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indie bookstore entrepreneur opportunities abound!

See you in Kansas City!

Full Day Seminar for
new managers & owners

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minute session



Now that Borders has closed and B&N will exit many markets, opportunities await the entrepreneur. People still love to hang out in bookstores, increasingly prefer to shop locally, and gather in a "third place" to meet and feel connected with others. If you've been scared away by the mass media yet again proclaiming that books and bookstores are dying, now is the time to rethink the possibilities!

Management Opportunities at New Santa Barbara, CA Indie

It has been two years since Borders and Barnes & Noble closed their doors in downtown Santa Barbara's retail core, creating an opportunity for an independent bookstore to meet the needs of the community. Local residents Emmett McDonough and Sharon Hoshida have partnered to make the opening of Granada Books a reality at 1224 State Street by June 1.



McDonough, a retired corporate executive, brings his business acumen and financing, while Hoshida, former director of the Women's Center at UC-Santa Barbara and community activist, will draw upon her extensive network for marketing outreach. Since neither intend to work in the store full-time, they are recruiting several key staff positions, including general manager, operations manager, and marketing coordinator. "We want a bookselling team that will create a vibrant and welcoming environment while keeping customer service our number one priority," said Hoshida.

If you can picture yourself living and working in Santa Barbara, in a highly visible position with generous salary and benefits, and are interested in growing a business from the ground up, send your résumé and statement of

Upcoming Workshops

2/22:

**How to Succeed at
Retail Bookselling:
Introduction to the Book
Business**

Contact ABA Education
Manager [Lisa Winn](#) for more
information

3/10:

**What a Great Bookstore!
Re-Imagining Your Sense
of Place**

Contact Eileen Dengler at
[NAIBA](#) for details

3/12:

**Planning Your Store's
Next Chapter - What
Buyers Look For and**

Sellers Need to Know
 Contact Steve Fischer
 at [NEIBA](#) for details

5/6 - 5/10:
**Owning a Bookstore
 Workshop Retreat**
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 information or to register



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Staff training video
 immediately
 improves store
 visual merchandising

**Bookstore
 Merchandising
 Made Easy 2.0**

interest no later than 3/15/13 to Paz & Associates at
mkaufman@pazbookbiz.com

Please forward this to others who are looking
 for bookstore leadership opportunities.

Fixtures Available Now
Ready to give your store a new look?

West Chester, PA

Chester County Book Company is in the process of
 relocating and has many quality
 cases from Franklin Fixtures
 available.

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 Fortney** at 484.883.3756 or
ksimoneaux@ccbmc.com, or call
 Tim at 484.881-2635.



Skaneateles, NY

Creekside Books &
 Coffeehouse has
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 has additional Franklin
 Fixtures for purchase... all
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 cases have flat tops for easy
 cross-merchandising.

Contact Erika Davis at erika@creeksidebooks.com or
 call 315.685.0379

**nominate your favorites
 for this year's Publishers Weekly Awards.**



Nominate your favorite rep or
 bookseller!

Nominees for **PW Bookstore of the
 Year** should operate a professional
 storefront retail bookstore in the
 U.S. and should excel in buying,
 vendor relations, marketing,
 handselling, customer care,
 community involvement, management-employee
 relations, merchandising, and business operations.
 Candidates cannot nominate themselves, nor can family
 members nominate them. Nominations should indicate



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Put ideas to use to
inspire the sale:

- * **The most valuable retail real estate: the "Front of Store"**
- * **Tables & focal point displays**
- * **Sections throughout the store**
- * **Shelf-talkers**
- * **Impulse areas like the cash wrap & service areas**

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what makes this bookstore stand out.

The **PW Sales Rep of the Year** award is open to both telephone and in-person sales representatives, upon whom booksellers can rely for information, guidance, and support. As part of their nomination, booksellers should include a story or example of their rep's commitment to excellence.

The deadline for nominations for both awards is: March 1 at 8 a.m. EST.

Please submit nominations to Donna Paz Kaufman at dpaz@pazbookbiz.com or Judith Rosen at PWawards@publishersweekly.com, or fax to 904.261.6742, and include your name, phone number, and industry affiliation. Your nomination will be used by the judges who select the 2013 award winners.

here's to acknowledging excellence!

Ideas, objective feedback and guidance, encouragement (always) and support ... we are here for you for any bookstore project.

Give us a call. Your first consultation is free and our rates are really quite affordable.



Call us at 904.277.2664. We'd love to work with you!

Warm regards,

Donna + Mark

Mark & Donna Paz Kaufman
[The Bookstore Training Group of Paz & Associates](http://TheBookstoreTrainingGroupofPaz&Associates.com)

**Free
Consult**

What's on your mind for 2013?

If you're thinking of making some changes to your business -- big or small -- or if you're considering opening, buying or selling an existing bookstore, feel free to be in touch to schedule a complimentary 20 minute consultation. Call 904.277.2664 or send a message to mkaufman@pazbookbiz.com

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