



# 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 & 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 distributors and publishers who supply paperback books, pre-bound books and other materials 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 distributors and publishers.

Dan Walsh of Children's Plus in Beecher, Illinois, is our current president; Tim Thompson of AKJ Books in Halethorpe, MD is our vice president and Gene Bahlman of Follett Library Resources/BWI in McHenry, Illinois, is our treasurer.

### About EBMA Membership

EBMA has two categories of membership:

- **Regular members** - regular members are considered paperback wholesalers.
- **Associate members** - associate members are trade paperback book and audio publishers.



Dues are \$500 per year for Regular members and \$825 per year for Associate members. The annual membership period is July 1- June 30. ***New Regular members will have their first year dues waived.***

Applicants for membership in either category must have been in the business of distributing or publishing paperback books or audio titles for at least one year prior to submitting an application for membership.

In addition, all Associate member applicants must:

- Publish new paperback or audio titles annually and maintain an active list of paperback and/or audio titles in print.
- Must make their paperback and audio titles available to all Educational Book & Media Association regular 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** – The 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** – The 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 in a location that allows for a relaxed atmosphere and promotes networking and learning. Our 2011 annual meeting was held from January 18-21 at the Doral Resort in Miami, FL. The 2012 Annual Meeting will be January 10-13 at the Wyndham Rio Mar Beach Resort in Puerto Rico.

*"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 suggestions, 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. The 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 2010 award was presented to Steven Kellogg.

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; two copies each of your current and backlist catalogs by U.S. mail; and two endorsements for membership from two current EBMA wholesaler members either by email or US mail.

- **Regular members** may join EBMA throughout the year but are suggested to join early enough to plan to attend the EBMA meeting in January. Regular member dues are waived for the first year.
- **Associate members** are required to submit their application by **July 1, 2011**. **Applications received after this date will only be considered with special permission.**



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## What's Next?

After your company submits membership application:

1. Reviewed by the EBMA for completeness.
2. EBMA will inform you if any other material is required
3. The EBMA membership committee verifies information and submits the application to the EBMA board of directors for approval
4. If approved, EBMA will send you a welcome packet with instructions on your membership and how to register for the annual conference.
5. 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.
6. 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 and September.

*"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 the 2011 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 2011 Annual Meeting One-on-one Sessions*



# EDUCATIONAL BOOK & MEDIA ASSOCIATION

## EBMA BOARD OF DIRECTORS 2011

### **PRESIDENT:**

#### **DAN WALSH**

Chief Operations Officer  
Children's Plus, Inc.  
Beecher, IL

### **VICE PRESIDENT:**

#### **TIMOTHY THOMPSON**

President  
AKJ Books  
Halethorpe, MD

### **TREASURER:**

#### **GENE BAHLMAN**

Vice President, Finance, HR, &  
Administration  
Follett Library Resources/BWI  
McHenry, IL

### **PAST PRESIDENT:**

#### **NEIL JAFFE**

President  
The Booksource, Inc.  
St. Louis, MO

### **REGULAR MEMBERS (WHOLESALE):**

#### **JILL FAHERTY**

Director, Children's and Teen Services  
Baker & Taylor  
Bridgewater, NJ

#### **BOB SIBERT**

President  
Bound to Stay Bound Books  
Jacksonville, IL

#### **BENJAMIN CONN**

CEO  
Conn Education  
Chesterfield, MO

#### **JENNIFER ALLEN**

eBooks Pilot Program Manager  
The Booksource, Inc.  
St. Louis, MO

#### **MIKE RAYMOND**

Partner  
the distributors  
South Bend, IN

#### **TIM MCHUGH**

Vice President, Sales  
Saddleback Educational  
Costa Mesa, CA

### **PUBLISHER MEMBERS:**

#### **DAVID SWEENEY**

Senior Director, Special Sales  
HarperCollins  
New York, NY

#### **HARVEY BERLINER**

National Special Sales Director  
Houghton Mifflin Harcourt  
Boston, MA

#### **MARGARET COFFEE**

Vice President of Sales  
Albert Whitman & Company  
Park Ridge, IL

#### **PAM SADER**

Vice President of Marketing  
Scholastic Library Publishing  
Danbury, CT

### **EBMA Staff:**

**BRIAN GORG** – Executive Director

**MAUREEN GELWICKS** – Meeting Manager  
Warrenton, VA



**EBMA ASSOCIATE MEMBER APPLICATION FORM**

Company Name \_\_\_\_\_ Phone \_\_\_\_\_

800 Number \_\_\_\_\_ FAX \_\_\_\_\_ E-mail \_\_\_\_\_

Website Address: \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ Postal Code \_\_\_\_\_

Publisher \_\_\_\_\_ E-Mail \_\_\_\_\_

Educational Director \_\_\_\_\_ E-Mail \_\_\_\_\_

Sales Director \_\_\_\_\_ E-Mail \_\_\_\_\_

Marketing Director \_\_\_\_\_ E-Mail \_\_\_\_\_

Trade Distributor \_\_\_\_\_

I certify that my firm has demonstrated a commitment to the educational and library paperback book market and that we have been engaged in this business *for at least one year.*

Applicant \_\_\_\_\_

Date \_\_\_\_\_

Please submit, as part of your application, an endorsement for membership from two EBMA wholesaler members. These may be sent as separate emails to [info@edupaperback.org](mailto:info@edupaperback.org) .

Please also complete the EBMA membership profile on the following pages and submit it along with your application.

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**PRESIDENT**  
**DAN WALSH**  
Children's Plus, Inc.  
1387 Dutch American Way  
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708.946.4100  
DanW@childrensplusinc.com

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**STAFF**  
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540.318.7770  
info@edupaperback.org

Visit our website at [www.edupaperback.org](http://www.edupaperback.org)



EBMA Associate Member Profile

**Types of Books Published:**

\_\_\_\_\_ trade paperbacks                      \_\_\_\_\_ mass market paperbacks                      \_\_\_\_\_ hardcover books  
\_\_\_\_\_ audio books                      \_\_\_\_\_ ebooks  
\_\_\_\_\_ Other (please describe) \_\_\_\_\_

**How often do you announce new titles?** \_\_\_\_\_

**How many educational titles do you have in print?** \_\_\_\_\_

**How long have you published paperbacks?** \_\_\_\_\_

**How many paperbacks do you publish each season each year?**

Spring \_\_\_\_\_                      Fall \_\_\_\_\_

**Categories of Books Published:**

\_\_\_\_\_ bestsellers and adult                      \_\_\_\_\_ preschool books                      \_\_\_\_\_ reference books  
\_\_\_\_\_ young adult                      \_\_\_\_\_ classics                      \_\_\_\_\_ textbooks  
\_\_\_\_\_ children's books                      \_\_\_\_\_ easy reader

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**Sales/Marketing:**

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

\_\_\_\_\_ catalogs (please specify kind)

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\_\_\_\_\_ web site

\_\_\_\_\_ educational consultants

\_\_\_\_\_ posters

\_\_\_\_\_ national exhibits

\_\_\_\_\_ space advertising

\_\_\_\_\_ coop advertising

\_\_\_\_\_ web advertising

\_\_\_\_\_ sales reps

\_\_\_\_\_ display units

\_\_\_\_\_ Other \_\_\_\_\_

\_\_\_\_\_ author tours

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