AMERICAN BOOKSELLERS ASSOCIATION

## 2006 Education Survey

Goal I of ABA's Strategic Plan states:
Provide independent professional booksellers with access to the education, information, and business services they need to succeed in a changing world.

To meet this goal, the Association has spent the past two years reinvigorating its education program. Sessions at BookExpo America, the Winter Institute, the regional trade shows, and the spring forums have helped provide professional expertise and advice to literally thousands of $A B A$ member booksellers. All of that programming began with member feedback.

To grow and further develop the education program, we're asking booksellers from all ABA member stores to take a moment to complete this third annual ABA Education Survey. The results will be reviewed by ABA's Education Task Force, a group of bookseller volunteers who will help guide the creation of the 2007 education program.

To add a bit of incentive, ABA will draw the name of one survey respondent at random, and $\mathrm{s} / \mathrm{he}$ will win a trip, including airfare and hotel, to the 2007 Winter Institute, being held in Portland, Oregon, on February 1-2.

If you would like to be included in the drawing, please provide the following information:
Name: $\qquad$ Store: $\qquad$

Email: $\qquad$ Phone: $\qquad$

Please return the completed survey to ABA no later than Tuesday, September 5:

- Fax: 914-591-2720
- Mail: 200 White Plains Road, 6th Floor, Tarrytown, NY 10591
- You can also complete this survey online at: www.bookweb.org/education/survey

Any information you provide in the survey will be kept strictly confidential. Your personal information will be used only for the purposes of the drawing.

## SURVEY

## 1. In terms of educational programming that you would like to see ABA develop, consider the seven broad subjects listed below and rank them from 1-7 in order of importance to your business:

$\qquad$ Community Relations (e.g., main street alliances, buy local campaigns, etc.)
$\qquad$ Financial Management (e.g., budgeting \& forecasting, controlling expenses, cash flow management, etc.)
___ Human Resources (e.g., hiring, training, delegating, etc.)
$\qquad$ Inventory Management (e.g., buying, returning, controlling margin, managing inventory, etc.)
$\qquad$ Operations (e.g., shipping \& receiving, returns, etc.)
$\qquad$ Sales \& Marketing (e.g., merchandising, customer service, public relations, advertising \& promotions, etc.)
$\qquad$ Technology (e.g., website, digital content, database, POS, etc.)
2. List three topics you'd most like to see ABA education address. (For example, events, co-op, budgeting, personnel, etc.) Be as broad or specific as you like:
a. $\qquad$
b. $\qquad$
c. $\qquad$
3. Which of the following events have you attended in the last year? (Choose all that apply)
BookExpo AmericaForums
$\square$ Regional ShowsWinter InstitutePaz Booksellers School
4. Which of the following sessions have you ever attended? (Choose all that apply)ABACUS presentationThe 2\% SolutionBudgeting \& MonitoringCOGS 101It's in the Payroll
$\square$ Increasing Sales
$\square$ Increasing Margin
5. Have you attended education programs offered by sources other than ABA that you have found to be particularly helpful?YesNoDon't Know

5a. If yes, please list the source as well as the program title(s):
$\qquad$
$\qquad$
6. Does your store participate in the ABACUS Survey?
YesNo
$\square$ Don't Know
7. Which one term best describes your job title?
$\square$ OwnerManager
$\square$ Buyer
$\square$ Receiver
$\square$ AccountantBooksellerOther
8. How many years have you been working in bookstores?
$\square<1$$\square 3-5$
$\square 5-10$
$\square 10-25$ $\square>25$
9. Which best describes the type of bookstore where you currently work? (Choose one)
General independent storeSpecialty independent store
$\square$ University/college bookstoreUsed bookstoreChain bookstore$\square$ Other
10. What is the approximate sales volume of the store where you currently work?
$\square<\$ 500,000$\$500,001 - \$1,000,000
ㅁ \$1,000,001-\$2,500,000

- \$2,500,001 - \$5,000,000\$5,000,001 - \$10,000,000>\$10,000,000Don't know

