



# CBA's Role in an Interconnected Industry

Last fall I thought this issue of *Canadianbookseller* would feature my final ED Report; however, as most of you are aware, I have agreed to stay on until the end of the year. So many changes have taken place since I announced my plan to retire and with those changes, opportunities to forge new alliances to better support our members have been considered. Over the past year my ED Reports have used the words “collaboration,” “relationship,” “affiliation” and “alliance” a lot and hopefully you are using those words too. Especially in this economic climate it becomes more and more apparent that we cannot isolate ourselves: we need to join with others to succeed and thrive.

CBA has affiliations with many other associations to help us keep up to date on industry issues which affect booksellers.

**International Affiliations:** I correspond regularly with Tim Godfray, CEO, Booksellers Association of the United Kingdom and Ireland (BA-UK), and with Malcolm Neill, CEO, Australian Booksellers Association. During the most recent ABA Winter Institute (W14) I had the pleasure of spending time with Meryl Halls, Head of Membership & Services, BA-UK. CBA has close ties with the *American Booksellers Association's* (ABA's) management team; in fact, we have negotiated special membership fees for CBA bookseller members to join ABA so they can take advantage of the many and varied benefits offered through that association. CBA's President, Nancy Frater, spent time with ABA's President, Gayle Shanks, during W14, sharing information and ideas on our industry; Nancy and I met with Oren Teicher, COO, ABA, to discuss an even closer relationship as we move forward.

**National Affiliations:** As a Board member of *Book and Periodical Council* (BPC) I am regularly informed of issues affecting our industry. That affiliation keeps me in tune with concerns and viewpoints of other sectors of our industry including publishing, writing, editorial, magazines and libraries and affords the opportunity to present the viewpoint of independent booksellers thus ensuring a better understanding of our issues and concerns. Eleanor LeFave, CBA Past President, attends those meetings as a delegate, offering firsthand knowledge of independent bookselling. Emily Sinkins is Chair of the Freedom of Expression Committee, and I serve on the Governance and Freight committees. CBA has two direc-

tors on *BookNet Canada's* Board, Chuck Erion and Mark Lefebvre, a CBA Campus Director; in addition I attend those meetings as an observer. I am regularly in contact with executives of *Association of Canadian Publishers* (ACP), *Canadian Publishers' Council* (CPC) and *The Writers' Union of Canada* (TWUC).


CBA shares perspectives and challenges with *Campus Stores Canada* executive. *The Globe and Mail* shares their weekly review lists with CBA so we can notify bookseller members in advance of the Saturday listings to better prepare them for customer requests. On a broader level, CBA is part of a coalition of merchants who are concerned with rising credit and debit card fees. The *Stop Sticking It To Us* coalition, organized by *Retail Council of Canada*, lobbies the government, informs the public, and represents the interests of a wide range of organizations to affect changes in merchant transaction fees which affect our bottom lines.

All these alliances have something in common: we all recognize that we are stronger if we work together on issues that affect us and we are better able to anticipate change and deal with it if we understand how others are affected.

CBA's *Independent Matters* Shop Local initiative is a perfect example of working cooperatively to celebrate our industry. Each year the campaign has been building momentum and gaining media attention. The introduction last fall of the environmental book bag was a huge

success; this year we hope booksellers encourage their local communities to get involved in the day.

With the demise of BookExpo Canada, CBA has been in contact with many organizations who still believe that a national gathering of the industry is important. Not only does it afford a time for CBA to hold its Annual General Meeting and

Libris Awards, it's a time for all to celebrate the industry, share ideas and find out about new books and emerging authors. It's a time for renewing relationships and making new ones. This year, more than ever, your Board has many new challenges to deal with including how to bring booksellers together in a way that is cost effective for booksellers, publishers and your association, and to try to organize that in a very short time frame. While it's too soon to report any developments, be assured we are looking at all the options and will report back to you soon. 

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