



EDUCATIONAL
BOOK & MEDIA
ASSOCIATION



THE
Educational
Shift 2013 ANNUAL MEETING
Educational Book and
Media Association

Embracing Print and Technology

MEETING COCHAIRS

Pamela Sader
Scholastic Library
Publishing
Danbury, CT

Chris Schubert
Follett Library
Resources, Inc.
McHenry, IL

Nancy Stetzing
Capstone Publishing
Bloomington, MN

The Ritz-Carlton Orlando, Grande Lakes January 14-17, 2013



Dear EBMA Members:

Please join us for the 38th annual meeting of the Educational Book & Media Association. This meeting will be held at

**The Ritz-Carlton Orlando, Grande Lakes
January 14-17, 2013.**

This exceptional Orlando vacation resort is located 10 miles from the Orlando International Airport and includes a spa, private lap pool, wellness center and 18-hole golf course.

The title of this year's meeting is *The Educational Shift: Embracing Print and Technology*. We hope you will find the program to be both informative and engaging. Pam Berger, the Director of Information and the School Library System at the Southern Westchester BOCES, will join us on Tuesday morning to lead a session on *Technology: There Is No One Answer*. On Wednesday morning, Rebecca Miller, Editor in Chief of School Library Journal, will lead a panel discussion titled *Common Core: Nothing Common About It*. Panelists include Melissa Jacobs-Israel, a Coordinator at the Office of Library Services for the New York City Department of Education; Jessica Keigan, a language arts teacher in Colorado; and Bridgette Wagoner, the Director of Educational Services in an Iowa School District.

Of course it would not be an EBMA meeting without the One-on-One sessions between wholesalers and publishers. Similarly to 2012, the sessions will be spaced out over three days (Tuesday, Wednesday and Thursday). There will be free time in the afternoon for you to take some time to put your feet up and enjoy your surroundings as you page through all those notes you took.

Thursday, President, Gene Bahlman, will update us on EBMA business. We will discuss the meeting dates and location for our 2014 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.

Please register today for this meeting! 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. But please expect some cooler temperatures as we have some outside events planned.

See you in Orlando!

Pamela Sader
Scholastic Library Publishing
Danbury, CT

Chris Schubert
Follett Library Resources
McHenry, IL

Nancy Stetzing
Capstone Publishing
Bloomington, MN



Sunday | January 13, 2013

6:30 PM BOARD OF DIRECTORS DINNER

Monday | January 14, 2013

9:00 AM – 3:00 PM BOARD OF DIRECTORS BREAKFAST & MEETING

3:00 – 6:30 PM REGISTRATION OPEN - Bags at Registration

5:00 – 6:30 PM SET-UP FOR ONE-ON-ONE SESSIONS

6:00 – 6:30 PM PRIVATE RECEPTION
Current board, committee members and new EBMA members welcome!

6:30 – 7:30 PM WELCOME TO OUR ANNUAL MEETING!
Cocktail reception for all attendees

7:30 – 9:30 PM AWARDS PRESENTATION & OPENING NIGHT DINNER
Presentation of the 2012 Ludington Award

9:30 PM – 11:30 PM SET-UP FOR ONE-ON-ONE SESSIONS

Tuesday | January 15, 2013

7:30 – 9:00 AM BREAKFAST AND SET-UP FOR ONE-ON-ONE SESSIONS

9:00 – 10:15 AM WELCOME TO THE ANNUAL MEETING
Gene Bahlman, EBMA President, Follett Library Resources/BWI

Educational Session: TECHNOLOGY: THERE IS NO ONE ANSWER
Presented by: **Pam Berger**, Director of Information & School Library System, Center for Professional Development & Curriculum Support

10:30AM – 12:30 PM ONE-ON-ONE SESSIONS

12:30 – 1:30 PM BUFFET LUNCH
No guest speaker

1:30 – 3:45 PM ONE-ON-ONE SESSIONS

6:30 PM RECEPTION AND DINNER
6:30 – 7:30, Cocktails, 7:30-8:30 Dinner

Wednesday | January 16, 2013

7:00 – 9:00 AM BREAKFAST



- 9:00 – 10:30 AM** **Educational Session: COMMON CORE – NOTHING COMMON ABOUT IT**
 Panel Discussion Moderated by **Rebecca Miller**, Editor in Chief, School Library Journal and panelists **Melissa Jacobs-Israel**, Coordinator, Library Services at NYC Department of Education/Office of School Programs and Partnerships/NYC School Library System, **Jessica Keigan**, English Teacher at Horizon High School in Denver, CO and member of the Denver New Millennium Initiative team, and **Bridgette Wagener**, Director of Educational Services at Waverly-Shell Rock Schools, IA
- 10:45 – 12:30 PM** **ONE-ON-ONE SESSIONS**
- 12:30 – 1:15 PM** **BUFFET LUNCH**
 No guest speaker
- 1:30 – 4:00 PM** **ONE-ON-ONE SESSIONS**
- 6:30 - 7:30 PM** **PRESIDENT’S RECEPTION**
- 7:30 – 9:30 PM** **DINNER**
 Comments by Gene Bahlman, EBMA President
 Salute to EBMA Board Members
 Introduction of New 2013-2014 EBMA Board Members
 Featured Guest Speaker: **Maggie Stiefvater**, Author, Scholastic Inc.

Thursday | January 17, 2013

- 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 President, Follett 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 for meeting registrations: TUESDAY, DECEMBER 4, 2012

LAST day for hotel reservations: THURSDAY, DECEMBER 13, 2012

LAST day to return profile forms: FRIDAY, DECEMBER 14, 2012

LAST day for canceling meeting registrations & spouse/guest meals: FRIDAY, DECEMBER 28, 2012

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 meeting@edupaperback.org

HOTEL RESERVATIONS AT THE 2013 ANNUAL MEETING

The Ritz-Carlton Orlando, Grande Lakes
4012 Central Florida Parkway
Orlando, FL 32837
1-407-206-2400

This exceptional Orlando vacation resort is located 10 miles from the Orlando International Airport, and includes a 40 treatment room spa, private lap pool, wellness center, 18-hole golf course, and private pool cabanas.

For a look at the property, [click here](#).

Rates

Room rates at the Ritz-Carlton Orlando will be \$199 per night. These rates are subject to appropriate state, local and any occupancy taxes in effect at the time of the meeting. These taxes are currently 12.5% per room night occupied. 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/Resweb.do?mode=welcome_ei_new&eventID=9650748 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 Ritz-Carlton Orlando to make your reservation, please call 407-393-4760. 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 THURSDAY, DECEMBER 13, 2012. 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. Deposits will be refunded for rooms cancelled more than 3 days prior to arrival. Name changes to room reservations may be made up to 14 days prior to the arrival at no charge.

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



TRANSPORTATION TO RITZ-CARLTON ORLANDO

Airline Transportation

Orlando International Airport (MCO) is accessible via direct flights from most major airports or by easy connections. Most major airlines service the Orlando International Airport, the 13th busiest in the United States and the second largest in Florida.

Airport/Hotel Transportation

Mears Transportation Group is a licensed and insured transportation professionals and concessionaire service at the Orlando International Airport. There are over 1,100 vehicles in central Florida providing airport shuttle and taxi services. You may arrange for Mears Transportation Group to provide sedan, shuttle or limousine service to and from the airport during your time in Orlando.

Approximate cost for shuttle service roundtrip for one adult is \$30 USD. If you are booking transportation for multiple people arriving on the same flight, it is more economical to reserve a one-way sedan (flat rate of \$63 for up to 3 people), SUV (flat rate of \$74 for up to 5 people) or Van (flat rate of \$74 for 8-10 people).

To book reservations with Mears, please contact them at 407-422-2222 or visit <http://www.mearstransportation.com/>.

Taxis are readily available at the Orlando International Airport. The estimated, one-way fare is \$55 for sedans and \$38 for taxis, excluding tip and airport surcharges.

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 at the following rates:

- Valet parking: \$22 per day
- Self-parking: \$17 per day



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 13th, you will receive from EBMA, **by e-mail**, registration lists for the 2013 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.
 - o Be sure to characterize your business clearly—EBMA members are NOT all alike!
 - o 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:
 - o Bring printouts and do a business review with each firm.
 - o Evaluate your growth with each other year-to-year.
 - o Tell each firm you meet with about new promotions or marketing efforts.
 - o Come up with ways that you can work better together or do cooperative marketing.
 - o Ask for suggestions as to how your firm can be more helpful to the other.
 - o Bring news from editorial about new books and publishing programs.
 - o Find ways to use authors regionally or nationally.
 - o Suggest better ways to use posters, teaching guides, and bookmarks.
 - o Discuss creative ways to involve reps.
 - o 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?
 - o 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.
 - o 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 **Friday, December 14th, 2012**.

PUBLISHERS: You may ship the books and catalogues that you will be promoting at the 2013 EBMA Annual Meeting in advance of the meeting directly to the hotel. Shipping instructions will be sent to you by e-mail.



OTHER INFORMATION

The Weather

In the month of January, the weather is very comfortable with an average high temperature of 72° F and the average low temperature of 50° F. Most days are sunny and beautiful, and rainfall is at a minimum during January.

Things to do in Orlando

Are you ready to have fun in Orlando?

GOLF: The Ritz-Carlton Golf Club®, Orlando, Grande Lakes, featuring the optional Caddie Concierge Program, provides golfers with an experience not typically found in Florida. The design, by two-time British Open Champion Greg Norman, blends a variety of hazards to provide a challenging but fair test of a golfer's abilities resulting in an atmosphere reminiscent of a private course. To book a tee time online [click here](#).

ATTRACTIONS: Explore a world of amusement, culture, and sunshine. Orlando is among the most popular and diverse destinations in the United States. The Ritz-Carlton Orlando, Grande Lakes is the perfect place to discover all that Florida has to offer. [Click here](#) to learn more about area attraction, cultural experiences, local parks, shopping and sport arenas.

Websites

Orlando Convention and Visitor's Bureau: www.visitorlando.com

The Ritz-Carlton Orlando, Grande Lakes: www.ritzcarlton.com/Orlando

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 proper attire for the Tuesday casual dinner is anywhere from resort casual to business casual. This event will be outside in the evening so we recommend packing suitable clothes including sweaters and light jackets in case it is a cool January evening in Orlando. 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))



REGISTRATION FORM

EBMA 2013 Annual Meeting
January 14-17 • The Ritz-Carlton Orlando, Grande Lakes

To register online, please visit http://edupaperback.org/annual_meeting
 Please complete separate company profile form no later than December 14th

Mail Completed Form To:
 EBMA
 PO Box 3363
 Warrenton, VA 20188

OR Fax/Email Completed Form To:
 Fax: 202-962-3939
 Email: meeting@edupaperback.org

Questions?
 Call 540-318-7770
 Email meeting@edupaperback.org

REGISTRATION COSTS

Registration for the meeting is \$895 per person, *payable in advance*. The fee will cover program costs and meeting materials. In addition, the registration fee covers breakfasts on Tuesday, Wednesday and Thursday, coffee breaks and lunches on Tuesday and Wednesday, and dinners on Monday, Tuesday and Wednesday.

Full Name _____

Company Name _____

Title _____

Email Address _____

Telephone _____ Fax _____

Address _____

City _____ State _____ Postal Code _____

Dietary Restrictions _____

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

ADDITIONAL ATTENDEES

Full Name _____ Title _____

Email Address _____

Telephone _____ Fax _____

Dietary Restrictions _____

Full Name _____ Title _____

Email Address _____

Telephone _____ Fax _____

Dietary Restrictions _____

Full Name _____ Title _____

Email Address _____

Telephone _____ Fax _____

Dietary Restrictions _____

Guest/Spouse Registration & Payment Information on Back



Spouse/Guest Meal Attendees

In order to guarantee food and beverage with the resort, please submit spouse/guest meal registrations with this form. Individual meal prices are listed below, the total to attend all meals is \$675 per guest.

Guest Name #1 _____ Guest of _____

Dietary Restrictions _____

Guest Name #2 _____ Guest of _____

Dietary Restrictions _____

Guest will attend (please note the number of guests if you have multiple guests):

_____ Monday Welcome Reception & Dinner \$145

_____ Tuesday Breakfast \$33

_____ Tuesday Lunch \$55

_____ Tuesday Reception & Dinner \$175

_____ Wednesday Breakfast \$33

_____ Wednesday Lunch \$55

_____ Wednesday Reception & Dinner \$150

_____ Thursday Breakfast \$33

Payment Information

Please add up Registration Fees for all attendees and Spouse/Guest meal fees and submit total here: _____

Pay by Check Check # _____

Credit Card

Please make checks payable to **Educational Book and Media Association (EBMA)** and mail with completed form.

PO Box 3363, Warrenton, VA 20188

Credit Card Type: Discover MasterCard Visa American Express

Name as it appears on credit card _____

Credit Card # _____

Card Expiration _____ Security Code _____

Billing Address _____

City: _____ State _____ Postal Code _____

Cancellation Policy: To receive a full refund, you must cancel your registration no later than December 28, 2012. If you cancel after this date substitutions may be made up until January 4, 2013.

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.



WHOLESALE PROFILE FORM

Please complete this form and email it to meeting@edupaperback.org or fax to 202-962-3939 no later than Friday, December 14th.

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 _____

Do you sell/distribute eBooks? _____

Can you please provide the contact information for the person at your company who is in charge of eBooks? _____

Wholesaler Profile Form



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 meeting@edupaperback.org or fax to 202-962-3939 no later than Friday, December 14th.

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 _____

Do you offer content in the eBook format? _____

If so, are your eBooks available to the School and/or Library Market? _____

What format do you offer your eBooks? _____

Can you please provide the contact information for the person at your company who is in charge of eBooks?



EBMA Marketing Contact (Adult Books)

EBMA Marketing Contact (Children's Books)

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

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

Sales Director (Adult Books)

Sales Director (Children's Books)

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

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.