

## Small & Mid-Size Store Roundtable

Aimed at Owners and Managers of small to mid-size stores.

This roundtable discussion for owners and managers of small to mid-size stores will be moderated by a veteran bookseller. Space is limited and on a first-come, first-served basis. Those interested in attending should send an email to ABAs Chief Program Officer Len Vlahos ([len@bookweb.org](mailto:len@bookweb.org)) with "Small Round Table" in the subject line.

## Store Merchandising Tours

Aimed at Owners, Managers, and Prospective Booksellers.

On both Friday and Saturday afternoons, booksellers will break free from the Salt Lake City Marriott to visit bookstores. On Friday, a merchandising professional will lead attendees on a tour of Sam Weller's Bookstore and on Saturday The King's English. Booksellers will be provided with a list of merchandising best practices and will get ideas for their own stores and benefit from the knowledge of this expert. Space is limited and on a first-come, first-served basis. Interested booksellers should email [Wi4@bookweb.org](mailto:Wi4@bookweb.org) with "Store Tour" in the subject line to sign up. Friday's tour of Sam Weller's Bookstore will have an emphasis on the merchandising tactics for a **large store**. Saturday's tour of The King's English will have an emphasis on merchandising tactics for **small to mid-sized stores**.

## Surviving Tough Times

Aimed at Owners and Managers.

Financial markets are strained, the housing bust is getting worse, energy prices are soaring, and your customers are scared. This isn't the first time and it won't be the last that your business has to navigate tough times, and while the road may be bumpy, there are proven strategies to help you emerge stronger. Hear from bookseller experts as they discuss the value of cash reserves, controlling expenses, managing inventory, managing staff, and providing leadership skills. This special survey session will run three hours, with a 20-minute intermission.

## Taking Your Co-op to the Next Level

Aimed at Owners, Managers, Buyers, and Events/Marketing Directors.

Co-op is a daunting and difficult task to navigate, even for the seasoned bookseller. In this session, attendees will learn from experts in the field of co-op who will share their organizational habits and tips for making co-op navigable in stores big and small. This session is aimed at booksellers who already have an understanding of co-op at the "100" level and who wish to continue their education to the "200" level.

## Using Multimedia to Market Your Store

Aimed at All Booksellers.

What asset helps most to distinguish your store from the competition? It's you! Learn how to tell the story of your store (store history, staff and owner's bios, your place in the community) in a way that will capture the imagination of your customers. The session will instruct booksellers on how to use sight and sound (video, photos, podcasts) to make their stores interesting, exciting, and a place consumers will want to visit over and over again. Hear from a professional documentarian and see concrete examples of booksellers who have already taken the multimedia plunge.

## What Booksellers Can Learn from Libraries

Aimed at Buyers, Owners, and Managers.

Kristen McLean, Director of the Association of Booksellers for Children, will return to deliver her excellent material on working with your local library to develop your Children's section.

## Pre-Winter Institute Conference on Local First/Shop Local Initiatives

Thursday, January 29, 2009

9:00 a.m. – 5:00 p.m.

Salt Lake City, UT

Winter Institute attendees are presented with a unique opportunity to arrive in Salt Lake City early for an important day of independent business alliance education. Utah has one of the most active shop local campaigns in the country, and indie bookseller Betsy Burton is a key player in that campaign. During this conference, attendees will learn from some instrumental players in the IBA world and will benefit from their experience in creating and maintaining successful programs. The day will begin with words from independent retail guru Stacy Mitchell and introductions by Betsy Burton and Salt Lake City Mayor Ralph Becker. Morning workshops will divide attendees according to whether or not they currently have local first campaigns in their communities. Participants will learn best practices from well-established IBAs or the basics on how to get started. After a lunch event with community-focused author Terry Tempest Williams, a general session will help attendees learn how to work with local governments to gain funding. Optional tours of local independent businesses in Salt Lake City will be held in the afternoon, and the day will conclude with the Wi4 opening reception at Sam Weller's Bookstore, from 7:00 p.m. – 9:00 p.m. Space is limited for this excellent Local First program and those interested in attending should email [Wi4@bookweb.org](mailto:Wi4@bookweb.org) with "Pre-Institute" in the subject line.

## Sunday Morning Bookseller Cafés

Sunday, February 1, 2009

9:00 a.m. – 11:00 a.m.

Salt Lake City Marriott Downtown

Booksellers who are still around on Sunday morning are encouraged to attend roundtable discussions over coffee. Tables will be organized by a wide variety of topics, such as: events coordinators, children's stores, technology, frontline booksellers, IndieBound, digital issues, etc. This is a great way to wind up the Institute and to garner ideas from fellow booksellers who share your concerns and problems.



Wi4 is free of charge, but open exclusively to  
ABA Bookstore and Provisional Members.

Register Online at: <http://bookweb.org/events/institute>

Event Registration deadline: November 21, 2008

Salt Lake City Marriott Downtown

Special \$122/night hotel rate!

Hotel Reservation Deadline: January 5, 2009

All hotel reservations must be made directly with the hotel.

Visit <http://bookweb.org/events/institute> for details or email [Wi4@bookweb.org](mailto:Wi4@bookweb.org).

The American Booksellers Association would like to thank Ingram Book Company and Ingram Publisher Services for their generous sponsorship of ABA's Fourth Annual Winter Institute and all of ABA's 2009 educational programming.

Through their generosity, ABA is able to put together stellar programs and events for booksellers as well as to make available affordable hotel accommodations. We hope every bookseller will join us in extending a special thanks to Ingram Book Company and Ingram Publisher Services.



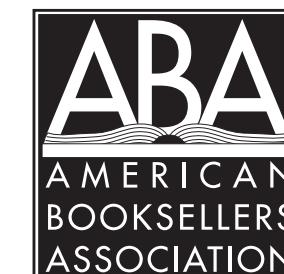
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JANUARY 29 – FEBRUARY 1, 2009  
SALT LAKE CITY, UTAH



EXCLUSIVELY FOR ABA MEMBER BOOKSELLERS

## ■ The 8½ Percent Solution: Mobilizing Your Store & Your Customers in the Fight for Sales Tax Equity

Aimed at Owners and Managers.

Big Box online retailers have successfully skirted existing sales tax laws in virtually every state where sales tax is collected. Come hear a panel of experts discuss how you can lobby your state government to equitably collect sales tax and make advocates of your customers.

## ● ABA E-Commerce Demonstration

Aimed at Owners, Managers, Webmasters, and Frontline Booksellers from stores not currently using the product.

The ABA E-Commerce Solution (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 their websites, and allows staff to roll out new features more quickly. Come see a demo of this new product and have questions answered by ABA's E-Commerce staff.

## ◆ ABA E-Commerce Solution Users Group

Aimed at Owners, Managers, Webmasters, and Frontline Booksellers who currently use the ABA E-Commerce Solution.

ABA's E-Commerce program (formerly known as BookSense.com) has undergone a major overhaul. The site has migrated to the open-source platform, Drupal, which now provides users with new and improved administrative tools, better performance and reliability, and a shorter path to new features and functionality. Participants in the users group have an opportunity to meet with, and provide feedback to, ABA's E-Commerce staff. Space is limited and available on a first-come, first-served basis.

## ● ABACUS

Aimed at Owners, Managers, and Prospective Booksellers.

The ABACUS Study continues to help independent booksellers compete by giving them comparative, line-by-line analysis of the primary factors affecting bookstore profitability. This session will summarize the results from the most recent ABACUS Study and will explore what those results mean for your business. The presentation will include an analysis of factors that drive sales and profits, as well as guidance on how to read and use ABACUS reports to improve your store's financial performance.

## ■ Book Club Brainstorming

Aimed at Events Coordinators, Book Club Coordinators, and Frontline Booksellers who already have book clubs in place at their stores.

Book clubs are a perfect tool for increasing your sales as well as for reaching out to your community. This session will highlight a few very successful book club programs. Attendees will examine which aspects of these programs make them such a huge success and will learn ways to implement these strategies in their own stores. Booksellers will join together in guided brainstorming exercises to discover interesting ways of setting up, maintaining, and marketing book clubs to customers.

## ● Book Fairs: How & Why

Aimed at All Booksellers with limited or no experience in organizing and running a book fair.

Learn how to sell a book fair to the appropriate people in your school district, how to organize and run it, and how to deal with the back end. Hear suggestions about how much staff time you should budget and how to capitalize on a book fair by turning a purchase into an actual visit to your store. A simple book fair will not only sell books—it can also connect you with those people in the school system who share your passion to get books into the hands of children.

## ■ Creative Graphic Novel Events and Marketing

Aimed at Events Coordinators, Frontline Booksellers, and others involved in marketing a store's Graphic Novels Section.

You have established a Graphic Novels/Comic Section in your store. Maybe you even have someone on staff who lives and breathes this section. But sales still aren't what you'd hoped they'd be. How can you introduce, or reintroduce, this section to both your comics customers and your non-comics customers—and, also bring in new comics customers? Besides a traditional author signing or drawing event, what can you do to present graphic novels in a creative and fun authorless event? Come hear a panel of experts discuss successful graphic novel marketing.

## ● Frontline Bookselling: Year One

Aimed at Frontline Booksellers and Prospective Booksellers.

This session is for frontline booksellers and those who have recently joined our bookselling ranks. Welcome! What does it take to be a successful bookseller? Where can you find more information about the book industry? What happens at regional shows and other industry events? What survival strategies are available as you face your first major holiday sales season? Come hear a panel of new booksellers share their first-year experiences, answer questions, and provide tips and hints.

## ● The Immutable Laws of Customer Service

Aimed at Frontline Booksellers and Prospective Booksellers.

Customer service should be a bookstore's number-one focus, but sometimes the basics are forgotten. This session will outline specific customer service dos and don'ts that every bookseller should know and practice at her bookstore. This session will benefit all booksellers, as it will cover rules of customer service that everyone should know and consistently practice. It will be especially beneficial to Prospective and Frontline Booksellers.

## ◆ Increasing Margin

Aimed at Owners, Managers, and Buyers with basic knowledge of buying and inventory management.

The cost of goods (how much you pay for the merchandise you sell) is a key driver of profitability. Lowering that cost, which will increase your margin, will put you on the path to financial success. This session will include strategies for optimizing your inventory, including: adding high-margin items and more effectively managing trade sales; taking advantage of seasonal and stock offers; finding the right blend of buying direct versus buying just-in-time; and much more. Attendees should at least have knowledge of buying at a "100" level. This will be a 2½-hour workshop with a 30-minute break, and plenty of time for questions and audience participation.

## ● Indie Retail Business Alliance Case Study

Aimed at Owners, Managers, and Prospective Booksellers who are interested in creating IBAs in their communities.

This is a new twist on the previously successful panel discussion on how to create a local business alliance in a community. Come hear the results of a case study involving a bookstore that did not have an existing IBA six months ago but has since created one. Ask questions and find out what it takes to go from being an independent alone to being an independent with a business alliance behind you.

## ● IndieBound Case Study: Presentation & Discussion

Aimed at Owners, Managers, Frontline Booksellers, and Prospective Booksellers who want to learn more about implementing IndieBound in their stores and communities.

This session will look at a diverse group of stores from different parts of the country that have applied the principles of IndieBound to their stores over the past six months. There will be concrete examples documenting their efforts and showing the audience just how they did it. Immediately following this session there will be a 30-minute break; then, booksellers will reconvene for a guided "put it into practice" discussion, where they will take what they have learned from the case studies and think up ways to implement similar programs in their own communities.

## ■ IndieBound Users Group: Show & Tell

Aimed at Booksellers currently using the IndieBound materials and ideas in their bookstores and communities.

What have you done with IndieBound DIY? How have you used your palm cards to start conversations with customers? Come share your use of the IndieBound materials with fellow booksellers and learn what's coming next for the IndieBound Program. Space is limited and on a first-come, first-served basis and attendees are encouraged to bring visuals to share.

## ● Introduction to Buying

Aimed at Prospective Booksellers, Frontline Booksellers, and others with little to no previous knowledge of buying.

Not sure what "open-to-buy" means? Don't know what a "stock offer" is? Does the term "seasonal buying" make you think of winter sweaters and summer shorts? If so, this session is for you. Attendees will learn the absolute basics of buying, including: terminology, publisher buying, wholesaler buying, discount schedules—and more—from a seasoned buyer.

## ◆ Large-Store Roundtable

Aimed at Owners and Managers of large stores.

This roundtable discussion for owners and managers of large stores will be moderated by a veteran bookseller. Space is limited and on a first-come, first-served basis. Those interested in attending should send an email to ABAs Chief Program Officer Len Vlahos ([len@bookweb.org](mailto:len@bookweb.org)) with "Large-Store Roundtable" in the subject line.

## ■ Making Free Speech Pay

Aimed at Owners and Managers.

American booksellers have opposed censorship since the 1920s, but they do not always recognize that their defense of free speech is a strong selling point with their customers. In this program, Chris Finan, president of the American Booksellers Foundation for Free Expression (ABFFE), will moderate a discussion among several booksellers who have taken a leading role in the fight for free speech. They will discuss how speaking out on First Amendment issues, participating in Banned Books Week, and organizing programs on current free speech issues has attracted people to their stores, built customer loyalty, and positioned them to effectively confront censorship issues that may arise in their communities.

## ■ POD: Part III

Aimed at Owners, Managers, and Buyers.

The ABA/Applewood Print-on-Demand program will be six months old in January. Sit in to learn how booksellers have successfully used the program to create and sell high-margin, community-focused merchandise, and learn where the pitfalls and obstacles have been—and how to avoid them!

## ● Reimagining Your Store: Presentation & Discussion

Aimed at Owners, Managers, and Buyers.

Do you shelve Tony LaRussa's memoir in Biography or Sports? Do you shelve *Persepolis* in Graphic Novels, Memoirs, or Mideast History? How do you merchandize used books and non-book items? How do these decisions affect your buying? As the culture changes, so, too, does the way consumers think about, search for, and buy books. Join a dialogue with a panel of experts on the latest trends in store layout, category management, and buying, as well as the impact the Internet is having on how consumers think about, search for, and organize information.

## ● Remainder Buying

Aimed at Novice Remainder Buyers, Regular Buyers interested in the remainder market, and Prospective Booksellers.

Even experienced book buyers shy away from the remainder market. This session will help demystify remainder buying and demonstrate the skills needed to bring high-margin merchandise into your store.