



# ABA at BookExpo America 2013

## Schedule of Events\*

### Wednesday, May 29

9 am—5:30 pm	ABA Indie Bookseller Lounge (Room 2902, Main Show Floor)
10—11 am	ABA Plenary: <b>"Publishing, Bookselling, and the Whole Damn Thing: A Conversation With John Sargent"</b> (1E14/1E15/1E16)
11 am—5 pm	CIROBE Reminders and Sidelines Pavilions open
11:15 am—12:30 pm	<b>How to Plan for a Second Location</b> (1E02/1E03) Have you considered opening a second location? Whether your current location has been in business for 12 years or two, there are a number of key variables that will play a critical role in your analysis of the prospects of a new venture succeeding. Join a panel of booksellers who will share their insights, experiences, and best practices on this issue. <i>Terry Gilman, Mysterious Galaxy Bookstore (San Diego, CA); Alzada Knickerbocker, Avid Reader Active (Davis, CA); Christine Onorati, WORD (Brooklyn, NY); Michael Tucker, Books Inc. (San Francisco, CA)</i>
11:15 am—12:30 pm	<b>Evaluate Your Remainder Buying</b> (1E07) Remainders can help keep your store profitable if you know where and when to buy them. This advanced buying session will cover everything from best practices for buying online to the benefits of visiting warehouses and hotel showrooms, as well as strategies for in-store display. Discuss and share important keys to profitability with remainders. <i>Mary Magers, Magers and Quinn Booksellers (Minneapolis, MN); Gayle Shanks, Changing Hands Bookstore (Tempe, AZ)</i>
11:15 am—12:30 pm	<b>Edelweiss Update</b> (1E08)
Noon—4:30 pm	<b>ABC/CBC Illustrator Tour</b> (Preregistration required)
1:45—2:45 pm	BEA Keynote— <b>"Shaping the Future of the Book: Insight From Leaders Who Are Transforming How We Read"</b> (1E14/1E15/1E16)
3—4 pm	<b>ABA/Kobo eBook and eReader Introduction</b> (1E08) ABA Director of Member Technology Neil Strandberg, Kobo Account Manager Dave Morris, and Greenlight's Jessica Stockton Bagnulo will present the ABA eBook Solution and eReader program to stores that are interested in learning more before making the decision to sign up. Strandberg and Morris will cover all the basics and will be available to answer questions. <i>Neil Strandberg, ABA (White Plains, NY); Dave Morris, Kobo (Toronto, Ontario); Jessica Stockton Bagnulo (Greenlight Books, Brooklyn, NY)</i>
3—4 pm	<b>Being Social: Reaching Your Customers and Community</b> (1E07) Using social media to market your store may seem at times to be hit-and-miss. But businesses of all types have successfully implemented an effective social media marketing strategy. Come to this panel to hear tips from social media experts in Facebook, Twitter, and Google+ and learn how to make this marketing tool work for you. Moderated by an ABA member bookseller. <i>Amy Cox Williams, Director, Product Marketing, Ingram Content Group; Andrew Fitzgerald, Senior Partner Manager, Twitter; Amy Stephenson, The Booksmith (San Francisco, CA); Kristen Hess, R.J. Julia Booksellers (Madison, CT); Lynette Young, Owner, Purple Stripe Productions</i>
4:15—5:30 pm	<b>BEA Adult Editors' Buzz</b> (1E14/1E15/1E16)
5:30—7 pm	<b>Annual Children's Book Art Silent Auction and Reception</b> (River Pavilion on the Galleria Level, 4th Floor)
9 pm—Midnight	<b>Indie Presses Celebrate Indie Booksellers</b> (Hotel ABA)

### Thursday, May 30

7:30 am—3 pm	ABA Indie Bookseller Lounge (Room 2902, Main Show Floor)
8—9:30 am	<b>BEA Adult Book and Author Breakfast</b> (Special Events Hall)
9 am—5 pm	Exhibit Hall open
9:45—10:30 am	<b>BEA Breakfast Speakers Autographing in ABA Lounge</b> (Room 2902, Main Show Floor)
9:50—10:50 am	<b>Publisher/Bookseller Focus Groups</b>

\*Times/locations may change without notice

10—10:50 am	<b>BEA Young Adult Editors' Buzz</b> (1E14/15)
11 am—Noon	<b>Publisher/Bookseller Focus Groups</b>
12:15—1:45 pm	<b>Celebration of Bookselling and Author Awards Lunch</b>
1:45—2:45 pm	<b>Celebration of Bookselling Authors Autographing in ABA Indie Bookseller Lounge</b> (Room 2902, Main Show Floor)
3—4 pm	<b>ABA Town Hall</b> (1E12/13)
4—5 pm	<b>ABA Annual Membership Meeting</b> (1E12/13)

## Friday, May 31

7:30 am—5:30 pm	ABA Indie Bookseller Lounge (Room 2902, Main Show Floor)
8—9:30 am	<b>BEA Children's Book and Author Breakfast</b> (Special Events Hall)
9 am—5 pm	Exhibit Hall open
9:30—10:50 am	<p><b>Common Core: Insights From Industry Touchpoints</b> (1E11)</p> <p>Professionals from every part of the book industry — booksellers, publishers, collection development and school library specialists — will offer insights into how to present materials for the most effective use in schools and libraries to achieve the Common Core standards. This session will dispel some myths and explain how material is used in different ways, how publishers are responding, and what we can all improve to respond to this new golden age of reading and writing.</p> <p><b>Moderator:</b> Richard Buthod, National Sales Manager, Turtleback Books (St. Louis, MO) <b>Panelists:</b> Cheryl Dickemper, Director of Purchasing and Collection Development, The Booksource (St. Louis, MO); Melissa Jacobs-Israel, Coordinator in the Office of Library Services, NYC Dept. of Education (New York, NY); Victoria Stapleton, Director of School and Library Marketing, Little, Brown Books for Young Readers (New York, NY); Kenny Brechner, Owner, DDG Booksellers (Farmington, ME); Becky Anderson, Co-owner, Anderson's Bookshops (Naperville, IL); Phoebe Yeh, HarperCollins (New York, NY)</p>
9:45—10:30 am	<b>BEA Breakfast Speakers Autographing in ABA Indie Bookseller Lounge</b> (Room 2902, Main Show Floor)
10—11 am	<b>IndieCommerce User's Group</b> (1E04)
11—11:50 am	<b>BEA Middle Grade Editors' Buzz</b> (1E12/13)
11:30 am—12:30 pm	<b>Publisher/Bookseller Focus Groups</b>
12:15—1:45 pm	<b>ABC/CBC Speed Dating Lunch With Children's Authors</b> (Preregistration required; 1E14/15)
2—3 pm	<p><b>Kobo 201: Best Practices</b> (1E08)</p> <p>ABA Director of Member Technology Neil Strandberg, Kobo Account Manager Dave Morris, and ABA Board Member Matt Norcross will lead a discussion with bookseller users on best practices for featuring Kobo eReaders and selling eBooks, and gaining customers to affiliate their Kobo account with your bookstore. Please come prepared to share your own experiences.</p> <p>Neil Strandberg, ABA (White Plains, NY); Dave Morris, Kobo (Toronto, Ontario); Matt Norcross, Mclean &amp; Eakin Bookstore (Petoskey, MI)</p>
2—3 pm	<b>Publisher/Bookseller Focus Groups</b>
3:10—4:10 pm	<b>Publisher/Bookseller Focus Groups</b>
3:15—4 pm	<b>Meditation with Sharon Salzberg</b> ( <i>Real Happiness at Work</i> , Workman) in ABA Indie Bookseller Lounge (Room 2902, Main Show Floor)
3:30—4:45 pm	<b>ABC/CBC Tea With Children's Authors and Illustrators</b> (Preregistration required; 1E12/13)
4:45—5:30 pm	<b>"Celebrate (With) Debut Authors" Meet-and-Greet in ABA Indie Bookseller Lounge</b> (Room 2902, Main Show Floor)

## Saturday, June 1

7:30 am—4 pm	ABA Indie Bookseller Lounge (Room 2902, Main Show Floor)
8 am—9:30 am	<b>BEA Adult Book and Author Breakfast</b> (Special Events Hall)
9 am—4 pm	Exhibit Hall open
9:45—10:30 am	<b>BEA Breakfast Speakers Autographing in ABA Indie Bookseller Lounge</b> (Room 2902, Main Show Floor)
10—11 am	<b>Publisher/Bookseller Focus Groups</b>