

Owning a Bookstore Workshop Retreat *The Retail Training Center for Booksellers* at Story & Song Bookstore Bistro — Fernandina Beach, FL

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.

Directions

The Story & Song Bookstore Bistro is located at 1430 Park Avenue at the entrance to Amelia Park, a traditional neighborhood development on Amelia Island. Historic downtown Fernandina Beach is a few miles away, accessible by taxi, bike, (or a 45 minute walk).

From I-95, take Exit 373 (the A1A) toward Fernandina Beach for about ten miles. Once across the bridge, turn right at the second traffic light (Sadler Rd.), then turn left at the first traffic light (14th St.). After about ½ mile, turn right on Park Avenue, then right again into the parking lot behind the building.

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, or visit www.AmeliaIsland.com or www.SearchAmelia.com.

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, Allegiant and JetBlue. Air carriers often require at least a two week advance purchase and Saturday travel to qualify for lower fares. Check out best fares at AirfareWatchdog.com or Kayak.com.

(MORE INFORMATION ON PAGE 2)

Ground transportation

Almost all major auto rental companies can be found at the Jacksonville International Airport. Should you prefer not to rent a car — you won't really need one unless you're spending extra time to explore the area — we have made arrangements with 1st Class Transit to meet all your transportation needs, including shuttle service to and from Jacksonville International Airport. Regular taxi service from the airport is also available (about \$65-\$75 one way).

Should you be interested in this transportation option, contact Mickey Ulmer at alljustright@aol.com or at (904) 583-1032. If you're interested in sharing a ride with other attendees who might be arriving at about the same time, please let Mickey know; if at all possible, he'll be happy to coordinate arrival times for your transportation.

Lodging & Meals

We have reserved a block of rooms at The Seaside Amelia Inn, located on the beach at 2900 Atlantic Ave. beginning on Sunday, August 25th, with rates from \$159. If you'd like to take advantage of special group rates, please contact the hotel directly at (904) 206-5300 to make reservations (specifically state that you are attending the Paz & Associates Booksellers' School and refer to group code "Paz Bookstore Bootcamp").

Amelia Island is home to a variety of accommodations, from the Ritz-Carlton to a number of bed & breakfast inns. For a full listing of accommodations, visit www.AmeliaIsland.com.

Should you not have a vehicle, we will carpool or make arrangements for a shuttle to the bookstore (about 3 miles away). The hotel rate includes breakfast, we'll provide lunch every day, and will have dinner together as a group on Sunday. You're likely to be invited to dinner by our guest trainers/vendors on Monday and Tuesday evenings.

NOTE: Room reservations are subject to availability if booked within 30 days of the workshop date.

Visit independent retailers

We will allow time for a field trip to visit some independent retail stores in historic downtown Fernandina Beach for ideas on fixturing, lighting and merchandising.

Call us if you have any questions!

(904) 277-2664