

## NAIBA Fall Conference

October 3-5, 2009

Sheraton City Center

101 West Fayette Street

Baltimore, MD 21201

Room Reservations: 866-837-5182 (Rate: \$149)



*This schedule is subject to change, but we'll keep you posted.*

**Online Right Now** is our technology center featuring savvy booksellers & reps with laptops who will walk the uninitiated through Facebook, Twitter, Blogs, Videos, Email Newsletters, IndieCommerce and Edelweiss. The room will be buzzing all afternoon on Sunday, and we'll move it onto the exhibit floor on Monday.

This year NAIBA has a more formal **Busman's Holiday** of bookstores in Baltimore, since there isn't anything more fun for a bookseller than seeing another operation. Stores we plan to visit are breathe books; Atomic Books; The Ivy Bookshop; Sepia, Sand & Sable Books; and The Children's Bookstore. While the visits will have a scheduled time, booksellers will make their own way to the stores, and visit those they want according to their arrival time in Baltimore on Saturday.

One of the best parts of these conferences is getting to talk to booksellers you don't know. We will also have a **Yenta Service** - any bookseller can let Eileen Dengler know who they'd like to meet, and she will arrange that for them. This is the time to be introduced to someone whose programs or store you admire and want to share a thing or two - or ten!

Cognizant of financial constraints, we will have reduced-priced theatre seating at some of our meal events so booksellers can hear an author speak without having to buy a meal ticket. We've also gone off-menu with the hotel so we can have less expensive meal tickets. We also renegotiated our hotel rate and it is lower than in 2007, the last time we were in Baltimore.

Full Ticket Package: Buy a ticket for each event and receive a 10% discount – pay only \$105 for FIVE full meals.

At the Movable Feast, there will be one table devoted to children's booksellers (the Kids Table), which will be visited by children's authors / illustrators. You will need to sign up for this, since seating is limited.

### Events on Saturday, October 3, 2009

#### **Busman's Holiday in Baltimore** 2:30 to 6pm

We've arranged store tours with a few Baltimore bookstores, so you can see some new operations. Booksellers should make their own way to these stores. A list of tour times at individual stores will be posted shortly.

#### **Getting To Know You** 7-8pm

A casual gathering of booksellers at the hotel bar, getting to know each other and sharing bookselling stories - a real perk of attending the Fall Conference. If you are more comfortable, come to the NAIBA Registration desk and a NAIBA Board member will be there to introduce you around.

#### **Preview Supper** 8-9:30pm

Featured Speakers: Laurie Halse Anderson, *The Hair of Zoe Fleefenbacher Goes To School* (Simon & Schuster) plus one more author to be announced. Ticket Price: \$23 includes dessert bar

#### **Dessert Bar, Author Reception & Quiz Bowl** 9:30 – 11pm

We'll enjoy some fun desserts, meet a few more authors, get some autographs, and test our book knowledge with questions from the Eat.Sleep.Read Indie Calendar.

*there is so much more* ➔

## Events on Sunday, October 4, 2009

**Yoga with Susan** 7-8am

**Children's Breakfast** 8:30-9:30

Featuring: Patricia Reilly Giff, *Wild Girl* (Random House); Gordon Korman, *Zoobreak* (Scholastic); Tomie dePaola, *Strega Nona's Harvest* (Putnam) Meal Ticket Price: \$18 Theatre Seats: \$5 (does not include food or the free books. Admission at 8:50am)

**Morning Show** 9:45 – 10:45

In one hour we will pack in the news of the day, opinions, sports, entertainment, weather and commercial interruptions, and FUN – all around our beloved book business.

**Adult Pick of the Lists** 11am – 12:15pm A favorite of booksellers, publishers spend a few minutes talking about their favorites on the fall and winter lists and provide marketing sheets for each title. Booksellers are welcome to make their suggestions during the open mic time.

**The Tween Reader:** 11am – 12:15pm A panel consisting of a child psychiatrist, bookseller and editor will discuss literature marketed to middle schoolers. We'll discuss what is a tween, what content is appropriate for their emotional development, and what is out there for them.

**Movable Feast** 12:30 – 2:15pm Sponsored by HarperCollins

Sarah Blake, *The Postmistress* (G.P. Putnam's Sons / Riverhead Books); Mika Brzezinski, *All Things At Once* (Penguin/Weinstein Books); Robert Edsel, *The Monuments Men* (Hachette); Laura Grodstein, *A Friend of the Family* (Algonquin); Ruth Kassinger, *Paradise Under Glass: An Amateur Creates a Conservatory Garden* (HarperCollins); E. Lockhart, *The Treasure Map of Boys* (Random House/Delacorte); Melissa Marr, *Fragile Eternity* (Harper Collins Children's); Steven V. Roberts, *From Every End of This Earth: 13 Families and the New Lives They Made in America* (HarperCollins); Michael Rosen, *What Else But Home* (Public Affairs Books); Lisa Tucker, *The Promised World* (Simon & Schuster / Atria); Jackie Urbanovic, *Sitting Duck* (Harper Collins Children's). More to be announced.  
Ticket Price: \$25 There is no Theatre Seating for this event. *If you wish to sit at the Kids Table, please indicate that on your registration form.*

**Online Right Now** 2:30-5:30pm Technology center featuring savvy booksellers & reps with laptops who will walk the uninitiated through Facebook, Twitter, Blogs, Videos, Email Newsletters, IndieCommerce and Edelweiss. The room will be buzzing all afternoon on Sunday, and we'll move it onto the exhibit floor on Monday.

### **Afternoon Workshops Sponsored by Random House and Baker & Taylor**

**Graphic Novels:** This session will cover selection, purchasing, shelving graphic novels for Children, Tweens and Teens as well as best practice methods for marketing your selection to the local market. To make your life easier, lists of recommended titles will also be made available.

**Creating Buzz for Books:** It starts with the publishers, creating a buzz in the industry and in consumer markets, and ends with all the resources available from them to help booksellers complete the sale. Learn what is out there, and how to ride that gravy train.

**IndieCommerce:** The ABA IndieCommerce 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.

**Children's Pick of the Lists:** A split session, where booksellers and publishers talk about their favorites on the fall and winter lists.

**Authors Workshop (2:30-4pm)** For the authors-in-residence, we will have a workshop on their role in marketing their own books, from appearances to social networking sites. This will be led by PJ Campbell, Director of Events at Wiley and author of *101 Author Tips: Creating A Successful Book Campaign* (LifeTips)

**Capturing Coop:** This session will encourage you to stop, look, and claim coop money from pools, events, and marketing. Seasoned booksellers will show you how they do it. Overcome your fear and go after money!

**Creating Community:** Bookstores are the third place in the community, a center for enlightenment, enjoyment, resources, and congeniality. Booksellers will share their stores' program ideas and successes to being a valued member of the community.

**Adapting to the New Landscape:** 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 how booksellers use cash reserves, expense controls, inventory management, and staff to be flexible and responsive to this retail environment.

**Author Illustrator Show and Tell:** We will have a room full of children's authors and illustrators from the region who want to do store and school events meet with booksellers to show off their talent and presentations.

**The Talking Lounge: (5– 6pm)** The perfect opportunity to sit and talk about what you've heard, ask questions, share ideas. To help get the conversation started, themed tables will be: The Best Think I Did for My Store Last Year; Events; Social Networking & Technology; Balancing Books and Gifts; Children's Bookselling.

**Opening Reception (6 – 8pm)** in the Exhibit Hall. Presentation of Helmuth Sales Rep of the Year award to Tim Hepp of Simon & Schuster

**Awards Banquet (8 – 9:30pm)** Sponsored by Bookazine

Presentation of the Legacy Award to Paul Auster, *Invisible* (Henry Holt). The following writers will be in attendance awaiting the announcement of the Dashiell Hammett Award: David Levien; George P. Pelecanos; Heywood Gould; Colin Harrison; Abraham Rodriguez. The winners of the NAIBA Books of the Year will be on hand to receive their accolades. Ticket Price: \$32 There is no Theatre Seating for this event.

**Noir Bar 9:30 – 11pm** Where mystery, thriller & crime writers meet the booksellers who do such a good job selling their books. Abraham Rodriguez, *South by South Bronx* (Akashic); Colin Harrison, *The Finder* (Farrar, Straus & Giroux); George P. Pelecanos, *The Turnaround* (Little, Brown) ; David Levien, *City of the Sun* (Doubleday); Rhodi Hawk, *A Twisted Ladder*, (Tor Books); Rusty McClure, *Cincinnatus*, (Clerisy Press); Charles Kipps, *Hell's Kitchen Homicide*, (Simon & Schuster); Heywood Gould, *Leading Lady*, (Five Star); Stephen Hunter, *Sniper*, (Simon & Schuster) More to be announced **No ticket required**

**Emerging Leaders 9:30 – 11pm** Tailored for booksellers age 40 or younger who plan to stay in the business for many years, this group's mission is to retain, develop and support the industry's future innovators and leaders. **No ticket required**

**Bedtime Stories 10:30-11pm** Discover a new voice as debut authors read from their works. **No ticket required**

### Events on Monday, October 5, 2009

**Annual Meeting / Pick of the Lists Breakfast 8 – 9:30am**

Meal Ticket Price: \$18 Theatre Seats: \$5 (does not include food or the free books. Admission at 8:30am)

**Publishers Exhibition 9:30 – 4pm** Features of the Exhibition (along with our dedicated publishers who will help you market and sell their books) include: Scheduled marketing pitches; more time for Online Right Now; Author Autographings, and Discover New Authors Tables