



EDUCATIONAL BOOK & MEDIA ASSOCIATION

EBMA fosters a unique community that brings together a wide range of Wholesalers and Publishers in order to address the ever changing book and media buying needs of the educational marketplace.

BECOMING AN EBMA MEMBER

History

The Educational Book and Media Association (EBMA), formerly known as the Educational Paperback Association (EPA) is an association of Wholesalers and Publishers who supply books and other media related content to schools and libraries. Founded in 1975 by Jerry Ludington of Detroit based Ludington News Company, EBMA became known as an innovative voice in the paperback book market, representing both U.S. and Canadian Wholesalers and Publishers.

Jennifer Allen of The Booksource, Inc. in St. Louis, MO is our current president; and Jill Faherty of Baker & Taylor in Bridgewater, NJ is our vice president.

About EBMA Membership

EBMA has two categories of membership:

- **Wholesaler Members** - Distribution companies of books and media related products that are sold to educational institutions are considered Wholesalers.
- **Publisher Members** - Publishers of books and media products designed for the school and library markets qualify for membership.

Dues are \$500 per year for Wholesaler Members and \$825 per year for Publisher Members. The annual membership period is July 1- June 30.

New Wholesaler Members will have their first year dues waived.



Applicants for membership in either category must have been in the business of distributing/publishing books or media related products for at least one year prior to submitting an application for membership.

In addition, all Publisher Member applicants must:

- Publish new books and/or media products annually and maintain an active list of books and/or media products.
- Must make their books and/or media products available to all Educational Book & Media Association Wholesaler Members.

After reviewing supporting data from the applicant and considering any data provided by board members, the EBMA Board of Directors determines if a member applicant meets membership requirements.

EBMA MEMBER BENEFITS

Education – EBMA is dedicated to bringing talented and informative presenters to the annual meeting.

Networking – Through the online directory and the annual conference EBMA members may develop and maintain business and personal relationships with other professionals in their industry.

Industry Knowledge – EBMA is committed to keeping its members updated on the latest industry trends including school and library funding and technology standards. EBMA's involvement in the Book Industry Study Group (BISG) helps keep members apprised of many of the technical standards.



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Activities of the EBMA

The association holds an annual meeting that is educational in nature with sessions intended for both Wholesalers and Publishers. The most important parts of the annual meeting are our "One-on-One Sessions," designed to facilitate business discussions between Wholesalers and Publisher members. During the three days of these meetings, each Wholesaler in attendance will meet with each Publisher (and vice versa) for private 8-minute discussions. The presentations inform members on new trends in our market. Social events are planned to bring Wholesalers and Publishers together in informal settings.

Each year the annual meeting is held at a location that allows for a casual atmosphere and promotes networking and learning. Our 2016 annual meeting was held on February 2-5, at the Loews Ventana Canyon Resort in Tucson, AZ. The 2017 Annual Meeting will be February 6-9 at the Vinoy Renaissance St. Petersburg Resort & Golf Club in St. Petersburg, FL.

"Getting the word out about new marketing, new initiatives, etc. to over 70 publishers at one time = PRICELESS!"

- EBMA Wholesaler



The EBMA Board of Directors carries on the work of the association at four board meetings during the year. Members are encouraged to interact with the EBMA Board, bring up ideas and volunteer on committees.

In addition to the annual meeting, EBMA also provides other connection and education events when the opportunity arises. For instance, EBMA has held meetings or field studies focused on certain subjects or operational topics of interest to members. EBMA also participates in the Book Industry Study Group (BISG) and provides members updates about their activities.

Each year at the annual meeting EBMA presents the Jeremiah Ludington Award. The 2015 award was presented to Pam Muñoz Ryan.

Most importantly, EBMA has encouraged and fostered an unusual spirit among its members--new friends and old have learned from each other, shared and improved their knowledge of the market, and gotten to know each other better. We are proud of this and would be pleased to share the experience with you.

How to Apply for Membership

If you wish to apply, please return your application by email to meeting@edupaperback.org. In order to be considered for membership, prospective members must submit their applications no later than 10 weeks prior to the start of the annual meeting.

Wholesaler member dues are waived for the first year.



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What's Next?

After your company submits membership application:

1. Reviewed by EBMA staff for completeness, EBMA will inform you if any other material is required.
2. The EBMA membership committee verifies information and submits the application to the EBMA Board of Directors for approval.
3. If approved, EBMA will send you a welcome packet with instructions on your membership and how to register for the annual conference.
4. If not approved, EBMA will inform you of the reasons your membership was not granted and what you will need to do to comply with EBMA membership policy so you may become a member.
5. The entire process is dependent on the Board of Directors meeting schedule. The EBMA Board of Directors usually meets to review new applications in May, September and November.

"I really enjoyed this meeting. It was not only informative for my business, but it was also nice to get to know my peers in the industry."

-EBMA Publisher

One-on-One sessions at an EBMA Annual Meeting



*"Can't duplicate this anywhere else during the year."
"That is a lot of what my job consists of, this meeting is wonderful."*

-2 EBMA Wholesalers about the EBMA Annual Meeting One-on-One Sessions



EDUCATIONAL BOOK & MEDIA ASSOCIATION

EBMA BOARD OF DIRECTORS 2016-2017

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Charlesbridge Publishing, Inc.
Watertown, MA

CLETUS DURKIN

VP & Director, Sales
Penguin Random House Children's Book & Audio
New York, NY

EBMA Staff:

BRIAN GORG – Executive Director

MAUREEN GELWICKS – Meeting Manager

Warrenton, VA



Application for Publisher EBMA Membership

In order to be considered for membership, prospective members must submit their applications no later than 10 weeks prior to the start of the annual meeting (by November 28, 2016 for the February 2017 Annual Meeting).

Company Name _____ Phone _____

E-mail _____ Website URL _____

Address _____

City _____ State/Province _____ Postal Code _____

Company Description _____

Often times Publishers that have discovered and experienced the most value attending the annual conference is based upon the decision making capabilities of representatives that are selected to attend. EBMA encourages publishers to send representation of key individuals that have the ability within your company to make decisions, follow through and execute upon the topics discussed at the One-on-One and Networking Sessions. It's helpful if attendees are outgoing, communicate well and enjoy networking. Representation does not have to be limited to the categories listed below. It's up to you how many people you would like to register.

Publisher _____ E-Mail _____

Educational Manager/Director/Executive _____ E-Mail _____

Sales Manager/Director/Executive _____ E-Mail _____

Marketing Manager/Director/Executive _____ E-Mail _____

Trade Distributor Manager/Director/Executive _____ E-Mail _____

Digital Licensing Manager/Director/Executive _____ E-Mail _____

Strategic Relationship Manager/Director/Executive _____ E-Mail _____

I certify that my firm has demonstrated a commitment to the educational and library book market, and has been established in business for at least one year. I also certify that my firm is willing to sell to any EBMA Wholesaler Member.

Applicant _____ Date _____

PRESIDENT
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Visit our website at www.edupaperback.org



Please also complete the EBMA membership profile below and submit it along with your application.

EBMA Publisher Member Profile

Types of Content Published and Number of Educational Titles Available:

____ Print ____ Digital (non-EBooks) ____ Audio Books
____ EBooks Other (please describe) _____

How often do you release new content? _____

How many new titles do you publish each season? Spring _____ Fall _____

Categories of Content Published:

____ Bestsellers and Adult ____ Young Adult ____ Children's Books
____ Preschool Books ____ Classics ____ Easy Reader
____ Reference Books ____ Textbooks ____ Other

Sales/Marketing:

What sales/marketing efforts do you utilize at least once a year?

____ Catalogs (please specify kind) _____
____ Website ____ Space Advertising ____ Independent Sales Reps
____ Educational Consultants ____ Coop Advertising ____ Display Units
____ Posters ____ Web Advertising ____ Author Tours
____ National Exhibits ____ Sales Reps ____ Other

Questions:

How do you envision an EBMA membership will grow your business? _____

What is one business reason for you to join EBMA and become a new member? _____

