

Meeting Packet



Reaching the Reader in a Changing Marketplace



2017 Annual Meeting
Educational Book & Media Association
February 6-9, 2017

The Vinoy Renaissance St. Petersburg Resort & Golf Club | St. Petersburg, FL

2017 Annual Meeting

The 42nd meeting of the Educational Book and Media Association will be held on February 6-9, 2017 at The Vinoy Renaissance St. Petersburg Resort & Golf Club in St. Petersburg, FL. Complete meeting details can be found in this packet. Contact Maureen Gelwicks (meeting@edupaperback.org) for questions regarding the annual meeting.

As you review the meeting packet please take note of the following important deadlines:

Last day for early bird meeting registrations: **TUESDAY, DECEMBER 20**

Last day to return profile forms: **TUESDAY, DECEMBER 20**

Last day for hotel reservations: **TUESDAY, DECEMBER 20**

Last day for canceling registrations & guest meals: **TUESDAY, JANUARY 17**

PO Box 3363
Warrenton, Virginia 20186

Phone: 540-318-7770
Fax: 202-962-3939
Email: meeting@edupaperback.org

2017 Annual Meeting

Meeting Agenda

Monday, Feb 6

- 3:00 - 5:45 PM | Registration Open
- 3:00 - 6:00 PM | Set-up for One-on-One Sessions
- 6:00 - 6:45 PM | Welcome to our Annual Meeting!
Cocktail Reception for All Attendees
- 6:45 - 9:00 PM | Awards presentation & Opening Dinner
Presentation of the 2016 Ludington Award & Jean Srnecz Award
- 9:00 - 11:30 PM | Set-up for One-on-One Sessions

Tuesday, Feb 7

- 7:30 - 9:00 AM | Breakfast &
Set-up for One-on-One Sessions
- 9:00 - 9:10 AM | Welcome to the Annual Meeting
Jill Faherty, EBMA Board President, Baker & Taylor
Joyce Skokut, EBMA Program Committee Co-Chair,
Ingram Content Group and **Cletus Durkin**, EBMA Program Committee Co-Chair, Penguin Random House Children's Books & Audio
- 9:10 - 10:15 AM | **Educational Session: PUBLIC SCHOOL AND PUBLIC LIBRARIES, THE LOGISTICS OF PARTNERSHIPS**
Panel Discussion Moderated by: **Rebecca Miller**, Editorial Director, Library Journal and School Library Journal
Panelists: **Kent Oliver**, Library Director, Nashville Public Library; **Manya Shorr**, Director, Public Services at DC Public Library; **Dr. Annie Norman**, Director, The DE Division of Libraries
- 10:30 - 12:30 PM | One-on-One Sessions
- 12:45 - 1:45 PM | Lunch
Lunch & Featured Guest Speaker: **Chris Grabenstein**, Penguin Random House
- 2:00 - 4:45* PM | One-on-One Sessions
- 6:45 PM | Off Site Casual Evening Heavy Hors d'oeuvres Reception at the Dali Museum

Wednesday, Feb 8

- 7:00 - 9:00 AM | Breakfast
- 9:00 - 10:30 AM | **Educational Session: PUBLIC SCHOOLS AND PUBLIC LIBRARIES: COLLABORATION IN BUILDING HIGH USE COLLECTIONS**
Panel Discussion Moderated by: **Ellen Myrick**, President, Myrick Marketing & Media, LLC
Panelists: **Amie Wright**, Manager MyLibraryNYC at The New York Public Library; **Katie Cerqua**, Youth & Family Services Manager, VA Beach Public Library; **Rachel Reinwald**, School Liaison Librarian at Lake Villa District Library, IL;
- 10:45 - 12:15 PM | One-on-One Sessions
- 12:30 - 1:30 PM | Lunch
Lunch & Featured Guest Speakers: **Donna Gephart**, Penguin Random House
- 1:45 - 4:30* PM | One-on-One Sessions
- 6:30 - 7:30 PM | President's Reception
- 7:30 - 9:30 PM | President's Dinner
Dinner & Comments by **Jill Faherty**, EBMA President
Salute to EBMA Board Members
Introduction of New 2017-2018 EBMA Board Members
Featured Guest Speaker: **Laurie Halse Anderson**, Author, Simon & Schuster

Thursday, Feb 9

- 7:30 - 8:30 AM | Breakfast
- 8:30 - 8:45 AM | EBMA Annual Business Meeting
Discussion of future strategies of our organization and how it can best continue to serve its members. Moderated by the EBMA President **Jill Faherty**.
- 9:00 - 12:00* PM | One-on-One Sessions

*Changes subject to final one-on-one session schedule



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Hotel Information

Leave your worries behind and lie in the lap of luxury at The Vinoy® Renaissance St. Petersburg Resort & Golf Club. Save time for culture at popular St. Petersburg attractions, from the Salvador Dalí Museum to the Morean Arts Center. Retreat to the resort hotel and spread out in stylish guest rooms featuring expansive marble bathrooms, plush bedding and LCD TVs. Enjoy on-site dining from five outstanding restaurants offering a plethora of different breakfast, lunch and dinner options. Tee off on the picturesque 18-hole private course, then unwind at the full-service day spa. For a look at the property, [click here](#).

Special Note: The hotel informed EBMA in early October that the pool onsite would be undergoing extensive renovations and would be closed for use. The hotel is offering EBMA attendees the following concessions due to the closure:

- Shuttle service to the North Shore pool, located 1/4 mile from hotel
- Shuttle service to St. Pete Beach
- 30% discounts on spa services and golf tee times
- A reduced sleeping room rate, the rate for guests was \$229, it is now \$219

Rates

Guestroom rates at The Vinoy® Renaissance St. Petersburg Resort & Golf Club will be \$219 per night. These rates are subject to appropriate state and local taxes in effect at the time of the meeting, currently 12%. The negotiated room rates will be honored three days prior and three days following our major program dates based on room and rate availability.

Instructions

You may reserve a room online by [clicking here](#) (or copying & pasting this link: <https://aws.passkey.com/event/15517716/owner/6106/home>). You will be directed to the property's reservation page, and the "Educational Book & Media Association" should be displayed at the top of the page. Select the make a reservation button and then select your desired check in and check out dates to find available rooms and to begin the reservation process.

If you prefer to call the hotel directly to make your reservation, please call 888-789-3090. When you speak with a hotel representative please identify the group name to ensure you get the negotiated rate.

PLEASE NOTE: THE CUT-OFF FOR RESERVATIONS IS TUESDAY, DECEMBER 20, 2016. Reservations made after this date are subject to prevailing room rates. All reservations requests will require a credit card for a deposit for one room night.

If you have questions about hotel reservations, please contact EBMA staff at 540-318-7770 or meeting@edupaperback.org.

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Transportation Information

Airline Transportation

Many major airlines have service to Tampa International Airport (TPA). The airport is the third largest in Florida and is a 20-minute drive to the hotel. St. Pete—Clearwater International Airport (PIE) is closer to the hotel, however flight availability is limited.

Airport/Hotel Transportation

Private sedan, taxi, car rental, shuttle service, Uber and Lyft are all available from Tampa International Airport. The fare when traveling by cab is approximately \$60 (plus tip). Sedan service is approximately \$75 one way. Uber or Lyft is likely the most economical way to travel by private car. S

Cars/Parking

You will not need a car for the EBMA meeting, however, if you do rent one or drive in locally; parking is available at the hotel and is \$14/day for self parking, valet is \$20/day.

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One-on-Ones



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Helpful Details

Several EBMA members have indicated on their evaluation forms that it took them a few years to make their One-on-One sessions really pay off, especially since they are only eight minutes long. To get everything possible out of these brief meetings, you really have to plan ahead. Here are some tips that may get you up and running more quickly.

1. On December 21st, you will receive from EBMA, by e-mail, registration lists for the 2017 EBMA Annual Meeting.
2. Complete the Profile Form by December 20th: The 2017 Profile Forms are now offered as an electronic web form that you will fill out online ([Publisher Form](#) or [Wholesaler Form](#)). The material collected on the form has also been updated and reduced to pertinent information about your company. During the registration process you will be given the option to select receiving an online profile book prior to the meeting or a hard copy bound profile book onsite at the annual meeting.
 - Be sure to characterize your business clearly—EBMA members are NOT all alike!
 - Be certain that the people who read your Profile Form will know who to contact for what service.
3. EBMA One-on-One sessions have no agenda. Think of ways to use your session profitably. Time is short but, among the possibilities, you could:
 - Bring printouts and do a business review with each firm. Printouts could include sales figures, marketing plans or an overview of the prior year's highlights.
 - Evaluate your growth with each other year-to-year.
 - Discuss new promotions or marketing efforts.
 - Come up with ways that you can work better together or do cooperative marketing.
 - Ask for suggestions as to how your firm can be more helpful to the other.
 - Suggest better ways to use posters, teaching guides, and bookmarks.
 - Discuss creative ways to involve reps.
 - Ask about new trends, new markets, new products--EBMA is the place to hear about them.
 - Bring news from editorial about new books and publishing programs.
 - Find ways to use authors regionally or nationally.
4. Remember that all EBMA members are not alike. Don't assume you know what another business focuses on. Read the Profile Form.
5. And don't forget that "the other side" has an agenda too! Sometimes one side does all the talking and none of the listening.
6. What if you have run out of time and there's more to discuss?
 - There is time each afternoon to continue talking at the publisher's table. Keep a calendar and schedule additional time during one of these time periods.
 - If time runs out, set up ways to keep talking by phone or e-mail when you're both back at work.
7. Establish a system for taking notes and keeping track of each discussion. The days are long and there is too much input to leave everything to memory.

IMPORTANT: Deadline to complete the online profile forms ([Publisher Form](#) or [Wholesaler Form](#)) is Tuesday, December 20th, 2016.

PUBLISHERS: You may ship the books and catalogues that you will be promoting at the 2017 EBMA Annual Meeting in advance of the meeting directly to the hotel. Shipping instructions will be sent to you by e-mail.

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Other Details

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Weather

The weather in St. Petersburg, Florida is a northerner's dream! In the month of February, the weather is comfortable with an average high temperature of 72° F and the average low temperature of 56° F.

Attire

The attire for the meeting varies by event. For the education sessions and one-on-one sessions the attire is Business Casual. The opening Monday dinner and the President's dinner on Wednesday are more formal. Jackets are recommended for men and we suggest not wearing jeans. The attire for the Tuesday evening offsite event is appropriate casual. Events may be outside in the evening so we recommend packing suitable clothes including sweaters and light jackets in case it is a cool desert weather. You may find this article interesting about attire definitions - [http://en.wikipedia.org/wiki/Dress_code_\(Western\)](http://en.wikipedia.org/wiki/Dress_code_(Western)).

Things to Do

St. Petersburg/Clearwater is one of those rare places that has both outstanding, and slightly quirky attractions.

First, the outstanding: visit only-in-St. Pete art attractions such as [The Dalí Museum](#) and [Chihuly Collection](#). Family-friendly places to visit include the tranquil [Sunken Gardens](#), [Florida Botanical Gardens](#), the popular [Clearwater Marine Aquarium](#), and [Great Explorations Children's Museum](#).

Get historical with a visit to pre-Columbian Indian shell mounds, called middens, which you'll find throughout the area. Ten thousand years of local history are on display at the [Safety Harbor Museum of Regional History](#). A moving afternoon awaits at the [Florida Holocaust Museum](#).

And now, the unusual: How about driving an authentic World War II M8 Greyhound vehicle (a.k.a. a giant tank) at the [Armed Forces History Museum](#)? Or ziplining 60-feet above a natural preserve, spotting wildlife along the way at [Empower Adventures Tampa Bay](#)? Party like a pirate on a pirate cruise out of Clearwater or [John's Pass](#). And at [Pier 60](#) in Clearwater, come say hello to our quirky street performers at sunset every single evening.

For more details about local attractions and opportunities visit the St. Petersburg Convention and Visitor's Bureau website at www.visitstpeteclearwater.com.

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Registration

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Submit Completed Form and Payment to:

EBMA PO Box 3363, Warrenton, VA 20188 | Fax: 202-962-3939 | Email: meeting@edupaperback.org

EARLY REGISTRATION DETAILS

1. Register for the Annual Meeting by December 20th and pay only \$995 (after December 20th - \$1045). Remember your registration fee includes all program costs, meeting materials, one-on-one sessions and meals (breakfast Tue-Thu, lunch Tue & Wed and dinner Mon-Wed).
2. If you would like to register a spouse or guest for meals, please contact Maureen Gelwicks, meeting@edupaperback.org, for details.
3. Book your hotel room at The Vinoy Renaissance Hotel by December 20, 2016 for the EBMA rate of \$219+ tax per night, refer to the Hotel Reservation document for details.

HOW TO REGISTER

1. Complete the form at the bottom of this page. **Please complete a separate registration form for each person attending.**
2. Make check payable to Educational Book & Media Association or pay using Master Card, VISA or AMEX. If you have multiple attendees, you may make one payment.

Full Name

Company Name

Title

Email

Phone

Address

City

State

Postal Code

Dietary Restrictions

PROFILE BOOKS: EBMA is offering attendees the option to receive an electronic profile book electronically 10 days before the annual meeting or the traditional bound profile book at the meeting. Note: All attendees will automatically receive the e-version. Select which type of profile book you wish to receive:

Bound Profile Book

Electronic Profile Book Only

WHOLESALEERS ONLY: If you have more than one person in attendance, you can meet with each publisher in two or more consecutive 8-minutes sessions. How many separate One-on-One table groups do you want? _____

PAYMENT INFORMATION

If you have multiple attendees you only need to submit payment information on one registration form, please submit all registrations forms together at one time.

Name as it appears on credit card

Credit Card #

Security Code

Exp

Billing Address

City:

State

Postal Code

Cancellation Policy: To receive a full refund, you must cancel your registration no later than January 17, 2017, a \$50 processing fee will apply. If you cancel after this date substitutions may be made up until January 24, 2017.

Privacy Policy: All payment information will be kept secure and credit card information will be disposed of after payment is recorded. Contact information will be provided only to EBMA members attending the annual meeting.