



2006 EDUCATION SURVEY

Goal I of ABA's Strategic Plan states:

Provide independent professional booksellers with access to the education, information, and business services they need to succeed in a changing world.

To meet this goal, the Association has spent the past two years reinvigorating its education program. Sessions at BookExpo America, the Winter Institute, the regional trade shows, and the spring forums have helped provide professional expertise and advice to literally thousands of ABA member booksellers. All of that programming began with member feedback.

To grow and further develop the education program, we're asking booksellers from all ABA member stores to take a moment to complete this third annual ABA Education Survey. The results will be reviewed by ABA's Education Task Force, a group of bookseller volunteers who will help guide the creation of the 2007 education program.

To add a bit of incentive, ABA will draw the name of one survey respondent at random, and s/he will win a trip, including airfare and hotel, to the 2007 Winter Institute, being held in Portland, Oregon, on February 1-2.

If you would like to be included in the drawing, please provide the following information:

Name: _____ Store: _____

Email: _____ Phone: _____

Please return the completed survey to ABA **no later than Tuesday, September 5:**

- Fax: 914-591-2720
- Mail: 200 White Plains Road, 6th Floor, Tarrytown, NY 10591
- You can also complete this survey online at: www.bookweb.org/education/survey

***Any information you provide in the survey will be kept strictly confidential.
Your personal information will be used only for the purposes of the drawing.***

SURVEY

1. In terms of educational programming that you would like to see ABA develop, consider the seven broad subjects listed below and rank them from 1-7 in order of importance to your business:

- _____ Community Relations (e.g., main street alliances, buy local campaigns, etc.)
- _____ Financial Management (e.g., budgeting & forecasting, controlling expenses, cash flow management, etc.)
- _____ Human Resources (e.g., hiring, training, delegating, etc.)
- _____ Inventory Management (e.g., buying, returning, controlling margin, managing inventory, etc.)
- _____ Operations (e.g., shipping & receiving, returns, etc.)
- _____ Sales & Marketing (e.g., merchandising, customer service, public relations, advertising & promotions, etc.)
- _____ Technology (e.g., website, digital content, database, POS, etc.)

2. List three topics you'd most like to see ABA education address. (For example, events, co-op, budgeting, personnel, etc.) Be as broad or specific as you like:

a. _____

b. _____

c. _____

3. Which of the following events have you attended in the last year? (Choose all that apply)

- BookExpo America Forums Regional Shows
 Winter Institute Paz Booksellers School

4. Which of the following sessions have you ever attended? (Choose all that apply)

- ABACUS presentation The 2% Solution Budgeting & Monitoring
 COGS 101 It's in the Payroll Increasing Sales
 Increasing Margin

5. Have you attended education programs offered by sources other than ABA that you have found to be particularly helpful?

- Yes No Don't Know

5a. If yes, please list the source as well as the program title(s):

6. Does your store participate in the ABACUS Survey?

- Yes No Don't Know

7. Which one term best describes your job title?

- Owner Manager Buyer
 Receiver Accountant Bookseller
 Other

8. How many years have you been working in bookstores?

- < 1 1-3 3-5
 5-10 10-25 >25

9. Which best describes the type of bookstore where you currently work? (Choose one)

- General independent store Specialty independent store University/college bookstore
 Used bookstore Chain bookstore Other

10. What is the approximate sales volume of the store where you currently work?

- < \$500,000 \$500,001 - \$1,000,000 \$1,000,001 - \$2,500,000
 \$2,500,001 - \$5,000,000 \$5,000,001 - \$10,000,000 >\$10,000,000
 Don't know

THANK YOU FOR PARTICIPATING