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ABA's Human Resources Educational Session on Thursday, October 1

PNBA Educational Sessions, Friday, October 2, 2015 @ Holiday Inn PDX

Bridal Veil Room <i>Bookseller Track</i>	Latourell Room <i>Bookseller Track</i>	Mt. Bachelor Room <i>Reps' Picks of the Lists</i>	Mt. Adams Room <i>Librarian Track</i>	Mt. Hood Room <i>Publishing/Author Track</i>
		<u>8:00 - 8:45 am</u> <i>Intro for First-timer Retail Booksellers, w/Carol Spurling and David Hartz</i>	<u>8:00 - 8:45 am</u> <i>Intro for First-timer Librarians, w/Lisa Bitney</i>	<u>8:00 - 8:45 am</u> <i>Intro for First-timer Pubs & Authors, w/Cynthia Frank and Sharon Castlen</i>
<u>9:00 - 10:15 am</u> Bookseller Panel <i>Kid/Teen Advisory Boards: Make Yr ARCs Work</i> moderated by Jesica DeHart	<u>9:00 - 10:15 am</u> Bookseller Workshop <i>Working w/Publishers & Publicists for Events</i> moderated by Jennie Cohen	<u>8:50 - 10:15 am</u> Film Preview <i>Love Between the Covers</i> a Blueberry Hill Production, the film will be available to stores for local events	<u>9:00 - 10:15 am</u> Librarian Panel <i>Jedi Mind Tricks & Other Pro Tips for Recommending Just the Right Book,</i> w/ Lisa Bitney, et als	<u>9:00 - 10:15 am</u> Pub/Author Workshop <i>Grassroots Marketing</i> with Joe Biel and Elly Blue
<u>10:30 - 11:45 am</u> Bookseller Roundtables <i>Social Media</i> w/ Suzanne Droppert, et als	<u>10:30 - 11:45 am</u> Bookseller Panel <i>Inspired Events: Using Marketing, Community Collaboration, and Skype to Take Your Events to the Next Level</i> w/ Kris Dinnison, Jess Lucht, Madison Butler, & Jesica DeHart	<u>10:30 - 11:45 am</u> Bookseller Workshop <i>Our Reps Offer Their Favorite Seasonal Picks</i>	<u>10:30 - 11:45 am</u> Librarian Panel <i>What Works? Stories of Successful Bookstore, Educator & Author Collaborations</i> w/ Jane Kurtz, et als	<u>10:30 - 11:45 am</u> Pub/Author Workshop <i>Self-Released Book: An Exercise in Futility?</i> w/ Jessica Glenn, Kristin Thiel, Vinnie Kinsella, Laura Garwood, & Julienne Givot

Wahkeena Room
12:00 - 1:00 pm
The Celebration of Authors,
 lunches must be ordered in advance.
1:15 - 2:15 pm
 Celebration Authors sign books in the Lower lobby.

<u>2:30 - 3:45 pm</u> Bookseller Panel ABA Education <i>The Economics of Publishing and How They Impact Booksellers,</i> w/Workman's Steven Pace, and Robert Sindelar	<u>2:30 - 3:45 pm</u> Bookseller Panel <i>Business-to-Business Trade Sales</i> w/ Debra Lewis, PRH	<u>2:30 - 5:15 pm</u> Workshop <i>Our Reps Offer Their Favorite Seasonal Picks</i> ...Continued	<u>2:30 - 3:45 am</u> Librarian Panel <i>Mad Science Rules!,</i> w/ Kristin Williamson, and Jacki Fulwood	<u>2:30 - 3:45 pm</u> Pub/Author Workshop <i>Building Relationships w/Bookstores and Libraries</i> w/ Sharon Castlen & Cynthia Frank
<u>4:00 - 5:15 pm</u> Bookseller Panel <i>Who's Afraid of the Big, Bad Wolf?</i> w/ Colleen Conway, Christine Foye, Chris Satterlund, and Dandy Conway	<u>4:00 - 5:15 pm</u> Bookseller Panel <i>Indie Bookstore Day: Everything You Need to Know to Make It Great</i> w/ Samantha Schoech, and a Bookseller	↓	<u>4:00 - 5:15 pm</u> Librarian Panel <i>Ask Me What to Read,</i> w/ Lisa White and Matt Stefanik	<u>4:00 - 5:15 pm</u> Pub/Author Workshop <i>Social Networking for the Nervous,</i> w/ Roseanne Parry and Kiersi Burkhart
		<u>5:30 - 6:30 pm</u> PNBA Membership Meeting		

7:00 - 8:30 pm
Four Nationally-Known Childrens Book Authors Will Speak at Dinner at the Kids' Table, in the Wahkeena Room
8:30 - 10:00 pm
THE NIGHTCAPPER AUTOGRAPHING PARTY, in the Latourell