



**NCIBA**  
THE NORTHERN CALIFORNIA  
INDEPENDENT BOOKSELLERS ASSOCIATION

## ***Spring Gathering & ABA Forum***

**Sunday, April 12, 2015   ●   8:30am - 5:00pm**

*At the Thoreau Center in the Presidio, San Francisco*

### **SCHEDULE OF EVENTS**

**8:30 - 9:00**

#### **REGISTRATION AND CONTINENTAL BREAKFAST**

Come early, get your badge, say hi to friends, and get your coffee, fruit, and pastries.

**9:00 - 10:00**

#### **ABA FORUM**

ABA CEO Oren Teicher and Content Officer Dan Cullen will lead ABA's annual open forum and discussion of industry issues. Attendees are urged to come with questions and comments. We'll also reveal our Book of the Year winners!

**10:15-11:30**

#### **EDUCATION SESSIONS**

##### **A. EXPLORING NEW MARKETS**

Thoughtful innovation, combined with organized planning and execution, is key to successfully tapping new -- and profitable -- markets. This session will review opportunities to maximize new market growth, using both customer demographics and proven sales and marketing initiatives.

Whether it's increasing sales to existing customers, tapping the Millennial market, or reaching more Young Readers (to name three examples), our emphasis will be on the practical steps necessary to implement appropriate programs in your store.



**ABA EDUCATION**

##### **B. WHAT'S SO SPECIAL ABOUT SPECIAL ORDERS?**

Whatever the service is called, every store can and does order books for customers. But some do it better than others - with more enthusiasm, efficiency, and profitability. This panel looks at the 'pros' of everyday special orders, including:

- \* offering this service to customers in a way that brings them back again
- \* organizational tips that lead to ordering and receiving books quickly and without errors.
- \* balancing customer service with time/money concerns around issues like hard-to-get titles, books with short (or no) discounts, and books published by Amazon. Moderated by Susan Peyrat, Mrs. Dalloway's. Panelists TBA.

##### **11:30-12:30   AUTHOR RECEPTION AND BOOK SIGNING**

We're sticking with this new time for our most popular event! We've invited 20 authors, all with new titles (in stores now or soon on the way) to meet you all and sign copies of their books or galleys. This is a great opportunity to chat with the authors and to introduce them to your stores. We've also invited our guests to join us for lunch following the Reception, so there will be lots of time for folks to get to know each other. As always, this is BYOB — Bring Your Own Bookbag.

## CONFIRMED RECEPTION AUTHORS

- **Bob Barner** - *Sea Bones*, Chronicle
- **Jennifer Chambliss Bertman**, *Book Scavenger*, Macmillan Kids
- **Melissa Cistaro** (Book Passage bookseller!) - *Pieces of My Mother*, Sourcebooks
- **Elisabeth Egan** - *A Window Opens*, S&S
- **Jonathan Evison** - *This is Your Life Harriet Chance!*, Algonquin
- **Jessica Fechter** - *Stir: My Broken Brain and the Meals That Brought Me Home*, Avery
- **Neal Griffin** - *Benefit of the Doubt*, Tor
- **Otessa Moshfegh** - *Eileen: A Novel*, Penguin
- **Janis Cooke Newman** - *A Master Plan for Rescue*, Riverhead
- **Wallace J. Nichols** - *Blue Mind*, Little Brown
- **Marian Palaia** - *The Given World*, Simon & Schuster
- **Yvonne Prinz** - *If You're Lucky*, Algonquin YR
- **Robert Roper** - *The Savage Professor*, Asahina & Wallace (IPS)
- **Tricia Stirling** - *When My Heart was Wicked*, Scholastic
- **J. Ryan Stradal** - *Kitchens of the Great Midwest*, Viking
- **Erika Swyler** - *The Book of Speculation*, St. Martin's
- **Michelle Tea** - *Mermaid in Chelsea Creek*, McSweeney's

## 12:30 - 1:30 BUFFET LUNCH

A time to relax and chat with colleagues and new friends over good food and drink from our friends at the RX Cafe.

## 1:45 - 2:45 'SPEED DATING' REP PICKS

We've invited some local sales reps to talk about some highlights from their Spring and/or Summer lists. There will be three separate bookseller clusters and reps will visit each in rotation. They move, you sit — but bring your notebooks!

## 3:00-4:00 EDUCATION SESSIONS

### A. MAXIMIZING SALES IN SPECIALTY CATEGORIES - TRAVEL, POETRY, COOKING

We're assembling a panel of experts - three from local publishing houses and three booksellers - to discuss how to make the most out of 'category'

sales in three areas. The panel will look at issues such as analyzing customer needs and interests, maintaining stock, training staff, promoting to customers, and evaluating success.

## B. BEST PRACTICES: CHILDREN'S BOOKSELLER ROUNDTABLES

For all with an interest in children's books, here's a chance to talk with small groups of colleagues about specific topics, including Authorless/Co-produced Events moderated by Lauren Savage of the Reading Bug; Stocking and Selling Diverse Books; Kid/Teen Engagement Programs; and Working with Schools/Libraries moderated by Caitlin Ayer of Books Inc. Attendees will change tables midway through.

## 4:00 - 5:00 CALIFORNIA BOOKSTORE DAY RECEPTION

Meet and raise a glass to some of the authors and illustrators who contributed to two of this year's CBD publications - the *Days Like This: Good Writers on Bad Luck, Bum Deals, and Other Torments* anthology and *Funny Ha Ha*, our illustrated children's joke book. These talented folks all donated their time and work in support of California Bookstore Day, and we hope you'll join us in saluting them!

**Questions or more information?**  
**415-561-7686 or [hut@nciba.com](mailto:hut@nciba.com)**

## CBD Totes and Tees For Sale!

Our Spring Gathering is the perfect time and place to stock up on California Bookstore Day tote bags (\$7) and t-shirts (\$10). Bring a check and buy what you need - the totes in particular make great souvenirs for customers. We'll even load them in your car!



# SIGN-UP SHEET

**\$30 per person (\$50 for non-members) covers all sessions and meals —**

**PAY AT THE DOOR with cash, check or credit card**

**Please fax or email this form NO LATER THAN Friday, April 3 (sooner is better)**

**415-561-7685    office@nciba.com**

Store \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Name of first attendee \_\_\_\_\_ \$30 \_\_\_\_\_

Additional Staff \_\_\_\_\_ \$30 \_\_\_\_\_

(submit names on

separate sheet \_\_\_\_\_ \$30 \_\_\_\_\_

if necessary

**TOTAL DUE \_\_\_\_\_**

## **What I/We Plan to Attend:**

- Breakfast / ABA Forum # \_\_\_\_\_
- Education: *Exploring New Markets* # \_\_\_\_\_
- Education: *Special Orders* # \_\_\_\_\_
- Author Reception # \_\_\_\_\_
- Lunch # \_\_\_\_\_
- Speed Dating Rep Picks # \_\_\_\_\_
- Education: *Maximizing Specialty Category Sales* # \_\_\_\_\_
- Education: *Children's Roundtables* # \_\_\_\_\_
- California Bookstore Day Reception # \_\_\_\_\_

**Are you a bookseller who lives more than 75 miles away from SF? Like to attend, but it's just too much driving for one day? So how about we put you up in a motel (single or double occupancy) near the Presidio on Saturday night, for free! Space limited - call 415-561-7686 or email hut@nciba.com for details.**

# *DIRECTIONS TO NCIBA SPRING GATHERING*

If you've ever been to the NCIBA offices in the Presidio, you've been to the Thoreau Center -- it's the building that houses us. These directions will get you to the Thoreau Center's main parking lot at the back of the building, where you will be entering for the event -- don't come to our back door as it will be locked. If you have any problem finding us that morning, our cell phone # is 415-317-2409.

**NOTE: There is now a \$7 parking charge on Sundays - sorry! Cash or credit card.**

## **FROM EAST BAY**

Take first Bay Bridge exit on the right -- Fremont Street. At bottom of exit, turn left onto Fremont. Cross Market Street and make almost immediate left turn onto Pine Street. Take Pine all the way up to Presidio (four blocks after Divisadero), then turn right. Take Presidio to the Presidio Gate park entrance. See below for directions in the park.

## **FROM SOUTH BAY**

Come into San Francisco on 280 and follow signs for 19th Avenue and/or Golden Gate Bridge. Take 19th Avenue through Golden Gate Park -- on the other side of the park, you are now on Park Presidio. Go to California Street and turn right. You can continue on California to Arguello or (about 10 blocks later) Presidio. In either case, turn left and go to park entrance. See below for directions from Presidio Gate.

From Arguello Gate, follow the road as it winds down into the park. You will come to an open area known as the Main Post, where Arguello ends. Turn right, then make an immediate left onto Graham Street. Go down Graham to Lincoln (4-way stop), then right. After about two blocks, you will see a left turn lane (the large YMCA parking lot will be on your right). Make that left onto Girard. The road goes straight, then curves to the right after about a block -- take the right and continue to the large parking lot on your right. Turn into the parking lot and park. **The entrance you want is at the top left corner of the lot.**

## **FROM MARIN**

Off the Golden Gate Bridge, follow signs to Lombard Street. Take Lombard exit and get into right lane. There is a right turn exit into the Presidio, before you get to the first set of stop lights at Lyon and Francisco. Take the exit, which curves right onto Gorgas (the YMCA/Letterman Pool will be on your right). Take Gorgas to O'Reilly, turn left one block, then right on Edie. Go two blocks to parking lot. Turn into the parking lot and park. **The entrance is at the top left corner of the lot.**

## **From Presidio Gate:**

Come down Presidio into the Park. The first stop sign will be Lombard intersection. Continue straight. At the next stop sign, Presidio turns into Lincoln -- stay straight. Within about a block, you will see a narrow street on your right named Girard -- turn right onto Girard. The road goes straight, then curves to the right after about a block -- take the right and continue to the large parking lot on your right. Turn into the parking lot and park. **The entrance is at the top left corner of the lot.**