

Roundtable Schedule

First Two Sessions

Table	Time	Topic	Moderator	Time	Topic	Moderator
1	9:30 -10am	Social Media (nonevent)	Hannah Oliver Depp	10:10 – 10:40	(Unusual) Community Partnerships	Erin Matthews
2	9:30 -10am	New store owners	Rita Maggio	10:10 – 10:40	New store owners	Dan Iddings
3	9:30 -10am	Handselling	Ellen Mager	10:10 – 10:40	Handselling	Claire Demarias
4	9:30 -10am	Buying for Margins	Eileen Dengler	10:10 – 10:40	Buying for Margins	Barbara Jeremiah
5	9:30 -10am	Staff Picks: Best Practices	Kit Little	10:10 – 10:40	Kids Staff Pick	Ellen Mager
6	9:30 -10am	New & Used stores	Erin Matthews	10:10 – 10:40		
7	9:30 -10am	In-school book fairs	Anna Thorn	10:10 – 10:40	Romance Sections	Pamela Jaffe, HarperCollins
8	9:30 -10am	Remainders & the Bottom Line	Dan Iddings	10:10 – 10:40	Board Games	Todd Dickinson
9	9:30 -10am	Abacus	PK Sindwani	10:10 – 10:40	Independent Bookstore Day Idea Exchange	Julie Beddingfield
10	9:30 -10am	Edelweiss for Everybody	Kate Reynolds	10:10 – 10:40	Edelweiss for Everybody	Mark LaFramboise
11	9:30 -10am	IndieCommerce	Geetha Nathan	10:10 – 10:40	IndieCommerce	Geetha Nathan
12	9:30 -10am	Value of Reviews & Posts	Karen Torres	10:10 – 10:40	Value of Reviews & Posts	Karen Torres
13	9:30 -10am	Libro.fm	Mark Pearson	10:10 – 10:40	Libro.fm	Mark Pearson
14	9:30 -10am	Pattern Language of Successful Stores	Lisa Uhrik	10:10 – 10:40	Pattern Language of Successful Stores	Lisa Uhrik
15	9:30 -10am	Clout	Kelly Justice	10:10 – 10:40	Clout	Kelly Justice

turn over for the other sessions

Roundtable Schedule

Last Two Sessions

Table	Time	Topic	Moderator	Time	Topic	Moderator
1	10:50 – 11:20	Hybrid Stores	<i>Anna Thorn</i>	11:30 – 12n	Delivering the Goods with Author Events	<i>Donna Wells</i>
2	10:50 – 11:20	Chalkboards	<i>Lelia Nebeker & Rebecca Speas</i>	11:30 – 12n	Sidelines	<i>Rita Maggio</i>
3	10:50 – 11:20	Receiving & Shelving	<i>PK Sindwani</i>	11:30 – 12n	Receiving & Shelving	<i>Kirsten Hess</i>
4	10:50 – 11:20	Small Stores	<i>Rita Maggio</i>	11:30 – 12n	Writing / Designing Newsletters	<i>Erin Matthews</i>
5	10:50 – 11:20	Staff Picks: Best Practices	<i>Hannah Oliver Depp</i>	11:30 – 12n	Staff Picks: Best Practices	<i>Nathan Halter</i>
6	10:50 – 11:20			11:30 – 12n	New & Used stores	<i>Rob Dougherty</i>
7	10:50 – 11:20	In-store book fairs	<i>Trish Brown</i>	11:30 – 12n	Sci Fi Sections	<i>Pamela Jaffe, HarperCollins</i>
8	10:50 – 11:20	Board Games	<i>Todd Dickinson</i>	11:30 – 12n	One Great Idea	<i>Donna Fell</i>
9	10:50 – 11:20	Membership programs	<i>Rob Dougherty</i>	11:30 – 12n	Membership programs	<i>Hannah Oliver Depp</i>
10	10:50 – 11:20	Booking & Promoting Events	<i>Kit Little</i>	11:30 – 12n	Ticketed Events	<i>Stephanie Valdez</i>
11	10:50 – 11:20	IndieCommerce	<i>Geetha Nathan</i>	11:30 – 12n	IndieCommerce	<i>Geetha Nathan</i>
12	10:50 – 11:20	Value of Reviews & Posts	<i>Karen Torres</i>	11:30 – 12n	Value of Reviews & Posts	<i>Karen Torres</i>
13	10:50 – 11:20	Libro.fm	<i>Mark Pearson</i>	11:30 – 12n	Libro.fm	<i>Mark Pearson</i>
14						
15	10:50 – 11:20	Clout	<i>Kelly Justice</i>	11:30 – 12n	Clout	<i>Kelly Justice</i>

turn over for the first two sessions