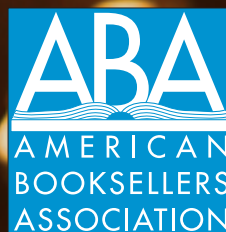


American Booksellers Association

Membership & General Information
2011 - 2012



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Membership & General Information

About ABA

Founded in 1900, the American Booksellers Association (ABA) is a not-for-profit trade association devoted to meeting the needs of its members—independent booksellers and supporters and affiliates of the book industry—through education, information, business products and services, marketing support, and advocacy. ABA is the only trade association representing the interests of all independent booksellers in the United States, and it provides a respected national forum through which booksellers work together to protect and enhance their businesses. The association is governed by a 10-member Board comprised of booksellers. ABA is headquartered in Tarrytown, New York.

ABA's Mission

ABA works to provide advocacy, opportunities for peer interaction, education, and support services that enable independent, professional booksellers to compete successfully in a changing world.

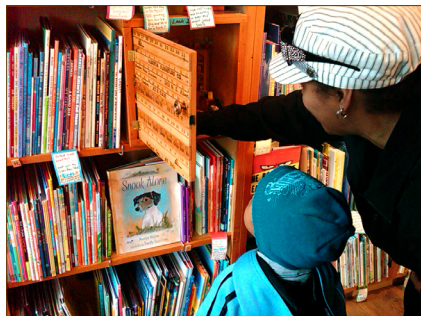
Membership

Any commercial establishment that is directly engaged in the retail sale of books is eligible to become a bookstore member. Membership in ABA provides access both to an array of educational and professional development programs that sharpen business and marketing skills, and to industry news and research that help inform business decisions. Member stores can also sign up for business products and services at lower costs than are generally available elsewhere. Membership categories — including those for non-bookstores — and base dues are listed on the inside back cover.

Member Benefits and Programs

ABC Children's Group at ABA

ABA bookstore members support children's books and bookselling through the ABC Children's Group at ABA. Stores may join the Children's Group for a modest yearly fee. Children's Group members receive 250 free **ABC Best Books for Children Catalog**, a consumer circular featuring front and backlist titles, and have the ability to order custom imprinted catalogs in larger quantities; the **ABC Listserv and Newsletter**; members'



admission prices to the **Silent Auction to benefit the ABFFE Fund for Free Speech in Children's Books** at BookExpo America; and educational materials dedicated to children's bookselling.

Authors, illustrators, publishers, and industry friends may join the Children's Group as "subscribers," and they receive the ABC Listserv, Newsletter, and Children's Group store mailing list on request. (Publishers must join ABA in order to subscribe.)

ABA Contact:
Kaitlin Pitcher
Member Relationship Manager
(800) 637-0037 x6666
kaitlin@bookweb.org

Advocacy

When critical issues arise that are beyond the ability of a single store or regional association to address, ABA vigorously represents the interests of independent booksellers on a national scale. ABA is actively working to ensure equitable sales tax collection for online commerce (**e-fairness**) and has been vocal in support of **small business initiatives**. ABA staff and the Board of Directors engage regularly with publishers and other vendors regarding **trade terms** to help ensure a level playing field for all booksellers.

In 1990, ABA formed the American Booksellers Foundation for Free Expression (**ABFFE**) to

fight censorship and protect reader privacy. Together with ABFFE and others ABA has actively engaged in the **Campaign for Reader Privacy** to enact reforms to the Patriot Act.

Contact:

Chris Finan
ABFFE President
(212) 587-4025
chris@abffe.com

ABA Contact:

Dan Cullen
Content Officer
(800) 637-0037 x6660
dan@bookweb.org

Business Services

ABA's benchmarking survey **ABACUS** tracks key financial indicators, such as average gross margins, operating expenses, and net profits, and provides critical insight into the factors

that drive profitability. Participating bookstores receive a customized report with a detailed analysis comparing their financial results with other stores based on a wide range of criteria, year-to-year trends data, and an executive summary of the survey's key findings. Non-participating ABA members may purchase ABACUS results at a special member rate.

ABA members also have access to a wide range of business services and products. The savings members realize from these business management tools may considerably offset ABA membership dues. New partnerships of value to bookstores are constantly being explored. ABA's affiliated business solutions include partnerships with:

AAA Labels
Above the Treeline
Bank of America
Chico Bags
Constant Contact
Monsoon Commerce Solutions
PartnerShip
W.G. Ellerkamp Paper Co.

For business service partner contacts, visit BookWeb.org.

ABA contact:

Carolyn Bennett
Industry Relations Assistant
(800) 637-0037 x6645
carolyn@bookweb.org



E-Commerce

ABA has developed the state-of-the-art, indie-oriented product **IndieCommerce** so that ABA members can sell online via a unique, flexible, reliable, and value-rich website. The IndieCommerce database consists of four million in-print titles and more than 350,000 **Google eBooks™**. IndieCommerce employs two dedicated customer service representatives and offers 24-hour information at IndieCommerce.com. IndieCommerce users pay a monthly service fee.



ABA contacts:

Matt Supko
Technology Director
(800) 637-0037x6625
matt@bookweb.org

Valerie Federici
Customer Service
Representative
(800) 637-0037 x6643
valerie@bookweb.org

Education, Events & Networking

ABA is committed to providing its members with professional education and industry networking opportunities. ABA has developed a yearlong schedule of events, highlighted by the **Winter Institute**, a free, intensive three-day education program with more than 20 sessions and panels, multiple social events, and ongoing networking opportunities.

Other educational events include the **ABA Day of Education**, held in conjunction with BookExpo America, the largest book industry event in the country, as well as programming at **regional trade shows** in the fall, and **Bookseller Forums** in the spring. These educational events are supported by a rich, members-only, **online curriculum** focusing on finances, store operations, marketing, and more. ABA periodically creates stand-alone educational and networking events and information-gathering member task forces.

ABA contacts:

Dan Cullen
Content Officer
(800) 637-0037 x 6660
dan@bookweb.org

Lisa Winn
Education Manager
(800) 637-0037 x6657
lisa@bookweb.org

Information

In a rapidly changing world, independent booksellers need to be aware of the latest business and technological developments. ABA offers many resources to help owners, managers, and frontline booksellers stay informed and improve their bookselling and managerial skills.

ABA's trade website, **BookWeb.org**, provides members with a convenient online source for all ABA and industry-related news, from advocacy initiatives to upcoming events, as well as features such as the ABA Omnibus blog and

the bookseller discussion forums. **Bookselling This Week** is ABA's free weekly e-newsletter (and website at news.bookweb.org) that keeps members up to date on trade news and ABA happenings.

ABA Contacts:

Dan Cullen
Content Officer
(800) 637-0037 x 6660
dan@bookweb.org

Rosemary Hawkins
Dir., Content Development
(800) 637-0037 x6661
rosemary@bookweb.org

The Book Buyer's Handbook is a members-only, fully searchable database of publisher contact information, trade terms, returns policies, and special offers.

ABA Contacts:

Mark Nichols
Industry Relations Officer
(800) 637-0037 6640
mark@bookweb.org

Peter Reynolds
Project Manager
(800) 637-0037 x6635
peter@bookweb.org

The Booksellers

Resource Directory is also a fully searchable online database, filled with vendors of interest to independent bookstores.

ABA Contact:

Linda Ford
Design and Program Supervisor
(800) 637-0037, x6644
lindaf@bookweb.org



Insurance

LIBRIS, a wholly owned insurance subsidiary of ABA, offers members broad coverage for casualty and property insurance at competitive rates. LIBRIS Liability Insurance is also available to publishers. Disability, Long-Term Care, Critical Illness, and Life Insurance benefits are available to members through **Asset MarketPlace**.

Contacts:

LIBRIS - Clint Long

678-651-2216,

clong@beechercarlson.com

Asset MarketPlace

(888) 694-8585, option 4,

www.assetmarketplace.net



Localism

Through **IndieBound**, ABA provides support and materials to members to help them foster local commerce and healthy communities.

ABA supplies stores with the “Eat Sleep Read” poster and other marketing collateral and makes available well over 100 members-only **IndieBound DIY design**

files. ABA also produces the consumer-oriented **IndieBound.org**. ABA collaborates with national groups and initiatives that support Local First through a collaborative national network, which it organized, called **Advocates for Independent Retail (AIR)**. ABA’s localism efforts have grown internationally through IndieBound license arrangements in the United Kingdom, Australia, and New Zealand.

ABA Contacts:

Meg Z. Smith

Membership & Marketing
Officer

(800) 637-0037 x6641

meg@bookweb.org

Paige Poe

Marketing Manager

(800) 637-0037 x6668

paige@bookweb.org

Marketing

Providing marketing support is central to ABA’s mission to help independent bookstores remain competitive. Both general and program-specific marketing materials and designs are part of the **Bookseller DIY** on BookWeb.org. General marketing support also includes a variety of opportunities for publishers (such as **Advance Access** and the **Red Box and White Box** mailings)

to introduce new titles to the independent channel.

ABA members vote for winners of the **Indies Choice Book Awards**, including the **E.B. White Read-Aloud Awards**, both of which reflect the spirit of independent bookstores nationwide. These awards offer an opportunity for stores to market award-winning and indie-recommended titles.

ABA Contacts:

Mark Nichols

Industry Relations Officer
(800) 637-0037 x6640
mark@bookweb.org

Paige Poe

Marketing Manager
(800) 637-0037 x6668
paige@bookweb.org

Staff

Telephone: 800-637-0037

Chief Executive Officer

Oren Teicher x6611
oren@bookweb.org

Chief Operating Officer

Len Vlahos x6650
len@bookweb.org

Chief Financial Officer

Eleanor Chang x6615
ellie@bookweb.org

Content Officer

Dan Cullen x6660
dan@bookweb.org

Membership & Marketing Officer

Meg Smith x6641
meg@bookweb.org

Industry Relations Officer

Mark Nichols x6640
mark@bookweb.org

Meetings & Planning Officer

Jill Perlstein x6642
jill@bookweb.org

Director, Content Development

Rosemary Hawkins x6661
rosemary@bookweb.org

Director, Technology

Matt Supko x6625
matt@bookweb.org

Marketing Manager

Paige Poe x6668
paige@bookweb.org

ABA Member Relationship Management Team

IndieCommerce Specialist

Scott Nafz x6654
scott@bookweb.org

Customer Service Representative

Valerie Federici x6653
valerie@bookweb.org

Member Relationship Manager

(GLIBA, MBA, MPIBA, SIBA, PNBA)
Elizabeth Nichols x6614
elizabethn@bookweb.org

Member Relationship Manager

(NEIBA, NAIBA, NCIBA, SCIBA)
Kaitlin Pitcher x6666
kaitlin@bookweb.org

ABA Board of Directors*

June 2011 - June 2012

Becky Anderson

ABA President
Anderson's Bookshops
Naperville, IL

Steve Bercu

ABA VicePresident/Secretary
BookPeople
Austin, TX

Sarah Bagby

Watermark Books
Wichita, KS

Betsy Burton

The King's English Bookshop
Salt Lake City, UT

Tom Campbell

The Regulator Bookshop
Durham, NC

John Evans

DIESEL, A Bookstore
Brentwood, CA

Matt Norcross

McLean & Eakin Booksellers Petoskey,
MI

Beth Puffer

Bank Street Bookstore
New York, NY

Ken White

SFSU Bookstore
San Francisco, CA

**An appointment to the ABA Board was made after this brochure went to press. See www.BookWeb.org for a complete list.*

Booksellers Advisory Council*

June 2011 - June 2012

Jessica Stockton Bagnulo

Greenlight Bookstore, Brooklyn, NY

Tova Beiser

Brown University Bookstore, Providence, RI

Carol Besse

Carmichael's Bookstores, Louisville, KY

Diane Capriola

Little Shop of Stories, Decatur, GA

Daiva Chesonis

Between the Covers Bookstore, Telluride, CO

Cynthia Compton

4 Kids Books & Toys, Zionsville, IN

Casey Coonerty Protti

Bookshop Santa Cruz, Santa Cruz, CA

Cindy Dach

Changing Hands Bookstore, Tempe, AZ

Jamie Fiocco

Flyleaf Books, Chapel Hill, NC

Mitch Gaslin

Food for Thought Books, Amherst, MA

Paul Hanson

Eagle Harbor Book Company, Bainbridge Island, WA

John Hugo

Andover Bookstore, Andover, MA

Chris Kleindienst

Left Bank Books, St. Louis, MO

Michael Link

Joseph-Beth Booksellers, Cincinnati, OH

Chris Livingston

The Book Shelf, Winona, MN

Libby Manthey

Riverwalk Books, Chelan, WA

Adrian Newell

Warwick's Books, La Jolla, CA

Emily Pullen

Skylight Books, Los Angeles, CA

Nancy Olson

Quail Ridge Books & Music, Raleigh, NC

Leslie Reiner

Inkwood Books, Tampa, FL

Neil Strandberg

Tattered Cover Bookstore, Denver, CO

Megan Sullivan

Harvard Book Store, Cambridge, MA

Andrea Vuleta

Mrs. Nelson's Toy & Book Shop. La Verne, CA

Jonathon Welch

Talking Leaves Bookstore, Buffalo, NY

Judy Wheeler

Towne Center Books, Pleasanton, CA

Membership Categories & Dues

Membership year extends from February 1 to January 31 for all categories.

Regular

\$299 and up (based on sales volume)

Any business engaged in the retail sale of books

New Stores/New Members

\$199

A new bookstore business and/or non-member during the two years prior to joining

Used Bookstores

\$200

Storefront locations in which used books equal 75% or more of book inventory

ABC Children's Group

\$50

Provisional

\$350

Individuals planning to open a bookstore

Associate

\$350

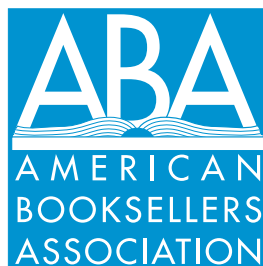
Publishers, distributors, wholesalers, and other vendors

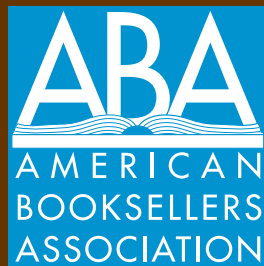
Auxiliary

\$200

Individuals and other businesses that support independent bookselling

For dues information, payment options, and benefit details by category visit www.BookWeb.org or call a Member Relationship Manager.





www.BookWeb.org