

## Editor's Desk

*Emily Sinkins*

One of the most spoken phrases during BookExpo Canada (BEC) has to be, “It’s so nice to put a face with the name.” And, it *is* nice. Sometimes people look uncannily like you imagined them to. Other times, your expectations (that you often didn’t even realize you had even formed) are well off the mark. Because these days we really *are* matching a face with a name (from emails) as opposed to a face with a voice (as in the non-electronic days of yore), I find the latter situation occurs most frequently when someone’s emails are especially formal and deferential (beginning with the “Ms. Sinkins” salutation). These missives, I imagine, are issued by young folk, new to the industry, keen to make a good impression. As it turns out, politeness (enthusiasm, even) knows no age limit.

As a meeting-minute-taker since time immemorial, I’m often charged with sitting in corners and figuring out who everyone is, so I have my fair share of encounters with booksellers, and assorted other publishing types at BEC, who even as I’m asking them about their store or booth traffic, I realize have not the faintest idea who I am. This inevitably leads to the most awkward moment of all—the subtle breaking of eye contact to look down at the name badge. Try as you might to sneak the quickest of peeks, when you return your gaze upward it’s always with some degree of shame—the person you’re conversing with always notices.

At any rate, the point is getting out and meeting people at a show like BEC is a great networking opportunity that not everyone can enjoy (not just because they’re thin-skinned like me—but because they can’t afford the time away from the store); hence the extensive coverage of the show events and conference that you’ll find not only in this issue of the magazine, but the next one too. Sessions by Bill McKibben and Richard Florida are summed up nicely for those who couldn’t attend, as is the bookseller panel on creative ways of creating bookstore traffic.

Also, we thought we’d help you attach a few faces to names by including as many CBA Libris Awards and BEC tradeshow photos as we could fit. Remember, we’re happy to receive your store and event photos any time for use in our magazine, *CBA News*, and—coming very soon—our completely redesigned website.

