

Opening a Bookstore: The Business Essentials

Hampton Inn & Suites — Fernandina Beach, FL

SESSION 1: Sunday reception at 5:30 pm – Program ends on Tuesday at 3 pm

SESSION 2: Tuesday reception at 6 pm – Program ends on Friday at 5 pm

What to bring

Comfortable clothing and shoes, calculator, and any information or plans you've developed so far for your bookstore (blueprints and photos, financial projections, demographic data, etc.) that you may wish to discuss with the training team. You should also bring along your copy of *Opening a Bookstore: The Essential Planning Guide*, which will be shipped to you when you register if you have not already purchased the book in advance. You'll acquire a lot of materials during the week, so we suggest bringing an extra tote bag as well.

Directions

The Hampton Inn and Suites is located at the harbor-front in the heart of historic downtown Fernandina Beach on Amelia Island, just off the coast of Jacksonville at the Florida-Georgia border, at 19 South 2nd Street, Fernandina Beach, Florida.

From I-95, take Exit 373 (the A1A) toward Fernandina Beach for about ten miles. Once across the bridge, after the second traffic light (Sadler Rd.), the A1A becomes 8th St. Follow 8th St. for about 2½ miles to the fourth traffic light. Turn left on Centre St. (the entrance to historic downtown) to the end. The hotel is on your left, but you'll need to loop around the block since 2nd St. is one-way.

A great vacation destination!

Should you have an extra day or two, keep in mind that Amelia Island is rich with leisure and recreational activities – golf, fishing, sailing, kayaking, cycling, bird-watching and beachcombing are but a few. For specific suggestions or recommendations, just give us a call.

Nearest major airports

Jacksonville (JAX), 30 minutes
(Daytona Beach, 1½ hours; Orlando, 3½ hours; Atlanta, 6 hours)

A few travel tips for significantly lower airfares ... keep in mind that Jacksonville is served by Southwest Airlines, AirTran and JetBlue. Air carriers often require at least a two week advance purchase and a Saturday night stay to qualify for lower fares. Check out best fares at Airfare-Watchdog.com or Kayak.com.

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Ground transportation

Almost all major auto rental companies can be found at the Jacksonville International Airport. Should you prefer not to rent a car, taxi service is available (about \$55 one way) from the airport. If you're interested in sharing a ride with other attendees who might be arriving at about the same time, please contact us; we'll be happy to make arrangements for your transportation to Amelia Island.

Lodging & Meals

We have reserved a block of rooms at The Hampton Inn & Suites, beginning on Sunday. (NOTE: There are two Hampton Inn properties on Amelia Island, about four miles apart; the workshop will be held at the Waterfront location on S. 2nd St.) If you'd like to take advantage of a special group rate (with full breakfast included), please contact Hampton Inn & Suites directly at (904) 491-4911 to make reservations (specifically state that you are attending the Paz & Associates Booksellers' School). Amelia Island is home to a variety of accommodations, from the Ritz-Carlton to a number of historic bed & breakfast inns. For a full listing of accommodations, visit www.ameliaisland.org. You might also find some less expensive choices within a 20-30 minute drive, off the island in Yulee, Florida or Kingsland, Georgia.

There will be a group dinner on Monday, and lunch will be provided Monday through Friday.

NOTE: Room reservations must be booked no later than two weeks prior to the workshop date.

Visit area bookstores & independent retailers

There are several independent bookstores in the area, both new and used. Our host, Books Plus, is located on Centre Street, just around the corner from the hotel. There will be an optional field trip on Tuesday afternoon to visit other stores for ideas on fixturing, lighting and merchandising.

Call us if you have any questions!

(800) 260-8605