

CBA NATIONAL CONFERENCE PROGRAM

Survive, Revive, Thrive: Reinventing your Bookstore for Today's Marketplace

May 28 -30, 2010 - Delta Toronto Airport, 5444 Dixie Road

Friday, May 28, 2010

***BONUS SESSION: Friday, May 28, 10:00 am – 4:00 pm – BookManager Seminar – Michael Neill – New Software Demo**

BookManager Version 10 has just been released with much faster performance, increased stability and full compatibility with Windows 7. In a day-long session, BookManager President Michael Neill will cover recently added features and respond to booksellers' questions and suggestions. BookManager online continues to evolve and integrate with each store's local BookManager. Publishers are moving towards online catalogues. BookManager's online Lists & Catalogues will play an important role to help stores adapt to the latest changes in book buying. This is a great opportunity to get together with other booksellers and grill BookManager's creator or get practical advice and solutions for everything BookManager related. This seminar is open to all registered conference delegates including booksellers interested in learning more about BookManager's services as well as publishers who wish to ensure their books are top of mind with booksellers.

7:00 pm – Author/Bookseller Reception

The Opening Night meet-and-greet reception brings booksellers and authors together in a relaxed and informal setting. Publisher tables will be situated throughout a catered reception where booksellers can meet authors—emerging and well known—to acquaint themselves with new works and have their books and ARCs signed. A perfect mixer to start off a weekend of book industry celebration.

Saturday, May 29, 2010

7:30 am – 8:15 am – Registration & Breakfast

8:30 am – 9:15 am – Keynote Presentation – John Torella – Building Business and Building Your Brand

Join retail expert and author John Torella as he offers a series of ideas, insights, and best practices; reveals what the winners are doing to accelerate growth in a down economy; and demonstrates how retailers are dealing with the perfect storm of increased competition, focus on price, and the growth of e-commerce.

BIO: A Senior Partner and Senior Consultant in the area of Strategic Planning, Branding, Retail Marketing and Communications, John Torella is a member of and frequent speaker for the Retail Council of Canada, Retail Advertising Club of Chicago, and the National Retail Federation, USA. He is also a co-author of *A Guide to Retail Success; Building a Winning Retail Strategy; Stop Talking, Start Doing Retail Branding; Whole-Being Retail Branding*; and his latest book, *re|Think retail branding*. Torella is a graduate of Northwestern University and the Kellogg Graduate school of Management Communications strategy program, Schulich School of Business York University Brand Equity program, Harvard Business School's Managing Brand Value program, and Tuck School program on Strategic Brand Management.

9:30 am – 10:45 am – Education Sessions Social Media 201 – Taking your online presence to the next level – Mark Lefebvre, Titles Bookstore McMaster University

Social media isn't just a strategy and it isn't just another way of advertising your business with little upfront cost. And, it's not enough just to "be" in the social media space by having a Twitter, Facebook or MySpace account or blog; you need to be an active part of it, offering all the value, culture and dynamic interaction your customers experience when physically visiting your store. Follow book-nerd Mark Lefebvre as he outlines various pitfalls store owners can fall into when traversing the social media space, as well as sharing guided examples of businesses and people who are contributing to their online communities, and in turn, benefiting from yet another way to interact with and provide services and information to our valued customers.

Sunday, May 30, 2010

8:00 am – 8:45 am – Breakfast

8:45 am – 9:45 am – Loss Prevention Session – Theresa Rowsell – Retail Council of Canada

Theft and fraud are issues that retailers across Canada must wrestle with every day. A recent poll of independent retailers conducted by Ipsos Reid on behalf of Retail Council of Canada and RBC confirms this, with 87 per cent of Canada's small and medium-sized retail business owners reporting they have been victimized by retail crime within the past year. It's an unfortunate reality, but one that must be dealt with in order to promote a prosperous business climate for the thousands of retailers that make-up our industry. In this session, Retail Council of Canada Associate Vice-President Theresa Rowsell will present loss prevention best practices, developed with the independent retailer in mind, helping you prepare a strategy to prevent future incidents of theft and fraud in your store.

9:45 am – 10:45 am – CBA Annual General Meeting

CBA invites all Active members to attend CBA's AGM. Voting members, or those presenting a Proxy, may vote at the AGM; non-voting Active members are welcome to attend to find out more about your Association and the work it does on your behalf. You will hear reports from CBA's current President and Treasurer. CBA's new slate of Directors for 2010-2011 will be approved and introduced and other Association business will be raised. CBA's President 2010-2011 will address the AGM.

10:45 am – 11:45 am – Member Forum – Government Relations Update – Ruth Thorkelson – Retail Council of Canada

Join Retail Council of Canada (RCC) SVP, Public Affairs, Ruth Thorkelson, as she offers an update on the government relations issues facing retailers across the country—federally

Sidelines – TBA

10:45 am – 12:00 pm – Education Sessions

Finding the Hidden Money in Your Store – Bronwyn Addico & Mandy Brouse – Words Worth Books

Bronwyn Addico, Events & Marketing Coordinator from Words Worth Books, together with Mandy Brouse, the store's social media expert, will explore inventory control, co-op, off-site events and more to help you find the hidden revenue in your bookstore. In today's challenging retail environment improving bookseller margins while providing value to your customers is key to surviving, reviving and thriving.

Growing Your Graphic Novel Business – John Shableski – Diamond Book Publishers

The graphic novel format seems to have exploded onto the publishing landscape. As a retailer, how can you capture your share of this explosive market? This session will explore how to select, buy, shelve and promote graphic novels including developing staff expertise and community partnerships.

12:15 pm – 2:45 pm – Sales Rep Speed Dating Luncheon – Nancy Frater (Moderator)

Sales reps will have high-speed pitch meetings with a succession of booksellers at different tables to highlight the “top handselling treasures” that most excite them for the fall season. Booksellers will receive a complete list of the books that will be showcased prior to the session.

2:45 pm – 5:45 pm – Exhibitor Showcase

Meet your publishers and suppliers and find out what they've got in store for the Fall season. Over the course of three hours, booksellers will circulate from table to table to find out what promotions, deals and titles are in the works while being treated to promotional displays, ARCs, catalogues, author signings, conference specials or your own one-on-one supplier meeting.

6:00 pm – 6:45 pm – CBA Libris Awards Reception

Catch-up with colleagues and congratulate the CBA Libris Awards nominees over cocktails in this informal pre-ceremony reception.

7 pm – Libris Awards Presentation & Dinner

CBA's Libris Awards Dinner will be followed by the Libris Awards Ceremony emceed by Shelagh Rogers, host of CBC Radio's The Next Chapter, a weekly program devoted to Canadian writing of all kinds. Unique in their commitment to acknowledging the best among the talented professionals who deliver great

and provincially—including the new Code of Conduct for Canada's credit and debit markets. This is also an opportunity for CBA members to let RCC know what issues are on the minds of Canadian booksellers and in need of advocacy attention.

12:00 pm – 1:30 pm – Authors Luncheon

1:30 pm – 3:30 pm – Keynote Presentation – Kevin Graff – Avoiding the Errors ... and Making the Winning Decisions Needed to Thrive

For the past 20 years we've watched retail owners and managers make the same mistakes over and over again. From errors made in creating a store concept, to misconceptions about how to manage staff, and fundamental financial management shortcomings, we'll look at what's typically broken in a lot of stores and how you can fix it. Just as important will be our look at the decisions you can make to start improving your store performance today. We'll look at ideas to improve your inventory performance, get better margins, increase cash flow, boost staff performance, reduce staff turnover, drive up average sale, increase conversion rates, get more traffic into the store and more. Come and listen to some straight talk and ideas that will help you get the most out of your business.

BIO: Recognized internationally as an authority on retail and one of the top speakers in this sector, Kevin Graff has spent the past 20 years working with retailers to drive revenue over the top. Focused on improving staff performance, he is an expert on squeezing more sales out of each and every store by developing and implementing integrated training solutions for retailers. Kevin is the author of “Winning Retail” and “Selling with Passion” and also writes the monthly retail newsletter, *The Graff Retail Report*. He is also the “star” of Graff Retail TV. Kevin's approach to store operations and focus on real, bottom-line store issues has consistently generated results for his clients.

books to Canadian readers, and nominated and voted on by members of the Canadian book selling community, CBA Libris Awards honour outstanding achievement by authors and editors, sales reps and distributors, booksellers and publishers. Join in the excitement as winners in 13 categories—representing the best in the Canadian book industry from the previous year—are announced. The ceremony will also feature the inaugural Young Bookseller of the Year Award—recognizing excellence in bookselling from a retailer under the age of 30.

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