

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 ABA 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 s/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 provid	e the following information:
Name:	Store:
Email:	Phone:

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.

sι	JRVEY
	n terms of educational programming that you would like to see ABA develop, consider the seve broad subjects listed below and rank them from 1–7 in order of importance to your business:
	Community Relations (e.g., main street alliances, buy local campaigns, etc.)
	Financial Management (e.g., budgeting & forecasting, controlling expenses, cash flow management, etc.)
	Human Resources (e.g., hiring, training, delegating, etc.)
	Inventory Management (e.g., buying, returning, controlling margin, managing inventory, etc.)
	Operations (e.g., shipping & receiving, returns, etc.)
	Sales & Marketing (e.g., merchandising, customer service, public relations, advertising & promotions, etc.)
	Technology (e.g., website, digital content, database, POS, etc.)

b		
C		
Which of the following events	have you attended in the last ye	ear? (Choose all that apply)
☐ BookExpo America	☐ Forums	□ Regional Shows
☐ Winter Institute	□ Paz Booksellers School	
Which of the following session	ns have you ever attended? (Cho	ose all that apply)
☐ ABACUS presentation	☐ The 2% Solution	☐ Budgeting & Monitoring
□ COG\$ 101	☐ It's in the Payroll	☐ Increasing Sales
☐ Increasing Margin		
Have you attended education found to be particularly helps	programs offered by sources of	her than ABA that you have
☐ Yes	□No	☐ Don't Know
	e as well as the program title(s)	
	the ABACUS Survey?	
☐ Yes	the ABACUS Survey? □ No	□ Don't Know
☐ Yes Which one term best describes	the ABACUS Survey? □ No s your job title?	□ Don't Know
☐ Yes Which one term best describes ☐ Owner	the ABACUS Survey? No s your job title? Manager	□ Don't Know
☐ Yes Which one term best describes ☐ Owner ☐ Receiver	the ABACUS Survey? □ No s your job title?	□ Don't Know
☐ Yes Which one term best describes ☐ Owner ☐ Receiver ☐ Other	the ABACUS Survey? No s your job title? Manager Accountant	□ Don't Know
☐ Yes Which one term best describes ☐ Owner ☐ Receiver ☐ Other How many years have you be	the ABACUS Survey? No s your job title? Manager Accountant een working in bookstores?	□ Don't Know □ Buyer □ Bookseller
☐ Yes Which one term best describes ☐ Owner ☐ Receiver ☐ Other How many years have you be ☐ < 1	the ABACUS Survey? No s your job title? Manager Accountant een working in bookstores? 1-3	□ Don't Know □ Buyer □ Bookseller □ 3–5
☐ Yes Which one term best describes ☐ Owner ☐ Receiver ☐ Other How many years have you be ☐ < 1 ☐ 5-10	the ABACUS Survey? No s your job title? Manager Accountant een working in bookstores? 1-3 10-25	□ Don't Know □ Buyer □ Bookseller □ 3–5 □ >25
☐ Yes Which one term best describes ☐ Owner ☐ Receiver ☐ Other How many years have you be ☐ < 1 ☐ 5-10 Which best describes the type	the ABACUS Survey? No s your job title? Manager Accountant en working in bookstores? 1-3 10-25 of bookstore where you current	□ Don't Know □ Buyer □ Bookseller □ 3–5 □ >25 □ >25
 Yes Which one term best describes □ Owner □ Receiver □ Other How many years have you be □ < 1 □ 5-10 Which best describes the type □ General independent store 	the ABACUS Survey? No s your job title? Manager Accountant een working in bookstores? 1-3 10-25 of bookstore where you current Specialty independent store	□ Don't Know □ Buyer □ Bookseller □ 3–5 □ >25 □ >25 □ University/college bookstor
☐ Yes Which one term best describes ☐ Owner ☐ Receiver ☐ Other How many years have you be ☐ < 1 ☐ 5-10 Which best describes the type	the ABACUS Survey? No s your job title? Manager Accountant en working in bookstores? 1-3 10-25 of bookstore where you current	□ Don't Know □ Buyer □ Bookseller □ 3–5 □ >25 □ >25
 Yes Which one term best describes □ Owner □ Receiver □ Other How many years have you be □ < 1 □ 5-10 Which best describes the type □ General independent store □ Used bookstore 	the ABACUS Survey? No s your job title? Manager Accountant een working in bookstores? 1-3 10-25 of bookstore where you current Specialty independent store	□ Don't Know □ Buyer □ Bookseller □ 3–5 □ >25 □ >25 □ University/college bookstor □ Other
 ☐ Yes Which one term best describes ☐ Owner ☐ Receiver ☐ Other How many years have you be ☐ < 1 ☐ 5-10 Which best describes the type ☐ General independent store ☐ Used bookstore 	the ABACUS Survey? No s your job title? Manager Accountant en working in bookstores? 1-3 10-25 of bookstore where you current Specialty independent store Chain bookstore	□ Don't Know □ Buyer □ Bookseller □ 3–5 □ >25 □ >25 □ University/college bookstor □ Other
Which one term best describes Owner Receiver Other How many years have you be 1 1 5-10 Which best describes the type General independent store Used bookstore What is the approximate sale	the ABACUS Survey? No s your job title? Manager Accountant en working in bookstores? 1-3 10-25 of bookstore where you current Specialty independent store Chain bookstore es volume of the store where you	□ Don't Know □ Buyer □ Bookseller □ 3–5 □ >25 □ >25 □ University/college bookstor □ Other

2. List three topics you'd most like to see ABA education address. (For example, events, co-op,