



# OWNERS' RETREAT

# Pasadena 5.27.2026



VIEW THE FULL SCHEDULE

**9:00 AM BREAKFAST & INTRODUCTIONS**

**9:30 AM LEGAL COMPLIANCE: ASK YOUR QUESTIONS- GROUP PROBLEM SOLVE & RECOMMEND BEST PRACTICES (ROUNDTABLE)** *Moderated by Sam Robertson (Arvida Books)*

**10:15 AM HOW TO DELEGATE LIKE A PRO: HOW TO TRAIN AND ORGANIZE TO LET GO (ROUNDTABLE)** *Moderated by Seth Marko (The Book Catapult)*

**11:00 AM HR DISCUSSION (BREAKOUT SESSION)** *Moderated by Sam Robertson (Arvida Books), Seth Marko (The Book Catapult) and Hannah Walcher (CALIBA)*

**11:50 AM DIVERSIFY YOUR INCOME: ALTERNATIVE REVENUE STREAMS AND OTHER CREATIVE WAYS TO SOLVE FOR THE LACK OF INCOME (ROUNDTABLE)** *Moderated by Michelle Pierce (Village Bookstores)*

**12:35 PM BUDGETING FOR DIFFICULT TIMES: CASH FLOW STRATEGIES (ROUNDTABLE)** *Moderated by Linda McLoughlin Figel & Jeff Resnik (pages, a bookstore)*

**1:20 PM LUNCH**

**2:00 PM FINANCIAL FRAMEWORK FOR YOUR SUCCESSION PLAN (PRESENTATION)** *Presented by Nicole Magistro from Paz & Associates Bookstore Training Group*

**2:45 PM RELEVANCE IN A CHALLENGING WORLD: HOW TO TALK TO OUR COMMUNITIES AND BEYOND ABOUT WHY SUPPORTING INDIES MATTER (ROUNDTABLE)** *Moderated by Linda Sherman (Cellar Door Books)*

**3:30 PM HOW TO TELL YOUR STORY: FINDING YOUR VOICE AS A BOOKSTORE OWNER AND COMMUNICATING THAT TO YOUR COMMUNITY (ROUNDTABLE)** *Moderated by Brein Lopez (Children's Book World)*



**WINTER CATALOG  
ORDERS ARE OPEN!**



**OWNERS' RETREAT  
EVALUATION FORM**



# 2026 IS THE YEAR OF GOLDEN POPPIES!

Here are all the resources we're making for you to help promote the Awards, finalists, and winners.

## MARKETING MATERIALS

### DIGITAL

- Site/newsletter banners and thumbnails (NEW)
- Social Posts: Finalists and Winners

### PRINT

- Posters: Finalists and Winners
- Shelf Talkers: Finalists and Winners
- Book Stickers: Finalists and Winners
- Winners Bookmarks

## PARTNERSHIPS

Golden Poppy lists with the following partners for easy integration:



## WAYS TO CELEBRATE

- Golden Poppy Display Contest (Awarded September '26)
- Bookseller's Choice Reading Challenges (January)
- Reader's Choice Reading Challenges (January)
- Winners Displays (Year Round)
- Bookstore Handselling Competitions (Year Round)

We hope to see you at our IN-PERSON Golden Poppy Winners Announcement at Fall Fest this year!

## GUIDELINES FOR DISCUSSION

The booksellers in the room (virtual or otherwise) are, by definition, competitors. This means that under the law, they are prohibited from discussing certain things.

Specifically:

- There can be no discussions of price or pricing policies. Competitors are never allowed to agree on the price at which merchandise is sold, or discounts at which merchandise is offered. All discussions of price and pricing policies are strictly off-limits.
- There can be no discussion of boycotts. Competitors cannot agree to cease doing business with any supplier for any reason. Nor can competitors agree to urge consumers to boycott a third competitor. It's collusion, and is strictly prohibited.
- There can be no discussion of dividing up a market. For example, if there are two booksellers in New York City, they cannot agree that one will market only to consumers north of 57th Street while the other markets only to customers south of 57th street. This is also collusion and is prohibited.
- All three of these prohibitions come to us via the Sherman Antitrust Act, which carries treble damages and jail time. All three are per se violations, which means it only has to be proved that you engaged in the activity—whether or not there was intent to harm, or actual harm caused—for you to be guilty of violating the law.

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