

**PNBA Educational Sessions,  
Sunday, October 8, 2017 @ Red Lion, Portland, OR**

**IndieCommerce and IndieLite Consultation**

Sunday October 8: 9 am - 5 pm in Pendleton Room

Monday October 9: 10 am - 3 pm in Hayden Room

<b>Washington Room</b>	<b>Clark Room</b>	<b>Hayden Room</b>	<b>Weyerhaeuser Room</b>	<b>Crown Zellerbach Room</b>
<u>8:00 - 8:45 am</u> <i>Intro for First-timer Attendees</i> w/ <b>Sam Kaas &amp; Mark Holtzen</b>				
<u>9:00 - 10:15 am</u> <i>Popping up with Partnerships: Creating Out of the Box Events with Community Partners</i> w/ <b>Jenny Cohen, et al.</b>	<u>9:00 - 10:15 am</u> How to Read a Picture Like a Boss w/ <b>Natasha Forrester Campbell, et al.</b>	<u>9:00 - 11:50 am</u> <i>Our Reps Offer Their Favorite Seasonal Picks</i>   V	<u>9:00 - 10:15 am</u> <i>Brand Your Store</i> w/ <b>Stephanie Anderson, et al.</b>	<u>9:00 - 10:15 am</u> <i>Beyond the Bookstore Walls: Multicultural Outreach</i> w/ <b>Anne Broyles, et al.</b>
<u>10:30 - 11:45 am</u> How to Pack a Box w/ <b>Elly Blue, Joe Biel, et al.</b>	<u>10:30 - 11:45 am</u> <i>Edelweiss Plus - Peer Education for Booksellers and Reps</i> w/ <b>Joe Foster, et al.</b>		<u>10:30 - 11:45 am</u> <i>Gifts Galore: Finding the Right Non-Book Items for Your Store</i> w/ <b>Becky Milner, et al.</b>	<u>10:30 - 11:45 am</u> <i>Trailers, Tweets, and Snapshots: Social Media Outreach to Ensure a Robust Audience</i> w/ <b>Melissa Hart, et al.</b>

12:00 - 1:00 pm

***Authors On The Map***

Clackamas / Multnomah Rooms

*lunches must be ordered in advance.*

1:15 - 2:15 pm

Grand Ballroom Foyer

Authors On The Map featured authors will sign their books

<u>2:30 - 3:45 pm</u> <i>Maximizing Backlist : Proven ways to market, promote, and sell backlist titles</i> w/ <b>Dan Cullen &amp; Robert Sindelar</b>	<u>2:30 - 3:45 pm</u> <i>Making Readers Happy: the Latest from Library-Land</i> w/ <b>Stephanie Anderson, et al.</b>	<u>2:20 - 4:00 pm</u> <i>Our Reps Offer Their Favorite Seasonal Picks</i> ...Continued	<u>2:30 - 3:45 am</u> <i>Planning for Growth</i> w/ <b>Ariana Paliobagis, et al.</b>	<u>2:30 - 3:45 pm</u> <i>Let's Get Romantic: Everything You've Ever Wanted to Know About Romance (But Were Afraid to Ask)</i> w/ <b>Billie Bloebaum, et al.</b>
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4:00 - 5:15 pm

**Fifth Period: Relate, Create, Innovate!**

Washington / Clark Rooms

This signing/social will provide an opportunity to unpack and recap the day's lessons, plot practical applications back at the store or library, and trade new ideas for possible future PNBA education. 2017 Education Committee members will be on hand to receive thanks and feedback.

5:30 - 6:30 pm

***PNBA Membership Meeting***

Washington / Clark Rooms

6:45 - 8:15 pm

***Dinner at the Kids' Table***

Clackamas / Multnomah Rooms (*tickets required*)

8:30 - 10:00 pm

***NIGHTCAPPER AUTOGRAPHING PARTY***

Washington / Clark Rooms