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# How to Thrive in the Book Biz

— CBA Knowledge Sharing Seminar —

April, 2018

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# Participants

**Sophia S.W. Bogle**, Save Your Books

**Jody Boyd**, Boyd Books

**Jeremy Breedlove**, Daedalus Books

**John Brodie**, Monograph Bookwerks

**Scott Brown**, Eureka Books

**Elisabeth Burdon**, Old Imprints

**Debbie Cross**, Wrigley-Cross Books

**Nat DesMarais**, Nat DesMarais Rare Books

**Amanda Doimas**, Backstory Books

**Scott Givens**, Browsers' Bookstore

**Michael Hartig**, M.T. Hartig Used Books

**James Hecht**, Chaparral Antiquarian Books

**Roger Hucek**, Burnside Rare Books

**Ed Markiewicz**, Montgomery Rare Books

**Rachelle Markley**, Crooked House Books

**Glenn Mason**, Cultural Images

**Adam McInturf**, Windows Booksellers

**John Munster**, Munster & Co. Books

**Rachel Phillips**, Burnside Rare Books

**Elisa Saphier**, Another Read Through

**Ed Smith**, Ed Smith Books

**John Thomas**, Chaparral Antiquarian Books

**Julie Wallace**, Wallace Books

**Megan Waterman**, The Book Nook

**Michael Wells**, Aleatory Books

**Timothy Wheeler**, Red Fox Rare Books

**Gary Wilkie**, Anthology Booksellers

**Paul Wrigley**, Wrigley-Cross Books

# Program

## Session 1

Your Own Website

Catalogs: Print & Electronic

Social Media & Marketing

Care & Repair of Your Books

## Session 2

Ephemera

Book Fairs: Rose City & Beyond

Online Marketplace Review

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# Your Own Website

## First Group:

John Brodie, moderator

Scott Brown

Amanda Doimas

Ed Smith

Gary Wilkie

Paul Wrigley

## Second Group:

John Brodie, moderator

Debbie Cross

Glenn Mason

Michael Wells

Timothy Wheeler

# Catalogs: Print & Electronic

## First Group:

Ed Markiewicz, moderator

Nat DesMarais

Scott Givens

Glenn Mason

Jon Munster

Julie Wallace

## Second Group:

Ed Markiewicz, moderator

Scott Brown

Roger Hucek

Ed Smith

John Thomas

Gary Wilkie

Paul Wrigley

# Social Media & Marketing

## First Group:

Rachelle Markley, moderator

Jeremy Breedlove

Elisabeth Burdon

Adam McInturf

Rachel Phillips

Megan Waterman

Michael Wells

Timothy Wheeler

## Second Group:

Rachelle Markley, moderator

Jody Boyd

Nat DesMarais

Amanda Doimas

Scott Givens

Michael Hartig

Elisa Saphier

# Care & Repair of Your Books

## First Group:

Sophia S.W. Bogle, moderator

Jody Boyd

Debbie Cross

Michael Hartig

Roger Hucek

Elisa Saphier

John Thomas

## Second Group:

Sophia S.W. Bogle, moderator

Jeremy Breedlove

Elisabeth Burdon

Adam McInturf

Jon Munster

Rachel Phillips

Julie Wallace

Megan Waterman

# Ephemera

## First Group:

Elisabeth Burdon, moderator

Glenn Mason, moderator

Jody Boyd

John Brodie

Ed Markiewicz

Rachelle Markley

Adam McInturf

Julie Wallace

Paul Wrigley

## Second Group:

Elisabeth Burdon, moderator

Glenn Mason, moderator

Scott Brown

Debbie Cross

Nat DesMarais

Amanda Doimas

Jon Munster

John Thomas

Megan Waterman



# Book Fairs: Rose City & Beyond

## First Group:

Ed Smith, moderator  
Scott Brown  
Jon Munster  
Elisa Saphier  
John Thomas  
Megan Waterman  
Timothy Wheeler

## Second Group:

Ed Smith, moderator  
Sophia S.W. Bogle  
Jeremy Breedlove  
Michael Hartig  
Adam McInturf  
Michael Wells  
Gary Wilkie

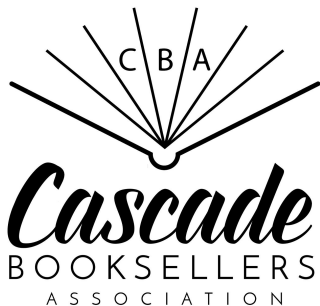
# Online Marketplace Review

## First Group:

Scott Givens, moderator  
Roger Hucek, moderator  
Rachel Phillips, moderator  
Sophia S.W. Bogle  
Jeremy Breedlove  
Debbie Cross  
Nat DesMarais  
Amanda Doimas  
Michael Hartig  
Michael Wells  
Gary Wilkie

## Second Group:

Scott Givens, moderator  
Roger Hucek, moderator  
Rachel Phillips, moderator  
Jody Boyd  
John Brodie  
Ed Markiewicz  
Rachelle Markley  
Elisa Saphier  
Julie Wallace  
Timothy Wheeler  
Paul Wrigley



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JULIE WALLACE, our M.C.

ALL OUR MODERATORS

COLUMBIA RIVER BREWING

and...

EVERYONE for participating!

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