

## Jill's Analysis of 2014-15 Linkage Plan

2014-2015 plan is reprinted from 3/8/14 minutes with my **comments on last year's plan** added in red and **ideas for 2015-2016** in blue.

### 2014-15 Linkage Plan

1. BEA - Focus on industry member linkage. Wanda to schedule meetings (i.e. Southern focus groups) for board w/ publishers on Thursday at Javits during show hours. For owner-operator linkage, just yall buttons.

**Because ABA programming focused on industry member trips (to meet editors, etc.) Wanda said publishers weren't really interested in doing separate meetings with us so she didn't set any up. We did hand out yall buttons.**

**One theme I hear from our members a lot is how hard it is to get New York to send authors to the South or to more than one Southern stop. Rather than trying to make our case at BEA where we get lost in the shuffle perhaps we could consider flying in some senior publicists in April or early May and have members demo some mini-tour areas and how things would work. Then we could follow up in May at BEA.**

2. Revivals - Topic/dates due to Wanda by end of March

Jill - KOBO Writing Life - July 18 - aimed at bookstores, authors, and customers. Wanda to help pull booksellers, perhaps with additional author. Publicize to authors at PubSmart.

Jamie - Best Practices Working with Self Pub Authors - July 12

Tom - Topic & Date to come

Doug - AMIBA & Date to come

Include General Call for additional Revivals

**Jamie and I held our revivals and I think they each went fairly well. I didn't take advantage of the PubSmart connection as well as I meant to. Wanda and I will be attending the conference this year. I don't believe Tom or Doug held their revivals but may still be considering for 2015.**

**I've asked Wanda to follow up with her Trends people to see what the cost would be for them to do a seminar with the Board (perhaps in July 2016 in place of revivals) about how to identify trends, how to tell which trends will impact our industry, and how we can solicit trend information/data from our membership. The point of this would be for the board to learn how to get past the day-to-day complaints/concerns/challenges of our members and see bigger underlying issues and opportunities that might lead us to rethink the mega-ends for the organization and/or lead us to add a few additional ends.**

I could see making use of Asheville-based JB Media Group for a social media revival or perhaps Linda-Marie might want to reprise her WI10 Customer Service panel. If I were to do a revival, I'm open to pretty much any topic so we could survey those members in my area to see what they wanted more education on.

3. Meeting of the Minds - Wanda in tentative discussion  
USC Press -- Booksellers & Social Science Grad Students

This never came together last year.

Wanda is still discussing this with USC. B&T wants to do some sort of Meeting of the Minds as part of their SIBA sponsorship for this year. These are Wanda's projects but if the board has any great ideas about pairings that might let us learn more about trends, challenges, etc. we might be able to kill two birds with one stone. What about a Meeting of the Minds between booksellers and teenagers/new adults? Or between booksellers and cutting-edge technologists? Usually the most creative ideas come when you take information from two very different disciplines and fuse it together so think of other disciplines we might try to learn from.

4. #SIBA 37 - Norfolk/SIBA is for Book Lovers!

Continue linkage w/ authors that we started last year (green room, author handout, viral video)

Member Linkage - Annual breakfast / membership meeting - improve attendance with a speaker. Jeff to help plan a more robust meeting. Special encouragement for first-time attendees (perhaps pay Thursday night hotel). Show It's a Book video.

Other board commitments: Boardmember Bookseller Lounge - 2 hours each. Advisory committee meeting. Board survey question - Who are you most surprised not to see at SIBA this year? GABBs & Gifts Panel w/ board panelists if needed. Board wants to be involved for Gold Star orientation if possible.

We did just about everything we planned except have a speaker at the breakfast meeting, a specific program to encourage first-time attendance, the board survey question, and our other meetings conflicted with Gold Star orientation. I think Jamie & Jeff did a great job getting the annual meeting back on track (Jamie -- I need your notes on how to run it please :) We decided that hosting an Advisory Council meeting the day before either has to be communicated to people way in advance or we would be better to move the meeting to the show floor one morning.

Dave & Reba Williams will be the breakfast speakers at SIBA 38 in Raleigh. Do we want to do the annual meeting before their talk or after? Since we don't want to use Rebel Yell going forward, how about "Southern Shoutout"? Perhaps Dave & Reba have a favorite bottle of alcohol and we could have them present it to the winner. Wanda's goal for the show is to have every member attend.

I don't mind doing the 2-hour stints in the SIBA booth at the show, but I don't really think members are coming to us with questions for their board; rather they are just asking us trade show things -- where is this booth, what time is that session, etc. Do we want to try to do something different this year? Perhaps we could specifically schedule brief 15-minute meetings during our shifts with 2-3 stores at a time that we reached out to. Perhaps start with a list of stores that Wanda considers active but that no one on the board may really have met before or talked to (though Linda-Marie will probably have met everyone by that point).

Doug, what do you suggest for an advisory meeting time and agenda?

If anyone has run across a good book for the author video, share your suggestions with Wanda. [Wanda -- Unlike Jamie, I have terrible handwriting. If you decide the book early enough I can have my employee with beautiful handwriting do your cue cards and bring them with me.]

Anything special the board wants to do for the 40th anniversary?

5. WI-10 - Koffee Klatsches. Board Members & ED take SIBA members to coffee to elicit concerns of members. (not to interfere with ABA programming) SIBA Hospitality Room. Solicit topics for KK thru listserv & SIBAC work w/ SIBAC re: Southern Hospitality Initiative.

We almost let this slip thru the cracks. There were a few people the first morning, but the area I chose did not have as many tables as I remembered so it wasn't a great meeting space.

What about trying late-night at WI11? At the hotel bar area around 10:30 or 11 and we have a special Southern drink for our members but they have to come talk to us to get a drink ticket? Or do we tend to get back from author dinners too late?

I really like using the Yall buttons as a way to remember to reach out and communicate with our our members. I'm not too bothered by giving people multiple buttons. Perhaps Board should appropriate these from Wanda as a Board tool and they should be costed under our budget?

6. SITS / GABBS -

Increase bookstore attendance so better opportunity for owner linkage.  
Opportunity for ABA linkage & author linkage as well.

Last year we met briefly with ABA. Had good author linkage with the SITS event.

Any concerns we want to raise with ABA while they are on our turf? Wanda has lots of plans for improving bookstore attendance so we should consider having a brief written survey for members to fill out at roundtable discussions. Perhaps:

1. Do you feel like your SIBA Board is recognizable and approachable?
2. The purpose of the SIBA Board is to ensure that SIBA is working to foster the well-being of its members. How would you rate your store's well-being currently? (1-10 where 10 is we're having a historic year and 1 is in imminent danger of closing). When you think about the future, do you see that rating going up or down?
3. What is your biggest short-term challenge? What's your biggest long-term challenge or opportunity?
4. What suggestions do you have for the Board or for SIBA in general?

For 2015-16, we should also consider:

7. Advisory Council - how can we make better use of them? more regular meetings?
8. Linda-Marie's outreach efforts for Wanda. Is it possible to add on for Board purposes? Feel out new board member candidates? Get a sense of common issues throughout the region?