debate e-fairness legislation, the role of booksellers as advocates for online sales tax equity becomes even more critical. This session will update booksellers on the state-by-state status of the e-fairness fight and offer concrete suggestions for articulating the sales tax equity message, including how to reach out to key legislators and how to build a coalition of local indie retailers and other supporters. As we approach a potential tipping point in the fight for e-fairness, effective advocacy has never been more important. Presented by Oren Teicher, ABA CEO. Panelists to be announced.

Second block (12:45 p.m. – 2:15 p.m.)

Large-Store Roundtable

Aimed at owners and managers of large stores. A veteran bookseller will moderate this roundtable discussion for owners and managers of large stores. Space is limited and on a first-come, first-served basis. Moderator to be announced.

Google Editions

Google is preparing to launch a new kind of e-book, one that exists in the "cloud." Come to this session to hear about Google's plans, to learn what the cloud is, and to find out how this program can benefit independent booksellers. Presented by Tom Turvey, Director, Strategic Partnerships, Google.

Serving the “Tween” Reader: Issues & Best Practices

No reader is harder to serve than the "tween," ages 9 – 12. This is the cusp of adolescence, with a wide range of developmental needs, reading levels, and social issues to navigate. Join a panel of experts as we discuss the definition of "tween" and examine key issues, including how to navigate content, how to interface with parents and teachers, how to shelve books for this market, what role outside services like Common Sense Media are playing in this category, and more. Presented in conjunction with the Association of Booksellers for Children (ABC). Moderated by Kristen McLean, Executive Director, ABC. Panelists to be announced.

The Business of Accepting Credit & Debit Cards

Learn how to navigate the myriad rules associated with accepting credit and debit cards. From managing procedures to ensure you are getting the best rate to understanding PCI compliance, learning more about this topic can save you money. Presented by Michael Barnard, Rakestraw Books (Danville, CA).

IndieBound Workshop

The Local First movement isn't an abstract concept—it lives in your community. Explore ideas for utilizing the energy of IndieBound to create events, sales opportunities, and awareness together with your indie business neighbors. Presented by Meg Smith, ABA Membership and Marketing Officer, and Paige Poe, ABA Marketing Manager.

Third block (2:30 p.m. – 4:00 p.m.)

Small & Mid-Size Store Roundtable

A veteran bookseller will moderate this roundtable discussion for owners and managers of small to mid-size stores. Space is limited and on a first-come, first-served basis. Moderator to be announced.

IndieCommerce Demo

Aimed at owners, managers, webmasters, and frontline booksellers from stores not currently using the product. ABA IndieCommerce (the program formerly known as BookSense.com) has been transformed. Specifically, the product has migrated to an open-source content management system called Drupal. This new and improved program provides booksellers with more intuitive and robust administrative tools, allows for much greater control over the look and feel of websites, and allows ABA staff to roll out new features more quickly. See a demo of the

new product and have questions answered by IndieCommerce staff. Presented by Matt Supko, ABA Technology Director.

The New Reality: Alternative Business Models for Independent Bookstores

A business model based on book sales alone is growing more challenging each year, but there are viable alternatives. Hear from a panel of innovative booksellers who are growing their businesses in directions beyond the book. From selling children's clothes and creating stores within stores to offering local delivery, indie booksellers are using their ingenuity and their roots in the community to find new and interesting ways to sustain their book sales. Moderated by Len Vlahos, ABA COO. Panelists include Carole Horne, Harvard Bookstore (Cambridge, MA); Chris Morrow, Northshire Bookstore (Manchester Center, VT); and Chuck Robinson, Village Books (Bellingham, WA).

Succession Planning: Valuing Your Business

How much is my business worth now? How can I make it worth more? What are my alternatives if I want to exit the business? When should I begin working on my exit strategy? Who should I be selling to if I choose to sell? How do I negotiate successfully? How do I minimize the government's share of the proceeds? These questions—and more—will be addressed by booksellers and industry professionals who have been involved in the process of exiting various-size businesses. Moderated by Barbara Theroux, Fact and Fiction (Missoula, MT). Panelists include Pete Mulvihill, Green Apple Books (San Francisco, CA), and others to be announced.

The Nuts & Bolts of Children's Bookselling: Roundtable Discussions

Join in roundtable discussions about the day-to-day operational issues that children's booksellers rarely get a chance to discuss in a conference environment, but which can make a big difference in their experience as booksellers. Topics will include title selection and shelving, creative display ideas, events, the mechanics of receiving and returns, managing co-op, community networking and partnerships, and more. Each table will focus on a single topic, and seating will be on a first-come, first-served basis. Bring your questions, ideas, and problems. Participants will learn from each other and emerge with fresh ideas and best practices to take back to their stores. Presented in conjunction with the Association of Booksellers for Children (ABC).

OTHER ABA EVENTS

(All at the Javits Convention Center)

The ABA Lounge

Open Tuesday through Thursday, May 25 – 27, the ABA members-only lounge is the place to enjoy some snacks, check out ABA programs, get some help with your IndieCommerce website, read your e-mail, and hang out with your friends. *(Tuesday, Wednesday, Thursday in Rooms 1E07 and 1E08)*

The Celebration of Bookselling Luncheon (Reservations Required)

This event is always a highlight for ABA member booksellers. Enjoy lunch with award-winning authors and experience the best awards show in the industry. [Reservations](#) are required for this free event and are limited to two booksellers from each ABA member store. *(Wednesday, noon – 1:30 p.m. in the Special Events Hall)*

Gift Card Users Group Meetings

Still have questions about what is happening with ABA gift cards? Come to the users group meeting to have your questions answered. *(Wednesday, 11:00 a.m. – noon in Room 1E11)*

IndieCommerce Users Group Meeting

If you are currently using the new IndieCommerce system and have questions, this meeting is for you. *(Wednesday, 10:00 a.m. –11:00 a.m. in Room 1E10)*

ABA Town Hall Meeting

The Annual Town Hall Meeting offers ABA member booksellers the opportunity to express opinions, ask questions, and share ideas in a less formal setting than the ABA Membership Meeting, which follows. Booksellers are encouraged to ask questions and make suggestions on any topic of concern. *(Wednesday, 3:00 p.m. – 4:00 p.m. in Room 1E10)*

ABA Annual Membership Meeting

New and outgoing members of the ABA Board of Directors and senior staff will be at the association's Annual Membership Meeting. The agenda includes the formal announcement of this year's election results for new officers and directors, reports on the association's activities from the past year, a membership and financial update, and the opportunity for members to bring old and/or new business to the Board's attention. *(Wednesday, 4:00 p.m. – 5:00 p.m. in Room 1E10)*