

PNBA Fall Show Award Comm Event Proposal

For several years PNBA's Awards Committee has proposed that PNBA celebrate the Awards at the fall show, to enhance the Award program, emphasize their importance, and provide a public forum to recognize the Committee members' work. I have discouraged such an event for these reasons:

- 1) Any such event could take away space/time from authors whose publishers are paying us to promote their new books. We need that money to balance the budget.
- 2) I was always presented with the idea of promoting the current KNOWN winners, whose books will have been published at least 12 months prior to the show, and in some cases twenty months before the show, which would mean our promoting them way after their "shelf life" has deteriorated in value.
- 3) Again, if we were promoting the same year's winners, the publishers would NOT agree to pay to send the authors to the show, so we would either have to pay their way or have an Award event without the authors, both of which seem silly.

More recently, I have been trying to imagine an Awards event that would feature the Awards Committee members themselves, rather than the authors, and have finally hit on a potential event that might be produced in 2015, without losing us any money from paying authors, nor cost us to bring the authors to the show, nor cost us for the event space and F&B, which we would not need to provide.

I propose that we produce a new event at the show in 2015, sort of a "Sneak Peek of the Awards," specifically with the members of the Awards Committee sitting up front as a group, then individually presenting short blurbs about one or two of each member's recommendations about what s/he thinks might be great possibilities for Award consideration. Staff (Larry) would be responsible for producing a PowerPoint presentation of the covers, author photos and blurbs, which would be shown as each Committee member speaks. I recommend that we produce this event during the 90 minutes after the show floor closes on the first day of exhibits at 4:30 pm, and running until the Feast starts at 6:00 pm. The Seattle 7 Party that has happened in that slot each of the last two years would have to go away.

My thought is that hearing from the Awards Committee members personally at that time could be an excellent lead-in to the Feast, could be a lot of fun, and for the first time would give our other members a fresh look at the Awards Committee itself, allowing us to see and hear some of what the Committee goes through with the process of selecting the winners. This could work like a similar session for the Indie Next List that was done at the Winter Institute in Seattle in 2013.

Perhaps the biggest challenge to the production of this event may be getting each member of the Committee to commit to one or two books, prepare their blurbs, and send them to me and Larry in time for us to prepare the PowerPoint presentation before the show. But, we would give the Committee members their assignments and confirm with them their need to provide the info by our deadline, or else LOSE their right to reimbursement of their expenses to attend the show. My guess is that participation would be almost unanimous with that understanding.

I do not want to produce this event without the Board's approval, which I am seeking now.