

# The 26th Annual Midwest Booksellers Association Trade Show

## Friday - Saturday, September 25-26, 2009

RiverCentre / 175 West Kellogg Boulevard / Downtown St. Paul, Minnesota

## SCHEDULE OF EVENTS

As of September 16, 2009

Events and exhibits take place at RiverCentre convention center, unless noted otherwise in this schedule.

Details are subject to change. Schedule updates will be available online at [www.midwestbooksellers.org](http://www.midwestbooksellers.org) on the main Trade Show page and at the Trade Show. Please contact Susan Walker or Kati Gallagher at MBA at 800-784-7522, 612-926-5868, FAX 612-926-6657, E-mail [susan@midwestbooksellers.org](mailto:susan@midwestbooksellers.org) or [kati@midwestbooksellers.org](mailto:kati@midwestbooksellers.org) if you have questions or need additional information. RiverCentre and St. Paul information is available online at [www.rivercentre.org](http://www.rivercentre.org) and [www.visitsaintpaul.com](http://www.visitsaintpaul.com).

### FRIDAY, SEPTEMBER 25

**7:00 AM-5:30 PM**      **MBA Trade Show Registration**  
*Roy Wilkins Auditorium FOYER, RiverCentre (Street Level)*

- MBA Registration open all day. MBA Registration staff will be happy to assist you.
- All attendees must pick up name badges, meal tickets, Trade Show programs, etc., at MBA Registration before attending the meetings and events to be held today or -- Exhibitors only -- entering the Exhibit area for set-up.
- Enjoy our lounge area in the Foyer of Roy Wilkins Auditorium, near MBA Trade Show Registration.
- Take advantage of our convenient self-service Luggage Storage Area, located in the Roy Wilkins Auditorium Foyer near MBA Trade Show Registration. [Please note - this storage area will NOT be supervised. Items stored here will be left at your own risk. MBA is not responsible for any loss or damage to items stored in this area.]

**7:30 AM-5:20 PM**

#### **THE 20<sup>TH</sup> ANNUAL BOOKSELLER'S SCHOOL EDUCATION PRESENTATIONS AND PANELS**

*RiverCentre, Meeting Rooms 10 through 14, Upper Level*

**ALL EDUCATION PROGRAMS ARE FREE TO MBA MEMBERS REGISTERED FOR THE TRADE SHOW!**

**Many thanks to our Booksellers School sponsor - Random House!**

*Education is provided jointly by MBA and ABA, with assistance and support from  
Above the Treeline, Wiley Events, and 800-CEO-READ.*

*Thanks to the American Booksellers Association for sharing their education expertise with us.*

Booksellers School education sessions will be offered only on FRIDAY September 25. All education sessions and "Rep Picks" presentations will take place in Meeting Rooms 10 - 14, Upper Level, RiverCentre. Please be sure to note both times and locations.

- Programs to suit every bookseller, experienced or novice! Publishers, reps and other interested members, please join us, too.
- If your store has several people attending the Trade Show, we strongly recommend that you go to different sessions and share what you learn so you benefit from any many as possible. If you are attending the show alone, pair up with another "single" bookseller and share your session notes.
- Education programs run concurrently in adjacent meeting rooms. At any time between 8:45 AM and 5:20 PM, there will be one or more sessions to attend. We cannot repeat presentations or panels, but some programs will be audio taped, if their format allows. Tapes may be borrowed from MBA after the show is over.
- Please be sure to stop by MBA Trade Show Registration to get your name badge BEFORE attending these education sessions.
- Box lunches must be ordered in advance. They will be available for pick up near MBA Trade Show Registration between 11:30 AM and 1:00 PM. Use Meal Ticket Order Form to order, please. Final order deadline line for box lunches September 18.
- *NEW in RiverCentre!* Try the **Headwaters Café**, open FRIDAY 7:30 AM - 3:00 PM for breakfast and lunch. Located at the east end of the Kellogg Lobby, Street Level - just downstairs from our meeting rooms.
- See the Education Sessions Schedule chart on the next page for the overview of all sessions.

Booksellers School Education sessions - Meeting Rooms 10 through 14

TIME	ROOM 10-11-12	ROOM 13	ROOM 14	ROOM 15
7:30 - 8:10 AM	<b>Bookseller Roundtables</b> (optional b'fast – buy tix in advance)	[ABA set up for education sessions below]	[MBA set up for education session below]	<b>First Timers' Orientation Roundtable</b> (optional b'fast – buy tix in advance)
8:10 - 8:35 AM	<b>MBA General Membership Meeting</b>			
break	10 minute break	10 minute break	10 minute break	
8:45 - 9:45 AM	[Authors Lunch Room Set-up]	<b>ABA Education: A Conversation on Local First Campaigns in the Midwest</b>	<b>MBA Education: Midwest Connections – Innovations for Author Events &amp; Reading Groups</b> <i>including</i> <b>Skype “Author Event” Demo</b>	[room set up for authors to eat their lunch]
break		10 minute break	10 minute break	
9:55 – 11:00 AM	[Authors Lunch Room Set-up]	<b>ABA Education: Social Media &amp; the Independent Bookseller</b>	<b>Publisher/Rep Pick of the Lists Presentations</b>	[room set up for authors to eat their lunch]
break		10 minute break	10 minute break	
11:10 – 11:50 AM	[Authors Lunch Room Set-up]	<b>Publisher/Rep Pick of the Lists Presentations</b>	<b>Publisher/Rep Pick of the Lists Presentations</b>	[Prep time - authors for Authors Lunch eat their lunch now]
12:00 Noon – 1:50 PM	<b>AUTHORS LUNCH “Moveable Feast” event</b>			
2:00 – 2:25 PM	[Edelweiss set up for next session]	<b>Publisher/Rep Pick of the Lists Presentations</b>	<b>Publisher/Rep Pick of the Lists Presentations</b>	
break	10 minute break	10 minute break	10 minute break	
<b>NOTE</b> <i>different session times for each room</i>	<b>Above the Treeline: Edelweiss Presentation &amp; Demonstration</b> 2:35 – 4:00 PM  [NAIPR set up for next session]	<b>Publishing Your Bookstore’s Own Books</b> Todd Sattersten 800-CEO-READ 2:35 – 3:30 PM  [ABA set up for next session]	<b>Customer Service &amp; Hospitality – The Key to Selling Books to Happy Customers</b> 2:35 – 3:30 PM 5 minute break <b>“It Works for Me!”</b> -- Success Stories -- Handselling Tips 3:35 – 4:25 PM	
break	35 minute break	35 minute break	10 minute break	
<b>NOTE</b> <i>different session times for each room</i>	<b>NAIPR Frontlist Plus Universal Presentation &amp; Demonstration</b> 4:35 – 5:20 PM	<b>ABA Education: Going Digital – The Case for E-books</b> 4:05 – 5:20 PM	<b>Used Books The Perfect Sideline</b> 4:35 – 5:20 PM	

## FRIDAY, SEPTEMBER 25, continued

### **7:30 AM-8:10 AM      BOOKSELLERS & VENDORS ROUNDTABLES - Meeting Room 10-11-12** ***Including our FIRST TIMERS' ORIENTATION ROUNDTABLE - Meeting Room 15***

**YOU DO NOT NEED TO PURCHASE A TICKET TO ATTEND THESE ROUNDTABLES AND THE MEMBERSHIP MEETING**  
**Optional Continental Breakfast is available – purchase breakfast tickets in advance!**

- OPTIONAL continental breakfast buffet -- coffee, juice, fruit, and breakfast breads -- \$14 per person. Tickets must be ordered and paid for in advance. Use the Meal Ticket Order Form to purchase tickets. Deadline September 18!
- **NEW in RiverCentre!** Try the **Headwaters Café**, open Friday 7:30 AM - 3:00 PM for breakfast and lunch. Located at the east end of the Kellogg Lobby, Street Level - just downstairs from our meeting rooms.
- These **ROUNDTABLES** offer booksellers, vendors and other interested attendees a great opportunity for small group conversations about bookselling, publishing, and book industry topics of mutual interest. Topics are flexible, and a table group can discuss one or several. The following will be the suggested topics:
- **FIRST TIMERS' ORIENTATION ROUNDTABLE - Meeting Room 15:** *Facilitated by members of the MBA Board of Directors*  
Booksellers, are you new to the MBA Trade Show? New to bookselling? Here's a great opportunity to start your weekend right with an introduction to all that the Trade Show has to offer you. All questions are welcome!
  - The MBA Trade Show Exhibit can be a bit overwhelming the first time. Our facilitators, current or former members of the MBA Board of Directors, will discuss the best ways to make effective use of your time and contacts during Exhibit hours on Saturday.
  - The Trade Show is the perfect place to network with your colleagues in the book business. Get tips here on taking full advantage of the show to gather information and ideas that will carry you through the coming year.
- **BOOK BUZZ ROUNDTABLE(S):** *Facilitated by members of the MBA Board of Directors*  
Talk about your favorite new books coming up this fall, the ones you most look forward to hand-selling! Bring your favorite ARCs with you, or be sure you note correct titles, authors, publishers to share with your colleagues.
- **BEST PRACTICES ROUNDTABLES:** *Facilitated by members of the MBA Board of Directors*  
***Is this recession stimulating innovative indie bookselling? Independent booksellers have ALWAYS had to deal with financial constraints, but what are bookstores AND vendors doing today to create new ways to generate sales and move forward in spite of tight times and slashed budgets?***
  - Budget-conscious staff hiring and training
  - Inventory management when money is tight
  - Saving money for everyone by dealing effectively with publisher and vendor issues
  - Great marketing ideas on a shoestring budget

### **8:10 - 8:35 AM      2009 MBA GENERAL MEMBERSHIP MEETING** ***Meeting Room 10-11-12***

- The MBA Membership Meeting is open to *all* members: booksellers, publishers and associates. Please join us!
- The 2009 General Membership Meeting includes an introduction of our MBA directors, a concise overview of current activities, projects and issues, and a look ahead at MBA's plans for the future. We'll update you on MBA's successful MIDWEST CONNECTIONS regional marketing program, our website and new social media initiatives, the MBA Catalog and Midwest Booksellers' Choice Awards, and more.
- We're pleased to welcome the staff of the American Booksellers Association - **CEO Oren Teicher** and **IndieBound Outreach Liaison Paige Poe**, who will provide a short summary of ABA's activities: IndieBound, Winter Institute 5, the ABA Board and Booksellers Advisory Council, BookExpo America, and more. **ABA Board member Becky Anderson** of Anderson's Bookshops, Naperville and Downers Grove, IL, is also expected to attend.
- All MBA members are urged to hear these important discussions and to contribute your questions and comments!

### **8:45 - 9:45 AM      ABA: A CONVERSATION ON LOCAL FIRST CAMPAIGNS IN THE MIDWEST** ***Meeting Room 13***

**Moderator:** Oren Teicher, CEO, American Booksellers Association;

**Panelists:** Becky Anderson, Anderson's Bookshops & Anderson's Book Fair Company,  
Naperville & Downers Grove, IL;  
**additional panelist to be announced**

- *This session is for all MBA booksellers and other members interested in this topic.*
- Not only do locally owned businesses have a far greater economic impact on their communities than do national chains, there is growing evidence that by working with other independently owned businesses in your town or city, your store can become more profitable.
- Hear success stories from the Midwest, and learn about the important role that bookstores can play in the creation of independent business alliances and in convincing more and more consumers to shop locally.
- Q&A and discussion - bring your own ideas and experiences to share, too!

**FRIDAY, SEPTEMBER 25, continued**

**8:45 - 9:45 AM MBA: MIDWEST CONNECTIONS: INNOVATIONS FOR AUTHOR EVENTS & READING GROUPS -- A Live Skype "Author Event" Demonstration**  
*Meeting Room 14*

**Presenters:** PJ Campbell, Director of Events, Wiley,  
and author, *101 Author Tips: Creating a Successful Book Campaign*  
Susan Walker, MBA Executive Director

- *This session is for bookstore owners, managers, event coordinators, reading group facilitators, and all booksellers interested in working with special events, book clubs, and reading groups.*
- Here's an inexpensive but impressive way to connect your customers with special authors, whether they are local or not. Use Skype, your computer, and video-calling cameras to bring an author "into" your bookstore, live and in person!
- October is National Reading Group Month - a great time to promote your favorite Midwest Connections Picks with your store's groups, get some local authors into your store, AND bring in others with Skype.
- Q&A and discussion - bring your own ideas and experiences to share, too!

**9:55 - 11:00 AM ABA: SOCIAL MEDIA AND THE INDEPENDENT BOOKSELLER**  
*Meeting Room 13*

**Facilitator:** Paige Poe, American Booksellers Association  
**Panelists:** Todd Sattersten, 800-CEO-READ, Milwaukee, WI  
Martin Schmutterer, Common Good Books, St. Paul, MN

- *This session is for booksellers of all levels who are interested in social media.*
- Facebook, Twitter, YouTube, blogs and other social networking sites have fundamentally changed the way people approach not only their private lives, but also their business transactions.
- Social media networks are not the wave of the future - they are the wave of the now; in today's connected world you are no longer building relationships with 'customers' but with 'friends.'
- Come hear a discussion on these topics, and gain a greater understanding of where this paradigm shift is taking small business.
- Q&A and discussion - bring your own ideas and experiences to share, too!

**9:55-11:50 AM PUBLISHER, VENDOR & SALES REP PICK OF THE LISTS PRESENTATIONS**  
**and 2:00-2:25 PM Meeting Rooms 13 and 14**

- Pick of the Lists Presentations will be offered by many exhibiting publishers, distributors, and commission reps.
- Presentations will run concurrently in two adjacent rooms. Larger publishers, distributors, and commission groups give 10 minute presentations; mid-size and smaller publishers give 5 minute presentations.
- Individual presentations will not be repeated, so if you have several booksellers at the show, split up so you can cover both rooms. If you are alone, pair up with another "single" bookseller and share your notes.
- All "Rep Picks" sell sheets, order forms and other handouts for both presentation rooms will be available for all booksellers to pick up right outside the "Rep Picks" meeting rooms.

**ROOM 13**

*[An education session is going on  
in this room at 9:55 - 11 AM.]*

**\* = 10 minute presentations**  
**# = 5 minute presentations**

11:10 AM \* HarperCollins Publishers - adult/children's  
11:20 AM \* Publishers Group West - adult/children's  
11:30 AM # McGraw-Hill Professional -- adult  
11:35 AM \* Perseus Books Group - adult/children's  
11:45 AM # Barron's Educational Series - adult/children's

**Morning session ends at 11:50 AM**

2:00 PM \* Hachette Book Group -- adult/children's  
2:10 PM # David R. Godine - adult/children's  
2:15 PM \* Miller Trade Book Marketing -- adult

**Afternoon session ends at 2:25 PM**

**ROOM 14**

9:55 AM \* Abraham Associates - adult/children's  
10:05 AM \* Simon & Schuster - adult/children's  
10:15 AM \* Ingram Publisher Services - adult/children's  
10:25 AM # Flux Books / Llewellyn - young adult  
10:30 AM \* Penguin Book Group - adult/children's  
10:40 AM # Scholastic - children's  
10:45 AM \* Macmillan - adult/children's  
10:55 AM # Tristan Publishing - adult/children's

***10 minute break***

11:10 AM # University of Minnesota Press -- adult  
11:15 AM # Minnesota Historical Society Press - adult  
11:20 AM # Wisconsin Historical Soc. Press - adult/children's  
11:25 AM \* Consortium Book Sales & Dist. - adult/children's  
11:35 AM \* Random House - adult/children's

**Morning session ends at 11:50 AM**

2:00 PM \* Partners Book Distributing - adult/children's  
2:10 PM # Albert Whitman - children's  
2:15 PM \* Fujii Associates - adult/children's

**Afternoon session ends at 2:25 PM**

**12:00 Noon - 1:45 PM**

## **THE MBA AUTHORS LUNCH - A "MOVEABLE FEAST"**

*Sponsored by Ingram Book Company & Ingram Publisher Services*

*Meeting Room 10-11-12, Upper Level*

### **Keynote Speakers**

**Stephanie Kallos, SING THEM HOME, Grove/Atlantic**  
**Chris Farrell, THE NEW FRUGALITY, Bloomsbury Press /Macmillan**

- This year our popular "moveable feast" event celebrates its 8th year.
- Doors open at 12:00 Noon. Lunch will be served promptly at 12:00 Noon, as soon as all attendees are seated.
- Tickets just \$39 each - Must be purchased in advance! Use the Meal Ticket Order Form to order by September 18.

**Our outstanding roster of guest authors includes --**

*\* This book is also a Midwest Connections Pick*

### **Participating Authors - books for adults:**

**Eric Dregni, NEVER TRUST A THIN COOK,**  
University of Minnesota Press

**Chris Farrell, THE NEW FRUGALITY,**  
Bloomsbury Press /Macmillan

**Mark Grey & Michele Devlin, POSTVILLE, U.S.A.,**  
Gemma Media

**Jeffrey Hertzberg, M.D. & Zoë François,**  
**HEALTHY BREAD IN FIVE MINUTES A DAY \*,**  
Thomas Dunne Books/Macmillan

**Jodi Hills, HEART ON MY SLEEVE,** Tristan Publishing

**Diana Joseph, I'M SORRY YOU FEEL THAT WAY,**  
Berkley/Penguin

**Stephanie Kallos, SING THEM HOME \*,** Grove/Atlantic

**Kate Ledger, REMEDIES,** Putnam/Penguin

**Jason Quinn Malott, THE EVOLUTION OF SHADOWS,**  
Unbridled Books

**Freya Manfred, SWIMMING WITH A HUNDRED YEAR**  
**OLD SNAPPING TURTLE,** Red Dragonfly Press

**Rusty McClure, CINCINNATUS,** Ternary Publishers

**Caryn Mirriam-Goldberg, THE SKY BEGINS AT YOUR FEET \*,**  
Ice Cube Press

**James Carl Nelson, THE REMAINS OF COMPANY D,**  
St. Martin's Press/Macmillan

**Mitch Omer & Ann Bauer, DAMN GOOD FOOD,**  
Minnesota Historical Society Press

**Joe Peterson, BEAUTIFUL PIECE,**  
Switchgrass Books/Northern Illinois Univ. Press

**Mattox Roesch, SOMETIMES WE'RE ALWAYS REAL SAME-SAME,**  
Unbridled Books

**William Voedisch, CITIZEN MITTEN,** East Wind Ink

### **Participating Authors - books for children:**

**Marion Dane Bauer, THE LONGEST NIGHT \*,** Holiday House

**Kirstin Cronn-Mills, THE SKY ALWAYS HEARS ME,** Flux

**Linda Glaser, HOPPY HANUKKAH,** Albert Whitman

**Janet Graber, MUKTAR AND THE CAMELS,**  
Christie Ottaviano Books/Macmillan

**THE WHITE WITCH,** Roaring Brook/Macmillan

**Michael Lewis, M.D., EAGLE EYES,** Mahvl Publishing

**Susan Runholt, RESCUING SENECA CRANE,** Viking/Penguin

**Lucy Silag, BEAUTIFUL AMERICANS,** Razorbill/Penguin

**Maggie Stiefvater, SHIVER \*,** Scholastic Press

**Kathy-jo Wargin, MOOSE ON THE LOOSE \*,** Sleeping Bear Press

**Sharon Werner and Sarah Forss, ALPHABEASTIES,**  
Blue Apple Books

**Patricia C. Wrede, THE THIRTEENTH CHILD,** Scholastic Press

- The authors will move in pairs from table to table around the room, talking with groups of booksellers at different tables for approximately 15 minutes per table. Each author will meet and talk with 4 table groups in the course of the event.
- Some tables will be visited by all adult books authors, some tables will be all children's books authors, and some will be mixed. We will let booksellers know before they are seated which tables are designated for which types of authors.
- People from the same store are urged to sit at *different* tables to give everyone the chance to meet many different authors.
- Attendees at the Authors Lunch will receive complimentary pre-signed copies of books by the particular authors who visit their table. Books by the keynote speakers will be available in larger quantities so that everyone at the event can have a copy.
- Authors participating in the Authors Lunch also may autograph books during the formal autographing sessions on Saturday, or they may sign books informally at their publishers' tables or booths during the Exhibit. See the Author Autographing Schedule in the program or online at [www.midwestbooksellers.com](http://www.midwestbooksellers.com) on the Members Area Trade Show page and check the final autographing schedule at the Trade Show. Changes may occur at the last minute.



**Ingram Book Company**  
Setting the standard™

**Many thanks to Ingram --  
our Authors Lunch sponsor!**



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The future of distribution™

## FRIDAY, SEPTEMBER 25, continued

### **2:00-2:25 PM PUBLISHER & SALES REP PICK OF THE LISTS PRESENTATIONS -Continued!**

*Meeting Rooms 13 and 14 - See schedule above under morning sessions*

NOTE: Booksellers and reps also are welcome to schedule one-on-one appointments on Friday. Tables and chairs will be available in our MBA Registration foyer and lounge area. Only exhibitors are allowed in the Exhibit area on Friday afternoon during set-up period, so bookseller-rep meetings cannot take place at exhibitors' booths.

### **2:35 - 4:00 PM EDELWEISS PRESENTATION AND DEMONSTRATION**

**Presented by ABOVE THE TREELINE**

*Meeting Room 10-11-12, Upper Level*

**Presenter: Ruth Bradstreet, Director of Customer Service, Above the Treeline**

**Participating Bookseller: Chris Livingston, The Book Shelf, Winona, MN**

- *This session is aimed primarily at all interested bookstore owners, managers, buyers and marketing staff. Sales reps already using Edelweiss with their accounts are welcome to attend to learn more or contribute their experiences, too.*
- Here's the most up-to-date information on the innovative new EDELWEISS interactive catalogs system for stores and their publisher reps. Get answers to those nagging questions you've wanted to ask!
- Watch EDELWEISS in action! Learn how to get started with EDELWEISS to share information about new titles and get customized catalogs from your reps.
- Edelweiss is a free system for catalog users that requires no affiliation with Above the Treeline.

EDELWEISS is a new interactive online catalog system created by Above the Treeline. Sales reps from participating publishers can use EDELWEISS to mark up catalogs for their accounts with order recommendations, detailed notes, tags and priorities. Stores then can use these marked up catalogs to work through the new season's title list in an effective and efficient manner with their rep on the phone or in person, making their own notes, tagging titles, and adding order quantities as they go. Or, if you don't have a sales rep, we'll show how you can still use the catalogs in EDELWEISS as a resource in a similar way, giving you access to new titles for several different publishers in one system.

This session will present a live demonstration of EDELWEISS the product, showing how to get started, how to mark up catalogs, and how to get new titles and orders into your POS system without laborious data entry. Two booksellers will be on hand to share their experiences and perspectives. The session is aimed primarily at bookstore owners, buyers, and their marketing staff. Note that EDELWEISS is entirely free for booksellers and other catalog readers, and does not require any affiliation with Above the Treeline. Newbies and experienced users alike are invited to join, ask questions, or share their experiences!

### **2:35 - 3:30 PM Publishing your Bookstore's Own Books -- Leveraging your Book Knowledge and Generating New Revenue**

*Meeting Room 13*

**Presenter: Todd Sattersten, President, 800-CEO-READ, Milwaukee, WI**

- *This session is for ALL interested booksellers.*
- **Booksellers - Here's an opportunity to expand your bookstore's expertise by publishing your own books.**
- Print on demand technologies have completely changed the economics of publishing. It now can be practical, affordable, and profitable to produce your store's own books for specific markets and interests.
- Learn about how books can be used to increase your store's credibility and provide new sources of revenue.
- Todd will provide an introduction to several publishing business models and production methods.
- Todd Sattersten is the president of 800-CEO-READ, a specialty business book retailer located in Milwaukee. Todd co-wrote with founder Jack Covert *The 100 Best Business Books of All Time: What They Say, Why They Matter, and How They Can Help You*, which was published by Portfolio in February 2009.

### **2:35 - 3:30 PM MBA: Customer Service & Hospitality -- The Key to Selling Books to Happy Customers**

*Meeting Room 14*

**Presenters: Vicki Erwin, Main Street Books, St. Charles, IL**

**Lanora Hurley, Next Chapter Bookshop, Mequon, WI**

- *This session is for ALL booksellers.*
- Every single decision, process, and system in your store needs to work with the customer and sales in mind.
- You need the BEST, most productive staff you can buy with your payroll dollars - including yourself!
- Teach your staff & learn from them every day. Find new ways to work efficiently, sell books, and please your customers.
- "It's about your customers, *NOT* about you." In reality, you must balance customer needs with staff comfort, but your end user -- your happy customer who keeps coming back to you store - is your focus.
- You *CAN* sell books you don't love and haven't read, if those are the books your customers want.
- Q&A and discussion - bring your own ideas and experiences to share, too!

## FRIDAY, SEPTEMBER 25, continued

**3:35- 4:30 PM**      **MBA: “It Works for Me!” Success Stories & Hand-selling Strategies**  
*Meeting Room 14*

**Facilitator:** Vicki Erwin, Main Street Books, St. Charles, IL  
Sarah Bagby, Watermark Books & Café, Wichita, KS

- *This session is for ALL booksellers. Come with your own stories and strategies to share.*
- These days, we’re all hungry for a big helping of SUCCESS.
- Join our panelists for a lively discussion of opportunities seized and great hand-selling tips and techniques.
- Tell your colleagues about your triumphs and tricks of the trade -- marketing initiatives, publicity strategies, events that generate traffic and sales, etc, etc. *WHATEVER WORKS - we want to hear about it!*

**4:05 - 5:20 PM**      **ABA: Going Digital - The Case for E-books**  
*Meeting Room 13*

**Presenter:** Paige Poe, American Booksellers Association

- *This session is for all booksellers interested in this topic.*
- The industry has been hyping e-books since the late 1990s. But the reality might finally be outpacing the hype.
- E-book sales are growing at 150% or more each month, and consumer interest is piqued by the iPhone, Kindle, and Sony eReader.
- Come hear a presentation on how and why the e-book phenomenon is real and happening now.

**American Booksellers Association education sessions:** ABA is pleased present an array of educational programming in conjunction with the Midwest Booksellers Association Trade Show this fall. (For a full schedule, visit [BookWeb.org](http://BookWeb.org).) Booksellers are also encouraged to stop by ABA's exhibit - Booth 105 - on the Trade Show Exhibit floor to meet ABA staff; to receive information about the association's products and services, including the Winter Institute, IndieBound, and much more.

**4:35 - 5:20 PM**      **A Frontlist Buyer's Best Friend:**  
**Downloading Seasonal New Title Catalogs from Frontlist *Plus* Universal<sup>sm</sup>**  
**Presented by NAIPR, National Association of Independent Publishers Representatives**  
*Meeting Room 10-11-12*

**Presenter:** Eric Miller, President, NAIPR; Miller Trade Book Marketing

- *This session is for booksellers and publishers who want to know more about this new system.*
- Learn how simple and fast it is to add new-titles to your inventory system!
- **Frontlist *Plus* Universal** offers booksellers hundreds of lists, providing just the essential bibliographic data in catalog order, eliminating time-consuming and costly data-entry each and every season.

**Frontlist *Plus* Universal<sup>sm</sup>** is completely free-of-charge, accessible from any Web browser, and is compatible with Anthology, Booklog, Books-in-Store, IBID, IRT, Square One, WordStock, and MS Excel.

Funded by publishers and managed by NAIPR, **Frontlist *Plus* Universal** lets you do the ordering on your time and in your own way. Our motto says it all "**Frontlist *Plus* Universal: Leveraging Technology for the Common Good**" More information at [naipr.org](http://naipr.org), [www.frontlistplus.org](http://www.frontlistplus.org), [ftp.frontlistplus.org](http://ftp.frontlistplus.org) .

**4:35 - 5:20 PM**      **MBA: Used Books - The Perfect “Sideline”**  
*Meeting Room 14*

**Presenters:** Chris Livingston, The Book Shelf, Winona, MN  
Additional presenter to be announced

- *This session is for all booksellers interested in selling used books, whether your store stocks them currently or not.*
- Used books are the life blood of numerous MBA member bookstores, and they are an increasingly important and profitable source of sales for stores that sell primarily new books.
- Our panel of experienced booksellers will discuss the opportunities and challenges of used books.
- Q&A, discussion.

## FRIDAY, SEPTEMBER 25, continued

### **8:00 AM-5:00 PM EXHIBITOR AND BOOKSELLER INDIVIDUAL MEETINGS TIME**

*Roy Wilkins Auditorium FOYER, RiverCentre (Lower Level)*

**PLEASE NOTE! THE EXHIBIT IS NOT OPEN TO ALL ATTENDEES AT THIS TIME!**

*Exhibitors only may enter to set up. Booksellers and other attendees are not allowed.*

- MBA offers exhibitors and booksellers the opportunity to schedule individual meetings together today.
- Tables and chairs will be available in our MBA Registration foyer and lounge area.
- Only exhibitors will be allowed in the Exhibit area on Friday afternoon during the Exhibit set-up period, so bookseller-rep meetings cannot take place at exhibitors' booths.
- If you have questions about this meeting opportunity, please let us know. We hope you'll take advantage of it.

### **11:00 AM - 5:00 PM EXHIBITOR SET-UP**

*Roy Wilkins Auditorium, RiverCentre, Street Level*

- Exhibitors, please see **Exhibitor Fact Sheet** plus set-up instructions sent to with your booth numbers and shipping information for set-up details. **If you have questions or problems during set-up, please notify MBA Registration staff and A&N Convention Services promptly. We can assist you best if you tell us quickly what you need.**
- Exhibitors only allowed in the exhibit area at this time. No one admitted in the Exhibit area without an Exhibitor badge.
- Pick up name badges at MBA Trade Show Registration in the foyer of Roy Wilkins Auditorium, just outside the exhibit area, **BEFORE** entering the exhibit area. MBA Registration staff can assist you with set-up questions and concerns.
- All exhibitors are urged to finish setting up on Friday, as set-up time is very limited on Saturday morning.
- Box lunches available near MBA Trade Show Registration in the Roy Wilkins foyer, 11:30 AM - 1:00 PM. Must be ordered and paid for in advance. Use Meal Ticket/Box Lunch Order Form and order by September 19.
- **NEW in RiverCentre!** Try the **Headwaters Café**, open Friday 7:30 AM - 3:00 PM for breakfast and lunch. Located at the east end of the Kellogg Lobby, Street Level - just downstairs from our meeting rooms and a short way from Roy Wilkins Auditorium.

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### **5:30 - 7:00 PM THE 5<sup>th</sup> ANNUAL MIDWEST BOOKSELLERS' CHOICE AWARDS RECEPTION**

**Awards Program**

**Hors d'oeuvres & cash bar sponsored by HarperCollins Publishers**

**6:00-7:00 PM**

**317 on Rice Park event venue - right next door to RiverCentre!** (See floor plans & maps)

**All MBA Trade Show registered participants are invited! Tickets NOT required for this event.**

- Gather with your colleagues and friends to toast the 2009 MBA Trade Show and our special guest authors!
- Our reception is right next door to RiverCentre and only a block or three blocks from our Trade Show hotels.
- The highlight of the reception are our Midwest Booksellers' Choice Awards Presentations, at which we will honor our 2009 Award and Honor Book winners - SEVEN of whom will be joining us in person this year to receive their award certificates!

**We're delighted that these Midwest Booksellers' Choice Awards authors will speak at the reception:**

**DAVID WROBLEWSKI, MICHAEL PERRY, FREYA MANFRED, NEIL GAIMAN  
TODD BOSS, INGRID LAW, LAUREN STRINGER**

*(Robert Goolrick, Vicki Myron and Kate DiCamillo have prior engagements and are unable to attend.)*

- Signed copies of the attending authors' books will be available at the reception.
- ***This event is open to all registered attendees at the MBA Trade Show. Don't miss this wonderful opportunity to meet and congratulate all of our honored guest authors!***



***Many thanks to HarperCollins Publishers -- our Book Awards Reception sponsor!***

## 2009 Midwest Booksellers' Choice Awards

### Fiction

Award: *THE STORY OF EDGAR SAWTELLE*, David Wroblewski (Ecco/HarperCollins Publishers)

\* Honor Book: *A RELIABLE WIFE*, Robert Goolrick (Algonquin Books / Workman Publishing)

### Nonfiction

\* Award: *COOP: A YEAR OF POULTRY, PIGS, AND PARENTING*, Michael Perry (HarperCollins Publishers)

\* Honor Book: *DEWEY: THE SMALL-TOWN LIBRARY CAT WHO TOUCHED THE WORLD*, Vicki Myron with Bret Witter  
(Grand Central Publishing / Hachette Book Group)

### Poetry

Award: *SWIMMING WITH A HUNDRED YEAR OLD SNAPPING TURTLE*, Freya Manfred (Red Dragonfly Press)

Honor Book: *YELLOWROCKET: POEMS*, Todd Boss (W.W. Norton & Company)

### Children's Picture Book

Award: *LOUISE, THE ADVENTURES OF A CHICKEN*, Kate DiCamillo, illustrated by Harry Bliss

(Joanna Cotler Books / HarperCollins Publishers)

\* Honor Book: *SNOW*, Cynthia Rylant, illustrated by Lauren Stringer (Harcourt / Houghton Mifflin Harcourt)

### Children's Literature

Award: *THE GRAVEYARD BOOK*, Neil Gaiman, illustrated by Dave McKean (HarperCollins Publishers)

\* Honor Book: *SAVVY*, Ingrid Law (Dial Press Books for Young Readers / Walden Media / Penguin Group)

\* *This book is also a Midwest Connections Pick*

7:15 PM-9:30 PM

## THE MBA TRADE SHOW BOOK & AUTHOR DINNER

*Parkview Room*

Please note: tickets purchased in advance are required for this event.

*317 on Rice Park, right next door to RiverCentre*

*Join us for a memorable evening! Our outstanding guest speakers include:*

Elizabeth Berg, *HOME SAFE* (Ballantine Books / Random House)

Jonathan Safran Foer, *EATING ANIMALS* (Little, Brown / Hachette)

Alex Lemon, *HAPPY: A MEMOIR* \* (Scribner / Simon & Schuster)

Kent Meyers, *TWISTED TREE* \* (Houghton Mifflin Harcourt)

\* *This book is also a Midwest Connections Pick*

- Don't miss the opportunity to hear these exciting authors, each one acclaimed for excellence in his or her writing.
- Please note! Complimentary pre-signed copies of our speakers' books will be available only to people attending this Book & Author Dinner. These authors are not scheduled to do formal autographing sessions.
- Dinner tickets \$46 - must be purchased in advance because MBA must commit attendance numbers to the caterer. Use Meal Ticket Order Form; purchase by September 18. Vegetarian dinner available - please see the Meal Ticket Order Form.
- General Admission tickets \$20 - must be purchased in advance! 8:30 PM entry to the event after the meal is over and general seating in back of the dinner seating to hear our guest speakers. Use Meal Ticket Order Form; purchase by September 18.
- Cash bar available throughout the dinner.

## SATURDAY, SEPTEMBER 26

### **7:30 AM-6:00 PM      MBA Trade Show Registration** *Roy Wilkins Auditorium FOYER, RiverCentre, Street Level*

- MBA Registration open all day until the end of the Trade Show. MBA Registration staff will be happy to assist you.
- All attendees must pick up name badges, meal tickets, Show programs, etc., at MBA Registration before attending the meetings and events to be held today.
- Enjoy our comfortable lounge area in the Roy Wilkins Auditorium Foyer, near MBA Trade Show Registration.
- Take advantage of our convenient self-service Luggage Storage Area, located in the foyer near MBA Trade Show Registration. [Please note - this storage area will NOT be supervised. Items stored here will be left at your own risk. MBA is not responsible for any loss or damage to items stored in this area.]

### **7:30 AM-9:00 AM      THE 23rd ANNUAL CHILDREN'S BOOK & AUTHOR BREAKFAST** *Sponsored by Baker & Taylor*

*RiverCentre Meeting Room 10-11-12, Upper Level - NEW LOCATION THIS YEAR!*

- Doors open at 7:30 AM. Coffee, juice, fruit, and breakfast breads continental breakfast buffet.
- Tickets just \$28 each - must be purchased in advance! Use the Meal Ticket Order Form to order by September 18.

*Our terrific quartet of special guest authors are:*

**M.T. Anderson, JASPER DASH AND THE FLAME-PITS OF DELAWARE** (Beach Lane Books / Simon & Schuster)  
**Neil Gaiman, ODD AND THE FROST GIANTS** (Harper / HarperCollins Publishers)  
**Loren Long, OTIS** (Philomel Books / Penguin Young Readers Group)  
**Catherine Gilbert Murdock, FRONT AND CENTER** (Houghton Mifflin Harcourt)

- Don't miss the opportunity to hear these exciting authors, each one acclaimed for excellence in his or her writing or illustration.
- Please note! Complimentary signed copies of our speaker's books will be available only for people attending this Children's Book & Author Breakfast. These authors are not scheduled to do formal autographing sessions



**BAKER & TAYLOR**  
*the future delivered*

*Many thanks to Baker & Taylor, our Breakfast sponsor!*

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### **7:30 - 9:00 AM      Exhibitor Set-Up - Back-up Option Only** *Roy Wilkins Auditorium, RiverCentre (Street Level)*

- Exhibitors, please see your Fact Sheet and the set-up instructions sent to you with table numbers and shipping instructions for all set-up details. If you have questions or problems during set-up, please notify MBA Registration and A&N Convention Services.
- Exhibitors *only* allowed in the exhibit area at this time.
- This option is *only* for exhibitors unable to set up on Friday. Please set up during Friday hours if you possibly can.

9:15 AM-4:30 PM

## THE MBA TRADE SHOW EXHIBIT

*Roy Wilkins Auditorium - South Section, RiverCentre, Street Level*

**The MBA Trade Show Exhibit is a ONE FULL DAY exhibit this year. Open ONLY on Saturday.**

- 400+ publishers and vendors will be represented at this year's Exhibit, including commission reps, wholesalers and distributors, sidelines companies, and Above the Treeline/Edelweiss. See the exhibitor list in the Trade Show Program or online at [www.midwestbooksellers.org](http://www.midwestbooksellers.org) on the Trade Show page in the Members Area.
- Many publisher and vendor special offers will be available. In order to give booksellers the most up-to-date list, these special offers will NOT be printed in the Trade Show Program this year. All offers and frequent updates are posted on the MBA website at [www.midwestbooksellers.org](http://www.midwestbooksellers.org). Go to the main Trade Show page or the Bookseller Registration & Information page. A final PRINTED list of specials will be available for your convenience at the show.
- MBA Catalog titles will be highlighted in a MBA special display along the left (west) side of the Exhibit Hall and throughout the Exhibit at publishers' and vendors' booths. Order Catalog titles at the Show! The MBA Catalog Title list is printed in the Trade Show Program and is available online at [www.midwestbooksellers.org](http://www.midwestbooksellers.org) on the Catalog page.
- Midwest Connections Picks titles and Midwest Booksellers' Choice Award-winning books will be displayed, too.
- Take advantage of informal networking opportunities galore, lots of exhibitor give-aways, and more!
- Booksellers - plan ahead and bring orders, make appointments with publishers. The more orders you place, the more chances you'll have to win prizes at our 13<sup>th</sup> Annual Place Those Orders! Contest. Cash prizes, free MBA memberships, merchandise!
- Many guest authors will sign books informally at their publishers' booths or tables during Exhibit hours on Saturday. Please see the Author Autographing Schedule online at [www.midwestbooksellers.org](http://www.midwestbooksellers.org) on the Trade Show page. In addition, be sure to pick up a copy of the final printed autographing schedule on site at the Show.
- Box lunches will be available near MBA Registration 11:30 AM-1:00 PM - must be ordered in advance. Use Meal Ticket/Box Lunch Order Form; order by September 18.
- Refreshments and light lunch items will be available at the RiverCentre concession stand inside the Exhibit area all day long.



## BANNED BOOKS WEEK is September 26 - October 3!

Start the week right with your MBA Trade Show BANNED BOOKS WEEK DONATION for the benefit of the American Booksellers Foundation for Free Expression (ABFFE). Support the organization that guards booksellers' First Amendment rights!  
**-- THANK YOU!**

*Here are two ways to contribute --*

- Make your donation to ABFFE at the MBA Trade Show Registration Desk. Donation boxes will be available on both Friday and Saturday, or give your contribution directly to MBA Trade Show Registration staff. Any contribution amount is welcome. Cash or checks only, please.
- Our FORMAL autographing sessions on Saturday again will include donations to the American Booksellers Foundation for Free expression (ABFFE) in exchange for an autographed book from one of our guest authors.
- Collections boxes will be provided in the Formal Autograph Areas. If you want to acquire a large number of autographed books this year, please plan to be generous to ABFFE, too.
- The recommended and highly encouraged donation will be \$1 per autographed book, cash or check only. We collected over \$800 for ABFFE last year - let's do it again this year!

Beware of the Book photo by florian b on flickr

SATURDAY, SEPTEMBER 26 -- continued

4:30 PM-6:00 PM

## FORMAL AUTOGRAPHING SESSIONS And Trade Show Cocktail Reception



Sponsored by MIPA - the Midwest Independent Publishers Association - THANK YOU!

*Roy Wilkins Auditorium - North Section, RiverCentre, Street Level*

All registered Trade Show Attendees are welcome!

No tickets required - but you must have a Trade Show name badge to enter Roy Wilkins Auditorium!

***Formal Autographing Sessions and our Reception take place at 4:30 - 6:00 PM  
AFTER THE TRADE SHOW EXHIBIT CLOSSES AT 4:30 PM.***

*Enter the Reception/Autographing area through the South Section of Roy Wilkins Auditorium (where the Trade Show Exhibit has taken place) from the foyer near MBA Trade Show Registration, just as you did for the Trade Show Exhibit. Walk straight back from our main entry doors and through a second set of double doors to reach the North Section of the auditorium.*

Please note that after 4:30 PM, only exhibitors will be allowed back into the Exhibit area itself to pack up and move out. The Exhibit area will be curtained off from the hallway and doors leading from the foyer to the Formal Autographing Sessions and Reception.

- Join us at this final festive 2009 Trade Show gathering! All Trade Show attendees are invited. Cash bar and light refreshments. No tickets required. Booksellers, exhibitors, and authors -- socialize and enjoy the party!
- **PLEASE NOTE!** FORMAL AUTOGRAPHING SESSIONS will take place ONLY during this MBA Trade Show Reception on Saturday, September 26. There will be three 30 minute sessions, starting at 4:30, 5:00, and 5:30 PM. All Formal Autographing Sessions will take place in the North Section of Roy Wilkins Auditorium in RiverCentre.
- Please see the Formal Autographing Schedule at [www.midwestbookseller.org](http://www.midwestbookseller.org) on the Trade Show page. During the show, please pick up a printed copy of the final autographing schedule.
- Formal Autographing Sessions will feature our voluntary BANNED BOOKS WEEK DONATION campaign for the benefit of the American Booksellers Foundation for Free Expression (ABFFE) in exchange for autographed books from our guest authors. The recommended and *highly encouraged* donation is \$1 per autographed book, payable by cash or check only. If you want to acquire a large number of autographed books this year, please plan to be generous to ABFFE, too. Last year booksellers donated over \$800 - let's do it again this year!

4:30 PM on

### Exhibitor Move-Out -- REQUIRED

*Roy Wilkins Auditorium - South Section, RiverCentre, Street Level*

- Please see exhibitor Fact Sheet for details. YOU DO NEED TO MOVE OUT ON SATURDAY EVENING.
- Please move out your materials and equipment as soon as possible, starting at 4:30 PM when the Exhibit closes.
- If you are busy with authors at the Formal Autographing Sessions between 4:30 PM and 6:00 PM, it's fine to wait until after 6 PM to pack up and move out. After 6 PM, please move out as fast as possible.
- A&N Convention Services needs to move out, too, and would like to complete their work as quickly as they can.
- If you have any special move-out needs or questions, be sure to talk with A&N Convention Services on Saturday afternoon. They will be available at the Exhibit from the latter part of the afternoon and through the evening during move-out.

**THANKS FOR ATTENDING THE 2009 MBA TRADE SHOW!**

**We hope to see you next year in Saint Paul, MN!**

**THE 2010 MBA Trade Show**

**Probable dates: Friday-Saturday, October 1-2, 2010**

**Trade Show Meetings & Exhibit: RiverCentre, St. Paul, MN**

# THANK YOU!

MBA and our members thank the 2009 Trade Show sponsors for your generous contributions to this year's MBA Trade Show.

Book Awards Reception  
HARPERCOLLINS PUBLISHERS

Booksellers School Education  
RANDOM HOUSE

Booksellers School Education  
ABOVE THE TREELINE

Booksellers School Education  
NAIPR

Authors Lunch

INGRAM BOOK COMPANY  
INGRAM PUBLISHER SERVICES

Children's Book & Author Breakfast  
BAKER & TAYLOR

Trade Show Exhibit Aisle Banners  
TRISTAN PUBLISHING

Trade Show Cocktail Reception  
MIPA - MIDWEST INDEPENDENT  
PUBLISHERS ASSOCIATION

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## The 13th Annual MBA Trade Show **PLACE THOSE ORDERS! CONTEST**

*Booksellers, the more orders you place at the Trade Show,  
the more chances you have to win these prizes!*  
*Exhibitors, YOU can win prizes, too - take more orders & increase your chances!*

- \* **Free 2009-10 MBA memberships**  
for both booksellers and exhibitors!
- \* **\$100 CASH PRIZE** for a lucky bookstore!
- \* **\$100 Discount** off 2010 MBA Trade Show  
exhibit space for a lucky exhibitor!
- \* **Free books and merchandise**  
for booksellers, courtesy of our exhibitors!

### THE RULES

1. *Retail booksellers only*, please! Contest runs during the Exhibit on Saturday and applies only to orders placed on site at the show.
2. For each order given to an exhibitor, you receive an entry ticket for the contest prizes.
3. Write your name and store name on the entry ticket. Give your completed ticket to the exhibitor along with your order.
4. The exhibitor will add his/her name to each contest ticket collected.
5. MBA will collect the contest tickets from exhibitors and will select the lucky winning booksellers and exhibitors.
6. Cash, membership, and merchandise prizes will be announced after the show.
8. All winners will be sent their prizes after the Trade Show.