

Text to Technology

Make the Leap: Understand and Embrace the Technology Evolution Occurring within Libraries and Classrooms

The 37th Annual Meeting
of the
Educational Book and Media Association

January 10-13, 2012

The Rio Mar Beach Resort
Rio Grande, Puerto Rico

Meeting Co-Chairs

Jennifer Allen
The Booksource, Inc
St. Louis, Missouri

and

Jennifer Jenson
Gareth Stevens Publishing
New York, New York

Text to Technology

Make the Leap: Understand and Embrace the Technology Evolution Occurring within Libraries and Classrooms

January 10-13, 2012

The Rio Mar Beach Resort, Rio Grande, Puerto Rico

Dear EBMA Members:

Please join us at The Rio Mar Beach Resort, located in Rio Grande, Puerto Rico for the 37th annual meeting of the Educational Book & Media Association, January 10-13, 2012. The resort is nestled between the Atlantic Ocean and the Caribbean National Forest. The resort has breathtaking ocean views as well as impressive conference facilities that will be the perfect backdrop for our annual meeting.

The title of this year's meeting is **Text to Technology-Make the Leap: Understand and Embrace the Technology Evolution Occurring within Libraries and Classrooms**. Our mission in bringing these amazing authors and industry professionals to you is to help us all understand how we can bring our content and products to our customers in the most engaging and user friendly format to encourage children to read and learn.

Of course it would not be an EBMA meeting without the One-on-One sessions between wholesalers and publishers. Similarly to 2011, the sessions will be spaced out over three days (Wednesday, Thursday and Friday). We will keep the one-hour block of time in the afternoon free for you to schedule additional meetings or take some time to put your feet up and enjoy your tropical surroundings as you page through all those notes you took.

Our President, Dan Walsh, will update us on EBMA business including the Executive Director position and how EBMA will be managed moving forward. We will discuss the meeting dates and location for our 2013 meeting as well as future strategies of the organization and how it can best continue to serve its members. We need your input on these important issues so please do make an effort to attend the business meeting on Friday morning.

Please save the date now! We will learn a lot, do some business, and enjoy each other's company. We are anticipating an exciting and informational meeting and expecting sunny weather. See you all in Puerto Rico!

Appreciatively,

Jennifer Allen
The Booksource, Inc
St. Louis, MO
jallen@booksource.com

Jennifer Jenson
Gareth Stevens Publishing
New York, NY
jenniferj@gspub.com



Tuesday | January 10, 2012

- 8:00 AM – 2:00 PM** **BOARD OF DIRECTORS BREAKFAST & MEETING**
- 2:00 AM – 6:00 PM** **REGISTRATION OPEN**
- 4:00 – 6:00 PM** **SET-UP FOR ONE-ON-ONE SESSIONS**
- 7:00 – 8:00 PM** **WELCOME TO OUR ANNUAL MEETING!**
Cocktail reception for all attendees
- 8:00 – 10:00 PM** **AWARDS PRESENTATION & OPENING NIGHT DINNER**
Presentation of the 2011 Ludington Award to **Sharon Draper**, by Simon & Schuster
- 10:00 PM – 12:00 AM** **SET-UP FOR ONE-ON-ONE SESSIONS**

Wednesday | January 11, 2012

- 7:30 – 8:30 AM** **BREAKFAST AND SET-UP FOR ONE-ON-ONE SESSIONS**
- 8:35 – 9:45 AM** **WELCOME TO THE ANNUAL MEETING**
Dan Walsh, EBMA President, Children's Plus, Inc.
- Educational Session: NONFICTION AND THE COMMON CORE: A NEW ERA FOR TRADE BOOKS IN THE CLASSROOM**
Panel Discussion by **Marc Aronson**, author and editor, Houghton Mifflin Harcourt, Candlewick Press, Simon & Schuster; **Mary Ann Cappiello**, Asst. Professor at Lesley University, Literacy and Literacy Division; and **Myra Zarnowski**, professor Department of Elementary and Early Childhood Education at Queens College, City University of New York
- 10:00 AM - Noon** **ONE-ON-ONE SESSIONS**
- 12:15 – 1:30 PM** **LUNCH**
Today's guest speaker will be **Jeanne Birdsall**, author of the Penderwicks Series. Courtesy of Random House.
- 1:45 – 3:45 PM** **ONE-ON-ONE SESSIONS**
- 6:30 PM** **TASTE OF THE CARIBBEAN**
Come relax and enjoy the flavors and sounds of the Caribbean right on the grounds of the Rio Mar Resort. Spend the evening enjoying cocktails, a buffet dinner and getting to know everyone better!

Thursday | January 12, 2012

- 7:00 – 8:00 AM** **BREAKFAST**
- 8:00 – 9:30 AM** **Educational Session: WHAT IS THE BIG PICTURE OF EBOOKS IN THE EDUCATION MARKET? : THE IMPLEMENTATION OF EBOOKS IN SCHOOLS**
Presentation by representatives from the North East Independent School District in San Antonio: Texas Ric Hasenyager- Director for Library Services, Karen Oster - Coordinator for Library Systems, and Ellen Hagan - Librarian, Driscoll Middle School



9:45 – 11:45 AM	ONE-ON-ONE SESSIONS
NOON – 1:00 PM	LUNCH No guest speaker, get to know each better!
1:30 – 3: 45 PM	ONE-ON-ONE SESSIONS
4:00 – 5:00 PM	ONE-ON-ONE SESSIONS FOR EVERYONE All publishers will be available. You can continue earlier discussions by appointment or you can begin new discussions. Extra time for serious business.
6:30 PM	PRESIDENT'S RECEPTION AND DINNER Comments by Dan Walsh, EBMA President Salute to EBMA Board Members Introduction of New 2012-2013 EBMA Board Members Featured Guest Speaker: Jeff Kinney , author of the Wimpy Kid series. Courtesy of Abrams.

Friday | January 13, 2012

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 Gene Bahlman, EBMA Incoming President, Follet Library Resources/BWI.
9:00 – 11: 00 AM	ONE-ON-ONE SESSIONS
11:15 – 12:30 PM	BOARD MEETING

ANNUAL MEETING DEADLINE SCHEDULE

Please take note of the following important deadlines!

LAST day to submit airport transportation form: THURSDAY, DECEMBER 1, 2011

LAST day for meeting registrations: FRIDAY, DECEMBER 2, 2011

LAST day for hotel reservations: MONDAY, DECEMBER 5, 2011

LAST day to return profile forms: WEDNESDAY, DECEMBER 14, 2011

LAST day for canceling meeting registrations & spouse/guest meals: FRIDAY, DECEMBER 30, 2011

REMINDER: If you have problems registering for the meeting, making hotel reservations, signing up for spouse/guest meals, and/or making any changes, please call or email EBMA at 540-318-7770 or info@edupaperback.org

HOTEL RESERVATIONS AT THE 2012 ANNUAL MEETING

Rio Mar Beach Resort & Spa, a Wyndham Grand Resort
6000 Rio Mar Boulevard
Rio Grande, P.R. 00745
1-800-474-6627

Rio Mar Beach Resort and Spa is nestled between the Atlantic Ocean and the El Yunque Caribbean National Forest in a lush hideaway on the "Isle of Enchantment". Created to pamper and impress, this Puerto Rico resort has breathtaking ocean views that are rivaled only by classic tropical décor of its 600 guest rooms and 72 superbly appointed suites.

For a look at the property, go to www.wyndhamriomar.com.

Rates

In order to obtain EBMA's special rate for the meeting, please follow the instructions below.

Room rates at the Rio Mar Beach Resort & Space will be \$189 per night. These rates are subject to applicable city, country, state or federal taxes. Currently room tax is 11%. Additionally, a housekeeping gratuity of \$2.50 per room per day will apply, as well as a one-time portage fee of \$7.00 per person. 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 using the following link: <https://resweb.passkey.com/go/ebma2012>. You will be directed to the property's reservation page, and the "Educational Book and Media Association" should be displayed on this page. Enter your arrival and departure date to begin the reservation process.

If you prefer to call the Rio Mar Beach Resort to make your reservation, please call 800-474-6627. When you speak with a hotel representative please identify the group name, *Educational Book and Media Association*, to ensure you get the negotiated rate.

PLEASE NOTE: THE CUT-OFF FOR RESERVATIONS IS MONDAY, DECEMBER 5, 2011

Hotel room reservations must be guaranteed by a deposit or credit card. Any "no show" reservations will be billed to each individual's account. The cancellation of guaranteed reservations must be received 14 days prior to the guest's reservation arrival date, without penalty.

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

TRANSPORTATION TO RIO MAR BEACH RESORT

Important: Please send completed Airport Transportation form, found on the next page, directly to belen@dragonflyadventurespr.com or fax to (787) 888-6620.

Please complete and return this form no later than **December 1, 2011**. (Alternative transportation to the Resort would be taxi (\$80 one way) and car rentals. If you rent a car, you will incur daily parking costs of \$15 per day at the Wyndham Rio Mar.)

Cost and Transportation Options:

Your special rate is \$65.00 per person round trip non exclusive shuttle transfers. If you choose to book a Towne Car the rate is \$170.00 one-way for up to 2 people, an SUV is \$190.00 one way for 3-4 people, Van transfers are \$225.00 up to 7 people. You will receive a 10% discount off the transfer options listed above however the shuttle transfer rate already has a discount added to it.

Arrivals:

Upon your arrival at the Luis Munoz Marin International Airport (SJU), please proceed to the baggage claim area. Once at baggage claim, please look for Dragonfly Adventures representatives who wear black uniforms and will be holding a Wyndham Rio Mar Sign.

Please identify yourself to the Dragonfly Adventures representatives and they will direct you to the correct baggage claim belt and will escort you to the waiting shuttle for your transfer to the Wyndham Rio Mar Beach Resort. (Porter fees are not included in this transfer rate).

Departure

Please stop by the Dragonfly Adventures Tour & Travel desk to register for your transportation back to the airport. There you will be given the recommended time of departure from the resort (which is 3 hours prior) together with a boarding pass. Without the voucher, you will not be allowed to board the Airport shuttle. Our shuttles do depart every hour on the ½ hour starting at 5:30AM. If you are departing earlier, please let us know so that we can set up the transportation for you.

Should your flight details change or you experience major flight delays please call Dragonfly Adventures at 787-637-0032.

Have a safe trip!



WYNDHAM RIO MAR BEACH RESORT & SPA TRANSPORTATION

Fill out and return this page only – Dragonfly Adventures will try to respond to all inquiries within 72 hours. Please note that your reservation is not confirmed until you receive an e-mail confirmation. Emails can be blocked at times due to email spam filtering so check your Junk Mail. If you do not hear from us within 72 hours of sending this request, please contact us at (787) 888-6620. Should you experience flight changes or major delays please call 787-637-0032.

AIRPORT TRANSPORTATION FORM

- Reservations must be made 72 hours prior to arrival to ensure appropriate transportation arrangements.
- All guests will be greeted in the baggage claim area by Dragonfly Adventures staff with a sign reading Wyndham Rio Mar Pre paid. They will then direct guests to the correct baggage claim belt and waiting shuttle.
- Charges will be applied to the credit card supplied on this form. There will be no refund for unused services or services cancelled less than 48 hours prior to arrival date.
- **For your departure, please pick up a departure voucher at the Tour & Travel Desk 24 hours prior to check out and present when boarding then vehicle.**

Group Name: EBMA Group
January 7-14, 2011

Name of Guest: _____

Address: _____

Work tel: _____ Fax number: _____

Mobile number: _____

Email: _____

Arrival Flight Information: (Luis Munoz Marin International Airport - SJU)

Date: _____ Flight Number & Airline: _____

Arrival time: _____ Number of guests: _____

Departure Flight Information:

Date: _____ Flight Number & Airline: _____

Departure time: _____ Number of guests: _____

Payment

☐ AMEX

☐ VISA

☐ MASTER CARD

Of Guests _____ (Total # of people to transfer)

Type of transportation

Shuttle ☐ Sedan ☐ SUV ☐ VAN ☐

Credit Card #: _____ Exp. Date: _____

Signature: _____ Card Verification: _____

ADVICE ABOUT EBMA'S ONE-ON-ONE SESSIONS

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 that time, you really have to plan ahead. Here are some tips that may get you up and running more quickly.

1. On December 8th, you will receive from EBMA, **by e-mail**, registration lists for the 2012 EBMA Annual Meeting.
2. Complete the Profile Form, available in PDF and Word Formats, and send it electronically to EBMA at info@edupaperback.org **by December 14th**. We will distribute Wholesaler Profile Forms to publishers and Publisher Profile Forms to wholesalers when you register at the 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.
 - Evaluate your growth with each other year-to-year.
 - Tell each firm you meet with about 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.
 - Bring news from editorial about new books and publishing programs.
 - Find ways to use authors regionally or nationally.
 - 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.
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?
 - 4 – 5 PM on Thursday afternoon has been set aside 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 send all completed profile forms back to EBMA is **Tuesday, December 14th, 2011**.

PUBLISHERS: Please ship the books and catalogues that you will be promoting at the 2012 EBMA Annual Meeting to wholesalers in advance of the meeting! Shipping instructions will be sent to you by e-mail.

ABOUT PUERTO RICO

The Island's natural attractions pack a powerful punch with a majestic rain forest; three magical bioluminescent bays and an amazing ancient underground cave system, just to name a few. It is considered the culinary capital of the Caribbean for its incredible array of world-class restaurants and chefs. It's a haven for shoppers with a fabulous selection of shopping venues. Its nightlife sizzles with excitement. Puerto Rico's centuries-old capital city, is designated among the World Heritage sites, and a visit to its picturesque cobblestone streets is an unforgettable experience.

Compared to Continental US Locations

The room nights and registration fees will be reduced compared to recent EBMA meetings. While there may be fewer selection of direct option flights, the overall cost of attending the meeting is less than EBMA members have had in the past few years.

Customs and Documents

Puerto Rico is a U.S. Commonwealth therefore, passports are not necessary for U.S. citizens to travel between Puerto Rico and the U.S. Foreign nationals should have valid passports and visas as required. Travelers flying from Puerto Rico to the U.S. are subject to check-in baggage inspection by the U.S. Department of Agriculture at the airport because they prohibit taking certain fruits and plants into the U.S. For more information call (787) 253-4505 or U.S. Customs at (787) 253-4533.

The Weather

The average year-round temperature is a balmy 82° F (28° C), with mild easterly trade winds. Most days are sunny and beautiful, although there tends to be a bit more rain between August and October.

The Hotel

Rio Mar Beach Resort, A Wyndham Grand Beach Resort - This magnificent 500-acre beachfront resort has 600 guest rooms (72 are suites). Two world-class golf courses, a 13-court tennis complex, spa and fitness center, 12 superlative restaurants, lounges and entertainment venues, endless water sports choices, full-service casino, 48,000-sq.-ft. oceanfront conference center, 24 meeting rooms, 20,913-sq.-ft. Rio Mar Ballroom, plus a 6,485-sq. ft. ballroom.

Things to do in Puerto Rico

Are you ready to have fun in Puerto Rico?

Dragonfly Adventures offer the tours in the island including El Yunque Rainforest, Biking, Horseback Riding, ATV Four Track, Bacardi Tour, Camuy Caverns, Acuatic Bird Watching, Old San Juan, Culebra and more. For tour information, visit www.dragonflyadventurespr.com.

Websites

Puerto Rico Convention and Visitor's Bureau: www.meetpuertorico.com

Wyndham Rio Mar Beach Resort: www.wyndhamriomar.com

WHOLESALE PROFILE FORM

Please complete this form and email it to info@edupaperback.org or fax to 202-962-3939 no later than Wednesday, December 14th. If you prefer to fill the form out electronically, please visit <http://edupaperback.org/form>

Name of Wholesaler _____

Address _____

City _____ State _____ Zip Code _____

Website Address _____

EBMA Marketing Contact _____

Phone # _____ Ext. _____

Fax # _____ Email Address _____

Book Buyer _____

Phone # _____ Ext. _____

Fax # _____ Email Address _____

Number of titles stocked _____

Products Sold by Percentage of Sales (should add to 100%):

_____ mass market paper	_____ prebound books	_____ workbooks
_____ trade paper	_____ magazines	_____ audio/videotapes
_____ foreign language books	_____ hardcover books	_____ remainder/sales books
_____ eBooks	_____ other	

If you also publish, what percentage of your sales are proprietary products? _____

Educational Markets Served by Sales Percentage (should add to 100%):

_____ libraries	_____ middle/junior high	_____ book fairs
_____ elementary schools	_____ high school	_____ RIF
_____ Preschool	_____ college	_____ other institutions (prisons, churches, organizations)_

Promotion/Selling

1. Catalogs: Please provide data for each type of catalog mailed:

Type*	Mailing Date	Drop Dead Date for Listings & Advertising	Quantity Mailed	Audience**
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

* Under type, indicate categories such as a new annual, bestseller, new listings only, or special.

**Audience may be targeted schools by grade level, public libraries, etc., as examples.

2. Do you have a sales force? _____ Yes _____ No

_____ Number of reps _____ Sales meeting dates (approx)

3. Major exhibits at which you display?

National _____

Regional _____

State _____

4. What are your major promotions besides catalogs (telemarketing, flyers, space ads, etc.)? _____

5. What is your preferred use of cooperative advertising? _____

Do you special order books you do not normally stock in your warehouse? _____

Do teachers and librarians visit your warehouse? _____

Our educational sales are _____ percent of our overall book sales.

Please attach a "Who's Who?" list of your company management.

PUBLISHER PROFILE FORM

Please complete this form and email it to info@edupaperback.org or fax to 202-962-3939 no later than Wednesday, December 14th. If you prefer to fill the form out electronically, please visit <http://edupaperback.org/form>

Please ship the books and catalogues that you will be promoting at the EBMA Annual Meeting to wholesalers in their offices in advance of the meeting! Shipping instructions will be sent by e-mail.

Name of Publisher _____ Fiscal Year Period _____
Imprints You Represent _____

Main Office Address _____
City _____ State _____ Postal Code _____

Website Address _____
Warehouse Address _____
City _____ State _____ Postal Code _____

EBMA Marketing Contact (Adult Books)

Name _____
Phone & Ext _____
800 # _____
FAX # _____
e-mail _____

EBMA Marketing Contact (Children's Books)

Name _____
Phone & Ext _____
800 # _____
FAX # _____
e-mail _____

Sales Director (Adult Books)

Name _____
Phone & Ext _____
800 # _____
FAX # _____
e-mail _____

Sales Director (Children's Books)

Name _____
Phone & Ext _____
800 # _____
FAX # _____
e-mail _____

If you have online services to check orders and availability, please provide access number: _____

If a distributor represents you line to wholesalers, please indicate: _____

Types of Books Published by Percentage (should add to 100%):

_____ mass market paper	_____ foreign language	_____ hardcover
_____ trade paper	_____ workbooks	_____ audio/videotapes
_____ reference	_____ eBooks	_____ other: _____

Categories of Books Published by Number of New Titles & Percentage of Backlist:

# of new	% of backlist		# of new	% of backlist	
_____	_____	adult	_____	_____	preschool
_____	_____	young adult	_____	_____	series
_____	_____	juvenile	_____	_____	

What do you anticipate your top 3 or 4 new paperback releases for the K-12 school market will be this year? _____

When do you announce new titles and in what format? _____

Promotions: Please check those you do annually and circle those available to wholesalers

_____ catalogs	_____ space ads	_____ brochures
_____ posters	_____ teacher guides	_____ mailings
_____ display units	_____ author promos	_____ educational exhibits

Do you do cooperative advertising? _____ Advertise in wholesaler catalogs? _____

Attachments: The following attachments would be very helpful:

1. Wholesaler discount schedule for returnable and nonreturnable books.
2. Cooperative advertising policy if applicable.
3. A list of any paperback titles that you anticipate will go out of print this year.
4. Three lists of your top 25 best-selling titles rank-ordered according to unit sales to EPA wholesalers for each of the following categories: juvenile, young adult, and adult. Also, please provide a list of your top five best-selling series. (These lists should be composites without identification of individual wholesalers. Also, there is no need to show total unit sales, just rank order.)
5. A "Who's Who?" list of your company management.