

trade show schedule (as of Sept. 5, 2009)

wednesday, september 23

Noon-5:30pm

Registration Open Ballroom Foyer, adjacent to hotel main entrance

3:00-5:00pm

Book Distribution 2.0 Steamboat Room

The book industry is changing faster than anyone imagined even several years ago. Traditional distribution models are obsolete; on-line sales are a force to be reckoned with; POD, e-books, Kindle ... it's a whole new world. This session will look at the future of book distribution and how independent stores can fit into and prosper in this new economy.

Moderator: Andy Nettell, President of MPIBA, owner of Back of Beyond Books and Arches Book Company in Moab, Utah; Len Vlahos, COO of the American Booksellers Association; Linda Gagnon, Baker & Taylor; and Dan Sheehan, Ingram Book Company.

3:00-3:45pm

Navigating the Trade Show Silverton Room

After a short hiatus we have re-visioned and re-named our traditional "First-Timers" session offered on the first afternoon of the Trade Show. First-time exhibitors and first-time bookseller attendees will receive a short but sweet course from the veterans on how to maximize their time at the Show. Presenter: Former MPIBA President/ ABA immediate Past President Gayle Shanks with assistance from publishers tba.

4:00-5:00pm

Indie Publishers and Indie Booksellers Working Together Silverton Room

Independent booksellers aren't the only business people challenged by the current economic climate and the cultural shifts regarding books and reading. Independent publishers are feeling the strain too. As independent businesses within the same industry, the two parties would appear to be natural allies. But are we really supporting each other? How can independent booksellers and publishers help one another sell good books, make money, and keep independent voices alive in the reading world? This panel, comprised of two independent booksellers and two independent publishers, will explore those issues. Moderator is Catherine Weller of Sam Weller's Bookstore in Salt Lake City, Utah. Panelists include Derek Lawrence, Fulcrum Publishing and Anne Holman, The King's English in Salt Lake City, Utah.

4:00-5:00pm

Customer Service - The Farther Shore Telluride Room

Being "indie" and "local" is irrelevant without superior skills in this area. Essential for newcomers to the business and an excellent brush-up for veterans. Presenter is Linda Millemann of Tattered Cover Bookstore.

5:30-7:00pm

Books West Reception At Books West

Enjoy food, drink, and a tour of their facility, which is just 5 miles from the Crowne Plaza. Transportation will be provided. Meet in the registration area at 5:15pm.

7:15-9:00pm

BookLog Users Meeting Durango Room

trade show schedule

(as of Sept. 5, 2009)

thursday, september 24

7:00am-5:00pm

Registration Open Ballroom Foyer

7:30am-4:30pm

Exhibitor Setup Conference Center A & B

IMPORTANT: All exhibit materials must be brought in through the freight doors on the north side of the building.

7:30-8:30am

Reading the West Breakfast Vail Room

with Jacqueline Kelly, Rick Collignon, Judy Shepard, and Sara Zarr

sponsored by Partners/West and the Reading the West publishers

The official "kick-off" for this brand-new regional promotion program! Speakers are Jacqueline Kelly, author of **THE EVOLUTION OF CALPURNIA TATE** from Macmillan; Rick Collignon, author of **MADEWELL BROWN** from Unbridled Books; Judy Shepard, author of **THE MEANING OF MATTHEW** from Penguin/Hudson Street Press; and Sara Zarr, author of **ONCE WAS LOST** from Little, Brown.

Reservations required; tickets are \$15.00. Reading the West committee members Joe Foster of Maria's Bookshop in Durango and Meghan Goel of BookPeople in Austin are emcees.

8:45-10:15am

Building Sales Through an Silverton Room

Integrated Marketing Campaign

So many options, so little time ... So, what is the most effective use of the available marketing tools that deliver results? A panel of experts from publishers and bookstores will showcase their best campaigns of the past year, including examples from Workman, Book People (Los Angeles), King's Books (Tacoma, WA) and Bookworks (Albuquerque, NM). We will explore an array of avenues from social networking to traditional media.

Moderated by Nicole Magistro from The Bookworm of Edwards in Edwards, Colorado. Panelists include Craig Popelars from Algonquin Publishers; other stores will share their experiences.

10:30am-12:15pm

Pick of the Lists Conference Center C

In these invaluable sessions publishers' sales reps have 5-10 minutes to present highlights of the fall season. The packet of handouts for these sessions will be available for booksellers at registration.

12:15-1:15pm

General Meeting and Lunch Vail Room

Board and Staff give a financial report and review important events of the past year and plans for the year to come. All MPIBA members are urged to attend.

1:30-3:15pm

Pick of the Lists Conference Center C



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3:30-5:00pm

Roundtable Sessions for Booksellers Vail Room

Two 45-minute sessions (topics repeat).

Children's Bookselling:

Facilitators are Meghan Goel, Children's Book Buyer at BookPeople in Austin, Texas and Retha Davis, Owner of Kid's Center in Tucson, Arizona.

Do it Yourself - Store-specific Merchandise:

The roundtable will showcase fantastic products produced by MPIBA member stores and will show that you can "do it yourself." Facilitator is Andy Nettel, owner of Back of Beyond and Arches Book Company in Moab, Utah.

Marketing Your Store to Publishers:

Learn how booksellers can attract the attention of publishers, from obtaining authors for signings to getting better service from the sales force. Facilitators are MPIBA Board member Nicole Magistro, owner of The Bookworm of Edwards in Edwards, Colorado and former bookseller, and now publisher's rep Michele Sulka.

Best Thing I Did in My Store This Year:

This is an invaluable exchange of information. Facilitators are Gayle Shanks of Changing Hands in Tempe, Arizona and Ann Lacefield of An Open Book in Greeley, Colorado.

3:30 - 5:00pm

Introduction to Book Buying..... Steamboat Room

Aimed at prospective booksellers, frontline booksellers, and others with little to no previous knowledge of buying. Attendees will learn the basics of book buying, including: terminology, strategy, philosophy, and the wide array of available tools. Presented by Joe Foster, Buyer at Maria's Bookshop in Durango, Colorado.

5:00 - 7:00pm

New This Year!

Exhibit Hall Open on Thursday Evening! Conference Center A & B sponsored by Ingram Book Company and MPIBA

Peruse the exhibits, visit with the reps. There will be snacks to keep your strength up 'til dinner.

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(as of Sept. 5, 2009)

friday, september 25

7:00am-5:00pm

Registration Open Ballroom Foyer

7:30-9:00am

Children's Author & Illustrator Breakfast Conference Center C
with Berkeley Breathed and Mac Barnett

Speakers are Berkeley Breathed, whose new (hilarious) book from Penguin is **FLAWED DOGS: The Shocking Raid on Westminster** and Mac Barnett, whose new picture book from Disney, illustrated by Adam Rex, is **BILLY TWITTERS AND HIS BLUE WHALE PROBLEM**.

Reservations required; tickets are \$15.

9:15-10:45am

Surviving Tough Times Vail Room

Aimed at owners and managers

Financial markets are strained, energy prices are soaring, and your customers are scared. 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 from bookseller experts as they discuss the value of cash reserves, controlling expenses, managing inventory, managing staff, and providing leadership skills.

Moderator/presenter is Len Vlahos, COO of ABA.

11:00-11:45am

IndieCommerce: The New System Vail Room

Aimed at booksellers not currently using the product

IndieCommerce (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 ABA staff to roll out new features more quickly. Come see a demo of this new product and have your questions answered.

Presenter is Len Vlahos, COO of ABA.

11:00-11:45am

Make Money with MPIBA's Winter Catalog Steamboat Room

Learn the "Secrets of the Stars" from booksellers who have been selling the heck out of the Winter Catalog titles for years through creative use of mailings, displays, newspaper insertions, and well-considered discount coupons. Particular emphasis will be placed on the how-to's of claiming publisher co-op dollars.

Moderated by Andrea Avantaggio of Maria's Bookshop in Durango, Colorado. Panelists include Libby Cowles of Maria's and Amy Sandberg of Co-op Solutions.

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friday, september 25

Noon-1:15pm

Regional Book Awards Luncheon Conference Center C
with Cathy Langer and authors Claude Steelman, Will Hobbs,
and Marcia Meredith Hensley

Instead of speeches this year, join moderator Cathy Langer of the Tattered Cover bookstore and these RBA Award winners for an informal conversation over lunch. Reservations required; tickets are \$15.00

1:30-5:00pm

Exhibit Hall Open Conference Center A & B

5:00-7:00pm

Author Reception and Gordon Saul Awards Conference Center C

40 authors will be on hand to sign comp copies of their new fall titles and visit with booksellers. The Bookseller of the Year and Sales Rep of the Year will be honored. This is always a great party and is also a fundraiser for the MPIBA Literacy Grant project. Booksellers are asked to donate \$2 for each book they receive. Everybody come! Hors d'oeuvres, cash bar.

saturday, september 26

7:00am-2:00pm

Registration Open Conference Center Lobby

8:00-9:30am

Author Breakfast for Literacy Conference Center C

with Mark Spragg, Patrick McDonnell, Helen Thorpe, and Allison Hoover Bartlett; special guest Denver Mayor John Hickenlooper

Speakers are MPIBA favorite Mark Spragg, whose spring title from Knopf is **BONE FIRE**; Patrick McDonnell, the inimitable creator of the MUTTS comic strip, will talk about **WAG!**, his new title from Little, Brown; Helen Thorpe, author of **JUST LIKE US: The True Story of Four Mexican Girls Coming of Age in America** from Scribner; and Allison Hoover Bartlett, author of **THE MAN WHO LOVED BOOKS TOO MUCH: The True Story of a Thief, a Detective, and a World of Literary Obsession**, from Riverhead/Penguin. Reservations required; tickets are \$15.00.

9:30am-2:00pm

Exhibit Hall Open Conference Center A & B

No closure for lunch

Exhibits Close 2:00pm

2:15pm-4:15pm

Above the Treeline & Edelweiss Steamboat Room

For newcomers and current users. Bring your laptop! Presented by John Rubin and friends.