



Sam Kaas



Mark Holtzen



Tegan Tigani



Anne Broyles



Coi Vu

Sunday October 8, 9 am – 5 pm Pendleton Room &
Monday October 9, 10 am – 3 pm in the Hayden Room

IndieCommerce and IndieLite Consultation

IndieCommerce and IndieLite are ABA's online platforms for marketing events and author appearances as well as selling books and other merchandise. Both users and non-users of IndieCommerce and IndieLite – including non-ABA members – are invited to schedule a one-on-one time with program specialist **Ryan Quinn**. Space is limited, but walk-ins are welcome.

7:45 am – 4:30 pm **PNBA Registration Open** **Red Lion Main Lobby**
Register for the show, pick up badges, badge holders and a show program, or buy tickets for the Authors On The Map Lunch, Book & Author Breakfasts and the Feast of Authors.

8:00 – 8:45 am **Bookseller Workshop** **Washington Room**
Welcome and Intro for First-Time Attendees

First time at the PNBA Fall Show? Whether you're a bookseller, a librarian, or an author, join us for this special session, where we'll introduce first-time attendees to the details of the PNBA show, and how to get the most out of your time. Which sessions should you attend? What should you do when someone offers you free books? What do you do when you don't know anyone at the party? Bring your questions - experienced panelists from across the spectrum of attendees will be on hand to answer them, and you'll be able to meet mentors who can help you throughout the day. Presenters will be **Sam Kaas**, Offsite Event Manager for Third Place Books and author **Mark Holtzen**.

9:00 – 10:15 am **Bookseller Workshop** **Washington Room**
Popping Up with Partnerships: Creating Out-of-the-Box Events with Community Partners

Who would have thought we'd sell books there? If you've ever found yourself thinking this, or wondering if there's a way to collaborate with a business or organization in your community, this is the panel for you. Join Vintage Bookstore's **Debbie Buck**, Waucoma Bookstore's **Jenny Cohen**, Village Books & Paper Dreams' **Claire McElroy-Chesson**, and **Alison Kastner** of Multnomah County Library as they discuss creative partnerships around centered around non-profits, local businesses, author events, pop-up stores, and more!

9:00 – 10:15 am **Bookseller / Librarian Workshop** **Clark Room**
How to Read a Picture Book Like a Boss

Sit back and enjoy being read to by our panelists as they demonstrate and dissect the elements of great read-aloud picture books. Pinpoint read-aloud skills to help you evaluate books to recommend and/or buy for your collection. Learn more about how text and images transform into an interactive reading experience so you can appreciate new favorites and recommend the right book for the right audience (plus give great storytimes!). For buyers, frontline booksellers, and children's librarians.

Natasha Forrester Campbell, of Multnomah County Library, specializes in programming and reader's advisory for children ages birth–18 and the adults who raise and teach them, including providing storytimes for babies, young toddlers, and preschoolers.

Sunday Morning Schedule

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Tegan Tigani is the Children's Book Buyer and Events Coordinator for Seattle's Queen Anne Book Company.

Chris Satterlund is the District Sales Manager for Scholastic.

9:00 – 10:15 am **Bookseller Panel** **Crown Zellerbach Room**
Beyond the Bookstore Walls: Multicultural Outreach in the Literary Community

As community-focused businesses, bookstores are uniquely suited to engage customers across cultural divides. Join author **Anne Broyles**, author and bookseller **Rosanne Parry**, bookseller **Kim Hooyboer**, and librarian **Coi Vu** as they discuss practical ideas for booksellers, librarians, and authors about how to invite and involve ethnic, religious, bilingual and non-English speaking, and immigrant communities into bookselling and literary events.

Anne Broyles is the author of *Arturo and the Bienvenido Feast* and *Priscilla and The Hollyhocks*, among other books for young readers.

Rosanne Parry is a bookseller at Annie Bloom's Books in Portland, OR, and the author of several Middle Grade and YA novels, including *The Turn of the Tide* and *Heart of a Shepherd*.

Coi Vu is Systemwide Programming Coordinator at Multnomah County Library.

Kim Hooyboer is the Manager of Third Place Books Seward Park, co-Founder of *Indies Forward*, and co-host of the industry podcast *Drunk Booksellers*.

9:00 – 10:15 am **Bookseller Panel** **Weyerhaeuser Room**
Brand Your Store

Every business makes promises to its customers and branding is how that promise is conveyed visually, verbally, and environmentally. When branding is most effective it creates trust between a business and its community and reflects the values and passions of the people who work there. In this session we will work through all of the aspects of branding from signs, to policy, to tone, to merchandise. We will share a framework through which you can evaluate your own store's branding and develop an improvement plan. This session will also include a bibliography of business resources to help bookstore owners continue to develop their own brand.

Stephanie Anderson is the Assistant Director for Selection for New York Public Library and Brooklyn Public Library. A former bookseller at WORD Brooklyn, she writes for *LitHub*, *Kirkus Reviews*, *People* and *Shelf Awareness*.

Zak Nelson is the Events and Marketing Manager at Third Place Books in Seattle.

Madison Duckworth works for Liberty Bay Books in Poulsbo, Washington, and is the co-owner of IndiPrints Screenprinting and Design.

Jill Owens is the Marketing, Content, and Promotions Coordinator at Powell's Books in Portland, Oregon.

9:00 – 11:50 am **Bookseller Workshop** **Hayden Room**
Our Reps Offer Their Favorite Seasonal Picks
(See page 3 for complete schedule)



Stephanie Anderson



Zak Nelson



Madison Duckworth



Jill Owens



Joe Biel



Elly Blue



Robert Sindelar



Meg Sherman



Joe Foster



Becky Milner

10:30 – 11:45 am Author / Small Publisher/ Bookseller Workshop Washington Room
How to Pack a Box: Fulfillment at Every Level of Bookselling

In order to be competitive in connecting books with readers, people at every level of the book industry are finding themselves increasingly in the position of doing mail order fulfillment of books. In this workshop, we'll give you a hands-on tutorial in packing books to ship so they arrive undamaged no matter what weird size they are or what post office vortex they fall into. And we'll walk you through the whys and hows of integrating shipping into your daily workflow without spreading you too thin or costing a mint. It's a lot easier than you think and also a really satisfying way to connect with customers and help your bottom line.

Elly Blue is a writer and bicycle activist living in Portland, Oregon, and is the co-owner and Marketing Director at Microcosm Publishing.

Joe Biel is a self-made publisher and filmmaker who draws origins, inspiration, and methods from punk rock. He is the founder / manager of Microcosm Publishing and co-founder of the Portland Zine Symposium.

10:30 – 11:45 am Bookseller and Rep Panel Clark Room
Edelweiss Plus – Peer Education for Booksellers and Reps

Are you wondering how to do certain things in Edelweiss Plus? This is a round-table session that will allow you to exchange information and ideas with your fellow booksellers and publishing reps. Each table will be moderated by an experienced Edelweiss Plus user. The tables include: Ordering (moderated by **Robert Sindelar**, Third Place Books), Author Grids (moderated by **Jenny Cohen**, Waucoma Bookstore), Publisher Reps (moderated by **Meg Sherman**, WW Norton) and Ask the Expert (moderated by **Joe Foster**, Above the Treeline / Edelweiss Plus). This will be a working session, so please bring your laptops and tablets. Joe Foster will also give a brief update on the new analytics tool.

10:30 – 11:45 am Bookseller Panel Weyerhaeuser Room
Gifts Galore: Finding the Right Non-Book Items for Your Store

It's no secret that the book business isn't just about books - in fact, unique, curated gift items play such an integral role in our stores that it's not really accurate to call them "sidelines." Looking for just the right socks, chocolate, cards, or toys for your store? Our panelists have carefully cultivated gift sections, and will share pictures and talk about their favorite products and go-to vendors. Interested in fair trade items? They will be discussed too!

With **Becky Milner** of Vintage Books, Vancouver, WA, **Justus Joseph** of Elliott Bay Book Company, Seattle, WA, **Paul Hanson** of Village Books & Paper Dreams, Bellingham, WA, and **Katt Sutton** of Rediscovered Books, Boise, ID.

10:30 – 11:45 am Bookseller Panel Crown Zellerbach Room
Trailers, Tweets, and Snapshots: Social Media Outreach to Ensure a Robust Audience

Too often, authors believe erroneously that booksellers will do all the promotion for their upcoming events. However, most booksellers simply don't have the time to market beyond a Facebook post or hasty press release. This workshop

Sunday Afternoon Schedule

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empowers authors to promote their upcoming events in myriad ways using social media and a few key promotional tools. We'll talk about how to target specialty groups in a region, and how to harness the power of Twitter, Facebook, Instagram, and LinkedIn to attract an enthusiastic audience to any event.

With author **Melissa Hart**, author **Bart King**, **Mary Vermillion** of Village Books & Paper Dreams in Bellingham, Washington, and **Iris Graville** of Lopez Bookshop in Lopez Island, Washington.

Mary Vermillion is marketing director at Village Books and Paper Dreams in Bellingham, WA.

Bart King is a longtime middle school teacher who has written over 20 books. His newest project is *The Drake Equation* (Disney Hyperion).

The author of three books, **Iris Graville** is Events and Social Media Coordinator for Lopez Bookshop (Lopez Island, WA), where she organizes author readings.

2:30 – 3:45 pm

Bookseller Panel

Weyerhaeuser Room

Planning For Growth

The best news of the past few years is that independent bookstores are growing. Growth of a business is undeniably positive, but it can also present new challenges for both people and places. This session will focus not only on strategies to expand your physical space through new fixture layouts or adding more square footage, but also how work with staff expansion, new leadership roles, and relinquishing owner control while maintaining high standards. Part of this session will be the creation of a shared bibliography of resources for entrepreneurs from the session attendees.

Panelists include **Ariana Paliobagis**, who took ownership of Bozeman, MT's Country Bookshelf in 2010, and **Suzanne Droppert**, Owner of Liberty Bay Books in Poulsbo, WA, which recently recently opened a second location in Bremerton, WA.

2:30 – 3:45 pm

Bookseller Workshop

Crown Zellerbach Room

Let's Get Romantic: Everything You've Ever Wanted to Know About Romance (But Were Afraid to Ask)

Romance fiction is a multi-billion dollar market, but many booksellers are dismissive or intimidated by it, and so it's not a section that gets much--if any--love (no pun intended) in their bookstores. Join this group of authors, booksellers, and publishers as they set out to take the stigma and fear out of this diverse and innovative genre, and help booksellers capture their share of the ginormous Romance money pie!

Billie Bloebaum is a bookseller and buyer at Third Street Books in McMinnville, Oregon.

Tom Luce is the Romance Buyer for Powell's Books in Portland, Oregon, and the Romance Writers of America's 2016 Bookseller of the Year.

Olivia Waite is an author, and writes about romance for *Seattle Review of Books*. She is also a former indie bookseller.

Heidi Weiland is the Director of Trade Sales at Sourcebooks.



Justus Joseph



Melissa Hart



Mary Vermillion



Bart King



Iris Graville