



# 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.

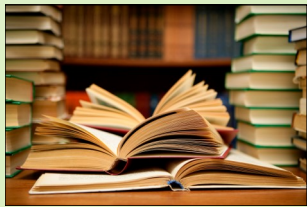
Jill Faherty of Baker & Taylor in Bridgewater, NJ is our current president; and Joyce Skokut of Ingram Content Group in La Vergne, TN is our vice president.

### 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 2018 annual meeting was held on January 8-11, at the Hyatt Regency Indian Wells Resort & Spa in Palm Springs, CA. The 2019 Annual Meeting will be January 7-10 at the Hyatt Regency Austin in Austin, CA.

*"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 2017 award was presented to Kate DiCamillo.

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](mailto: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 2018-2019

### **PRESIDENT:**

#### **JOYCE SKOKUT**

Director, Collection  
Development  
Ingram Content Group  
La Vergne, TN

### **VICE PRESIDENT:**

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President  
Elephant Books  
Pomona, CA

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Vice President Content  
Epic! Creations, Inc.  
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Baker & Taylor  
Bridgewater, NJ

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CrossCan Educational Service, Ltd  
St. Catherines, ON

#### **SUSAN MARSTON**

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Junior Library Guild  
New York, NY

#### **BRYAN THOMPSON**

President  
Steps to Literacy, LLC  
Bridgewater, NJ

### **PUBLISHER MEMBERS:**

#### **CLETUS DURKIN**

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

#### **KATHLEEN FABER**

VP, Director of Sales  
HarperCollins Children's Books  
New York, NY

#### **JENNIFER JENSON**

Vice President  
Gareth Stevens Publishing  
New York, NY

#### **ARIANNE MCHUGH**

President  
Saddleback Educational Publishing  
Costa Mesa, CA

#### **MEGAN QUINN**

Senior Director of Sales  
Charlesbridge Publishing, Inc.  
Watertown, MA

### **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 October 29, 2018 for the January 2019 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 five years*. I also certify that my firm is *willing* to sell to any EBMA Wholesaler Member.

Applicant \_\_\_\_\_ Date \_\_\_\_\_

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

<p><b>PRESIDENT</b> <b>JOYCE SKOKUT</b> Ingram Content Group 14 Ingram Blvd – MS 635 La Vergne, TN 37086 615.213.5914 joyce.skokut@ingramcontent.com</p>	<p><b>VICE PRESIDENT</b> <b>PATRICK NELSON</b> Mrs. Nelson’s Book Company 1650 W. Orange Grove Ave. Pomona, CA 91768 909-397-7820 pnelson@mrsnelsons.com</p>	<p><b>TREASURER</b> <b>NANCY STETZINGER</b> Follett School Solutions 1340 Ridgeview Drive McHenry, IL 60050 708.884.7344 nstetzinger@follett.com</p>	<p><b>EXECUTIVE DIRECTOR</b> <b>BRIAN GORG</b> EBMA PO Box 3363 Warrenton, VA 20188 540.318.7770 info@edupaperback.org</p>
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**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? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_