Dear EBMA Members:

We look forward to seeing you soon at the 41st Annual Meeting of the Educational Book and Media Association. This year’s meeting will be held February 2–5, 2016, at:

Loews Ventana Canyon Resort
Tucson, Arizona

Join us in this desert oasis for the important business meetings, programming, and networking opportunities you and your company value. If you arrive early or stay through the weekend, consider taking advantage of the Tom Fazio-designed PGA golf courses or the Lakeside Spa, a Conde Nast Traveler Top 100 Resort Spa. While making travel plans, it is important to note that this property is a 35-minute drive from the Tucson International Airport.

The theme of this year’s meeting is Diversity in Action. We are eager to explore the most widely discussed topic in education today—diversity—while at the same time focus the conversation on our membership and the action plans we can develop within our own companies in order to better serve the readers of today and tomorrow.

Our hope is for everyone to come to the meeting ready to share individual thoughts and ideas. Our goal is to see new perspectives and better understand how we, as publishers and distributors, can be more culturally responsive. Our opening educational session is an engaging and thought-provoking keynote from Dr. Sharroky Hollie, executive director and author at the Center for Culturally Responsive Teaching and Learning. Throughout the meeting you will hear from experts in the field, including award-winning authors, an editor, and an illustrator. Our educational panel discussion will have representation from three diverse learning environments, including:

- **School District**: Judy Chiasson, Ph.D., Program Coordinator, Los Angeles Unified School District Human Relations, Diversity & Equity
- **Public Library**: Andrew Medlar, Commissioner for Collections, Chicago Public Library and ALSC President
- **Public School**: Troy Fresch, Assistant Principal and former Teacher-of-the-Year, Pioneer Middle School, Tustin, CA

Essential to all EBMA meetings are the traditional one-on-one sessions. This year will debut a new format: the wholesalers will sit, and the publishers will travel during the one-on-ones. We know that this is a major change. We will be carefully evaluating this as a solution to managing the size of our meeting footprint as our organization continues to grow. Exercising patience as we explore this option will help move the meeting along. Thoughtful feedback will be requested both immediately following the meeting and in the post-meeting survey. As always, your board members are here to serve you and are good persons with whom to share your thoughts.

To assist in transitioning to the new format, publishers will be given space around the perimeter of the one-on-one room to showcase featured titles, and to store books, reports, and other material.
One additional change for the 2016 meetings will be exhibitor space. For the first time, EBMA will be offering a new type of conference attendee: *exhibitors*. Visiting the exhibitor spaces will be optional and at the discretion of the membership. Exposure to exhibitors will enable the organization to learn about companies offering services to our membership. If you have a recommendation for a service provider who should be invited to join us, please share your suggestion with our executive manager, Brian Gorg.

On the final day of the meeting, Thursday, February 5, our newly appointed president will update us on EBMA business. We will discuss the meeting dates and location for the 2017 meeting, as well as future strategies for the organization and how it can best continue to grow and serve its members.

Register today and join us for a valuable week exploring ways to increase our business together! The cost of 2016 registration is $995 through December 18. Registrations received after due date will be $1045. EBMA is known for its exceptional group of members and its unique networking culture, which is why we look forward to seeing all of you in Tucson.

Warmly,

Arianne McHugh
Saddleback Educational Publishing
Costa Mesa, CA

Angela K. Sherrill
Children’s Plus
Beecher, IL