



Midwest Booksellers Association

Susan Walker, Executive Director, Kati Gallagher, Assistant Director
2355 Louisiana Avenue N, Suite A, Golden Valley, MN 55427
763-544-2993, 800-784-7522, Fax 763-544-2266
info@midwestbooksellers.org, www.midwestbooksellers.com



Midwest Booksellers Association 2010-2011 Membership Information

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 Statement

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?

2010-2011 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 230 independent bookstores currently claim MBA membership, and publisher members number close to the same. MBA's effectiveness 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 (October 1-2, 2010), bringing together over 1200 association members and registered participants. The Trade Show includes a general membership meeting, Booksellers School Seminars, panel discussions, a breakfast, dinner and box lunch with guest author 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 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 — 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 their web sites and E-mail addresses. We also post the weekly Heartland Indie Bestseller List and National Indie Bestseller List, to which MBA stores contribute.

Midwest Connections is a turn-key program customized for each book and author. MBA works closely with the publisher and our bookstores to develop and execute this multi-faceted program for each book we choose as a Midwest Connections Pick. Midwest Connections gives featured titles high visibility, and it **sells more books.**

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 are possible.

The program is not limited to regional titles, but books which "resonate" strongly in the Midwest are our focus. An author's in-person availability is not a prerequisite for a Midwest Connections Pick. Free banner ads for these titles are featured on the MBA website.

There is a modest participation fee of \$250 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 \$75 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. Free Midwest Connections Pick stickers and high resolution electronic files of thematic signs, shelf-talkers, and bookmarks are provided by MBA for stores to use.

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" program, which highlights titles of regional interest in this important publication, and our Bookseller Quotes 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, or insertion in local publications. The catalog is featured on the MBA website. 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, 2009, and April 30, 2010. 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 is available online 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.

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 free of 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, "signed copy" and other book stickers, and static cling "Shop Locally" decals.

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 IndieBound 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. Primary Professional or Affiliate membership dues for 2010-2011 are \$115 per storefront. Publisher/vendor dues are \$140 per company. Associate membership dues are \$200 per school or library, or \$250 per person for others in the book industry.

How Can I Join MBA? - go to www.midwestbooksellers.org
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.

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 2010 MBA BOARD OF DIRECTORS

Chris Livingston, President - thru 2011

Owner
The Book Shelf
162 West 2nd Street
Winona, MN 55987
507-474-1880, F 507-474-4453
store@bookshelfwinona.com

Tripp Ryder, Vice President - thru 2011

General Books Manager
Carleton College Bookstore
1 North College Street
Northfield, MN 55057
507-646-4153, F 507-646-4527
tryder@carleton.edu

Carl Wichman, Treasurer - thru 2010

Assistant Director, Book Department
NDSU Bookstore
Student Memorial Union, Fargo, ND 58105
701-231-8015, F 701-231-8814
Carl.Wichman@ndsu.edu

Vicki Erwin, Secretary - thru 2010

Owner
Main Street Books
307 S Main
St. Charles, MO 63301
636-949-0105, F 636-723-1420
msbstchas@sbcglobal.net

Sarah Bagby - thru 2011

Managing Partner
Watermark Books and Café
4701 E Douglas
Wichita, KS 67218
316-682-1181, F 316-682-1506
sarah.bagby@watermarkbooks.com

Kathy Borkowski - thru 2012

Director
Wisconsin Historical Society Press
816 State Street
Madison, WI 53706
608-264-6461, F 608-264-6486
kathy.borkowski@wisconsinhistory.org

Jim Nichols - thru 2010

Vice President, Sales
Consortium Book Sales & Distribution
34 13th Ave NE, Suite 101
Minneapolis, MN 55413-1007
612-746-2632, 800-283-3572; F 612-746-2606
jnichols@cbsd.com

Susan Walker, Executive Director

Kati Gallagher, Assistant Director

2355 Louisiana Avenue N, Suite A, Golden Valley, MN 55427
763-544-2993, 800-784-7522, Fax 763-544-2266
susan@midwestbooksellers.org
kati@midwestbooksellers.org
www.midwestbooksellers.org