



# 2008-2009 Membership Information



3407 W 44th Street, Minneapolis, MN 55410 / 800-784-7522, 612-926-5868; FAX 612-926-6657  
info@midwestbooksellers.org, www.midwestbooksellers.com, www.midwestbooksellers.org/events  
Susan Walker, Executive Director, Kati Gallagher, Assistant Director

## The Midwest Booksellers Association Welcomes You!

The Midwest Booksellers Association (MBA), an association for independent booksellers, is a regional trade association formally established in 1981 to promote retail bookselling and support professional independent booksellers throughout this area, a territory which includes Illinois, Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota, and Wisconsin.

MBA is a 501(c)(6) not-for-profit corporation whose Board of Directors is elected by the membership. Officers and directors serve on a volunteer basis, meeting quarterly, and a paid Executive Director and Assistant Director work full-time for the organization. MBA also works in close cooperation with the American Booksellers Association and our eight fellow regional booksellers associations around the country.

### MBA's Mission

To strengthen Midwest independent booksellers and their partnerships within the larger bookselling and publishing community by providing opportunities to network and exchange information, educational programs, and tools to sell books to their customers and to grow a vibrant book culture.

### Bookselling Is A Profession

MBA was formed so that professional booksellers in our Midwest states can work together to make retail bookselling as well-managed, financially successful and rewarding as possible. The Board of Directors and members of MBA invite all in the book industry to become a part of the association and join us in striving toward our goal.

### Who May Join MBA?

2008-2009 voting membership in MBA is open to retail bookstores both owned and operated as sole proprietorships, partnerships or incorporated businesses originating in and registered in our member states, as well as to publishers, sales representatives, wholesalers and vendors who do business with our booksellers. Non-voting associate membership is open to other individuals professionally allied to the book industry, including prospective booksellers, booksellers employed by national chains, librarians, teachers, authors, and others. Nearly 250 independent bookstores currently claim MBA membership, and publisher members number close to the same. MBA's strength comes from uniting this group of professionals dedicated to a single purpose: **To strengthen independent retail bookselling in the Midwest.**

### What will MBA do for me and my business?

MBA Programs and Services Include The Following:

Our **Annual Trade Show** is held in the Twin Cities each year over a weekend in September or October (September 25-27, 2008), bringing together over 1250 association members and registered participants. The Trade Show includes a general membership meeting, Booksellers School Seminars, panel discussions, Book and Author breakfasts, a dinner and a box lunch with guest speakers, and exhibits representing over 500 publishers and vendors.

The Trade Show includes nationally known authors and prominent publishing professionals and booksellers as panel participants and speakers. During the exhibit day, publishers display new and backlist books, take orders, and promote stock offers. Autographing sessions for guest authors are also scheduled.

Our **Spring Meetings and Seminars** are scheduled in the spring and summer in the Twin Cities or other cities in our region. Trained presenters or guest speakers conduct educational seminars, and each event includes a membership meeting and an opportunity to network and socialize with fellow members. Smaller group meetings or workshops also may be offered in locations around the region.

The **MBA Website** — [www.midwestbooksellers.org](http://www.midwestbooksellers.org) — showcases our booksellers and the knowledge, selection and services they have to offer to the reading and book-buying public. A complete list of all member stores is provided, including links directly to the web sites and E-mail addresses of all booksellers who operate online. We also post the weekly Heartland Independent Bestseller List and national Book Sense Bestseller List, to which MBA stores contribute.

[www.midwestbooksellers.org/events](http://www.midwestbooksellers.org/events), our **Bookstore Events Website**, is a calendar where our stores list their upcoming events.

**Midwest Connections** is a turn-key program that is both comprehensive and customized for each book and author. MBA works closely with the publisher and our bookstores to develop and execute the program for a specific title.

The types of books featured in the Midwest Connections program are adult fiction and non-fiction (particularly memoirs, history, or current affairs); cookbooks; and children's books. Other subjects may be considered, too.

Midwest Connections is not limited to titles of Midwest regional interest or authors who live in our region (see map above). However, it is particularly well suited to promoting books with ties to our region. Midwest Connections gives featured titles high visibility, and it sells books.

There is no participation fee for a publisher to promote a book with MBA in our Midwest Connections program. This program can enhance the promotion and sales of a book in the MBA region, while costing the publisher no more - or very little more - money than the publisher would typically plan to spend on that book.

The Midwest Booksellers Association itself helps to pay for Midwest Connections. We provide up to \$100 per store in rebates that stores can earn by running ads for a Midwest Connections book, featuring it on their websites and in their newsletters, and displaying it and sending in photos to document their displays. We produce ad formats and shelf-talkers for our stores to use. We also can provide additional money that we decide is needed to support author events, other special events, promotional materials, etc.

The **MBA Catalog** features new and noteworthy adult and children's books in a full-color format. The catalog is enhanced by our special "Midwest Favorites" grant program, which highlights titles of regional interest in this important publication, and our "Booksellers' Choice" personalized title recommendations from MBA bookstores. Publishers support this holiday/winter promotion by advertising their titles in the catalog, and MBA produces it on behalf of our region's booksellers. Copies are mailed to our stores' customer lists, and are available to stores in bulk quantities for in-store distribution. The MBA Website links to BookSense.com which features an online version of our Catalog, including all the titles in the printed catalog. All sales of books featured in this traffic-building promotional catalog take place through the stores themselves.

The **Midwest Booksellers' Choice Awards** honor books which have subject matter relating to our Midwest region and/or authors who live in one of our MBA member states. Books which are eligible for award consideration must be published in either hardcover or paperback between May 1, 2008, and April 30, 2009. Five Midwest Bookseller's Choice Awards are given: Adult Fiction, Adult Non-Fiction, Poetry, Children's Picture Book, and Children's Literature (including both fiction and non-fiction).

**MBA FLASH E-mail news notices** are sent to MBA members on a timely as-needed basis.

The **MBA Membership Directory** is produced annually and distributed free to all current members. In addition to our own membership listings, it includes ABA, regional and industry contacts, plus the MBA By-Laws and Articles of Incorporation, an anticensorship guide, and federal and state government contacts. New members receive a copy of the current Directory and are added to the listings when the next edition is published.

The **MBA Membership Mailing List** may be rented by Primary Professional and Affiliate members for one-time use. (Associate members and non-members pay a higher fee.) The bookseller member list is also provided at a nominal charge to exhibitors prior to the annual Trade Show to enhance business at the Show.

**Promotional Materials** for members produced by MBA are available at very competitive prices. Items currently in stock include acrylic book display stands and "signed copy" and other book stickers.

The **MBA Credit Card Processing Program** through the American Society of Association Executives offers booksellers advantageous rates for processing major credit card transactions. Electronic processing equipment is also available for sale or rent at reasonable rates through this ASAE-sponsored program.

### **How Is MBA Affiliated With ABA?**

The American Booksellers Association (ABA) and MBA work closely together to support independent booksellers, but membership in one organization does not affect or include membership in the other. However, MBA encourages all of our booksellers to join ABA and to participate actively in the Book Sense marketing program.

### **How Much Does It Cost To Join MBA?**

Annual membership dues are established by the MBA Board of Directors for each fiscal year, which runs from July 1 through June 30 of the following year. Dues are payable each year by September, just before the annual Trade Show is held. Primary Professional or Affiliate membership dues for 2008-2009 are \$115 per storefront. Publisher/vendor dues are \$125 per company. Associate membership dues are \$200 per person.

### **How Can I Join MBA?**

A list of MBA's Board of Directors is included here. You are welcome to contact any of these people or our Executive Director or Assistant Director if you have questions regarding MBA or its activities. We'll be happy to provide a membership application package and copies of our recent publications.

MBA is growing in size and strength every year. The activities and events described here represent MBA, but this isn't all the organization does for its members, nor is it all that MBA will do in the future. MBA is its members. As a member you will be encouraged to offer your suggestions and opinions regarding our future plans. We welcome your input!

### **THE 2008 MBA BOARD OF DIRECTORS**

**Sarah Bagby, President - thru 2008**  
Watermark Books  
4701 E Douglas, Wichita, KS 67218  
316-682-1181, F 316-682-1506  
sarah.bagby@watermarkbooks.com

**Lisa Baudoin, Vice President - thru 2008**  
Books & Company  
1039 Summit Avenue, Oconomowoc, WI 53066  
262-567-0106, F 262-567-9096  
info@booksco.com

**Carl Wichman, Treasurer - thru 2010**  
NDSU Bookstore  
Student Memorial Union, Fargo, ND 58105  
701-231-8015, F 701-231-8814  
Carl.Wichman@ndsu.edu

**Ellen Scott, Secretary - thru 2009**  
The Bookworm  
8702 Pacific Street, Omaha, NE 68114  
402-392-2877, F 402-392-0112  
ellen.scott@bookwormomaha.com

**Vicki Erwin - thru 2010**  
Main Street Books  
307 S Main, St. Charles, MO 63301  
636-949-0105, F 636-723-1420  
msbstchas@sbcglobal.net

**Chris Livingston - thru 2008**  
The Book Shelf  
619 Huff Street, Winona, MN 55987  
507-474-1880, Cell 507-459-0424  
chris@bookshelfwinona.com

**Suzanne Marx - thru 2009**  
Hachette Book Group USA  
3520 16th Avenue S, Minneapolis, MN 55407  
612-721-6015, F 612-721-6034  
Cell 612-990-7483  
Suzanne.Marx@hbgusa.com

**Jim Nichols - thru 2010**  
Consortium Book Sales & Distribution  
34 13th Avenue NE, Suite 101, Minneapolis, MN 55413-1007  
612-746-2633, 800-283-3572; F 612-746-2606  
jnichols@cbsd.com

**Susan Walker, Executive Director**  
**Kati Gallagher, Assistant Director**  
Midwest Booksellers Association  
3407 West 44th Street, Minneapolis, MN 55410  
(P) 612-926-5868, (F) 612-926-6657  
UMBAoffice@aol.com, susan@midwestbooksellers.org [Walker]  
MBAofficeKT@aol.com, kati@midwestbooksellers.org [Gallagher]  
www.midwestbooksellers.org