Meeting Packet

2016 Annual Meeting

The 41st meeting of the Educational Book and Media Association will be held on February 2-5, 2016 at the Loews Ventana Canyon Resort in Tucson, AZ. Complete meeting details can be found in this packet. Contact Maureen Gelwicks (meeting@edupaperback.org) for questions regarding the annual meeting.

Deadline Schedule

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

Last day for early bird meeting registrations: FRIDAY, DECEMBER 18, 2015

Last day to return profile forms: FRIDAY, DECEMBER 18, 2015

Last day for hotel reservations: FRIDAY, JANUARY 8, 2016

Last day for canceling registrations & guest meals: FRIDAY, JANUARY 15, 2016
**Tuesday**  
**February 2**

3:30 - 6:00 PM | Registration Open

3:30 - 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 Dinner & Presentation of the 2015 Ludington Award

9:00 - 11:30 PM | Set-up for One-on-One Sessions

**Wednesday**  
**February 3**

7:30 - 9:00 AM | Breakfast & Set-up for One-on-One Sessions

9:00 - 9:10 AM | Welcome to the Annual Meeting
Jennifer Allen, EBMA Board President, Booksource
Arianne McHugh, EBMA Program Committee Co-Chair, Saddleback Educational Publishing and Angela Sherrill, EBMA Program Committee Co-Chair, Children’s Plus, Inc.

9:10 - 10:15 AM | Educational Session: SIX WAYS TO KNOW IF YOUR ARE CULTURALLY RESPONSIVE
Presented by: Dr. Sharroky Hollie, Executive Director and Author, Center for Culturally Responsive Teaching and Learning; Shell Education

10:30 - 12:30 PM | One-on-One Sessions

12:45 - 1:45 PM | Lunch
Lunch & Featured Guest Speaker: Louis Sachar, Author, Random House Children’s Books in conversation with his editor, Beverly Horowitz, Vice President & Publisher, Delacorte Press.

2:00 - 4:45 PM | One-on-One Sessions

6:30 PM | Casual Evening Reception & Dinner

**Thursday**  
**February 4**

7:00 - 9:00 AM | Breakfast

9:00 - 10:30 AM | Educational Session: DIVERSITY IN ACTION
Panel Discussion Moderated by: Tim McHugh, Vice President of Sales, Saddleback Educational Publishing
Panelists: Judy Chiasson, Ph.D., Los Angeles Unified School District, Human Relations, Diversity & Equity; Andrew Medlar, Commissioner of Collections, Chicago Public Library; Troy Fresch, Assistant Principal, Pioneer Middle School, Tustin, CA

10:45 - 12:15 PM | One-on-One Sessions

12:30 - 1:30 PM | Lunch

1:45 - 4:30 PM | One-on-One Sessions

6:30 PM | Casual Evening Reception & Dinner

**Friday**  
**February 5**

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 Incoming President.

9:00 - 12:00 PM | One-on-One Sessions
A breathtaking desert sanctuary located in a lush 100-acre desert garden at the foothills of the magnificent Santa Catalina Mountains, Loews Ventana Canyon Resort captures the spirit, beauty and culture of the Southwest’s Sonoran Desert. Luxurious guestrooms offer private terraces, breathtaking views of the area and every creature comfort. Resort facilities include two signature 18-hole golf courses, two pools, tennis courts, hiking trails, and par course. For a look at the property, click here.

Rates

Guestroom rates at Loews Ventana Canyon hotel will $199 per night. These rates are subject to appropriate state and local taxes in effect at the time of the meeting, currently 12.050%. 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. You will be directed to the property’s reservation page, and the “2016 EBMA Meeting” should be displayed when you scroll down the page. Select the book now 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 800-235-6397. When you speak with a hotel representative please identify the group name, 2016 EBMA Meeting, to ensure you get the negotiated rate.

PLEASE NOTE: THE CUT-OFF FOR RESERVATIONS IS FRIDAY, JANUARY 8, 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.
Airline Transportation

Many major airlines have service to Tucson International Airport (TUS). The airport is the second largest in Arizona and is a 30-minute drive to the hotel. Phoenix International Airport (PHX) is the largest airport in the state with many direct flights with service from all major airlines, it however is approximately a 2-hour drive to the hotel.

Airport/Hotel Transportation

Private sedan, taxi, car rental, and shuttle service are all available from Tucson International Airport. The fare when traveling by cab is usually $55–$58 (plus tip). For approximately $55 plus tip, the hotel concierge can arrange a private town car transfer for you. Simply provide the hotel concierge with your flight itinerary and a driver will be waiting for you at baggage claim. Please contact the concierge for exact pricing and bookings.

Arizona Stagecoach is the official Tucson Airport Shuttle service, a safe, convenient and economical airport shuttle service providing door-to-door transportation to and from the Tucson International Airport. The cost for one passenger one-way is $50, group rates are available. To book shuttle service call 520-889-1000 or save time by utilizing the online booking system at www.azstagecoach.com.

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 complimentary to EBMA attendees (self & valet).
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 2016 EBMA Annual Meeting.
2. Complete the Profile Form by December 18th: The 2016 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 the there is too much input to leave everything to memory.

**IMPORTANT:** Deadline to complete the online profile forms (Publisher Form or Wholesaler Form) is **Friday, December 18th, 2016.**

**PUBLISHERS:** You may ship the books and catalogues that you will be promoting at the 2016 EBMA Annual Meeting in advance of the meeting directly to the hotel. Shipping instructions will be sent to you by e-mail.
If you ever have to make a blind bet on that day’s weather in Tucson, bet “sunny,” and you’ll win more than 96% of the time. With 350+ days of sunshine a year, Tucson is one of the sunniest cities in the United States! In the month of February, the weather is comfortable with an average high temperature of 69° F and the average low temperature of 40° F.

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)).

Skip the Southwest stereotypes and experience the real deal in Tucson, AZ, where the Lawrence Whipple Observatory brings the planets as close as the wings of raptors whizzing past your head at the Arizona-Sonora Desert Museum.

From the robust colors of centuries-old frescoes at Mission San Xavier del Bac to the shining steel of a 1959 Boeing Superfortress at the Pima Air & Space Museum or the heady scent of la reina de la noche, the night-blooming Queen of the Desert at Tohono Chul Park, discover a place with as many things to do as your heart and mind can imagine.

◊ **The Arts**: Tucson has an arts culture unlike any other. Explore museums, galleries, public art, concerts, and theater.
◊ **Attractions**: Spanning the natural world to the constructed world of Biosphere 2, Tucson is home to Southern Arizona's favorite attractions.
◊ **Gaming**: Let your hair down or put on your poker face. Bingo, Keno, slots, blackjack, and more.
◊ **Shopping**: Sugar skulls to haute couture, boutique shops to mega malls. Shop your heart out.
◊ **Family Fun**: Free your spirit and feel like a kid again. Even when it’s hot out, Tucson is all-ages cool.
◊ **Tucson Attractions Passport**: Pick up your “Book of Fun,” with two-for-one deals plus tons more money-saving coupons and offers.

◊ Tucson Convention and Visitor’s Bureau: [http://visittucson.org](http://visittucson.org)
◊ The Loews Ventana Canyon Resort: [https://loewshotels.com/ventana-canyon/](https://loewshotels.com/ventana-canyon/)
◊ Arizona Stagecoach Shuttle: [https://azstagecoach.hudsonltd.net/res](https://azstagecoach.hudsonltd.net/res)
2016 Annual Meeting

Registration

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 18th and pay only $995 (after December 18th - $1045). Remember your registration fee includes all program costs, meeting materials, one-on-one sessions and meals (breakfast Wed-Fri, lunch Wed & Thu and dinner Tues-Thur).
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 Loews Ventana Canyon Resort by January 8, 2016 for the EBMA rate of $199+ 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
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

WHOLESAIERS 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 15, 2016, a $50 processing fee will apply. If you cancel after this date substitutions may be made up until January 22, 2016.

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.