

## January 2004 Meeting

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### BOOKSTORE CHAINS – CATCHING THEIR EYE

We all fantasize about our books positioned prominently in Barnes & Noble or Borders. But how? Listen to **Gonzalo Ferreyra** take you behind the scenes to find out how bookstore chains buy books and how you might catch their attention.

Ferreyra knows what he is talking about. He spent 10 years at Borders' home office buying books for them, then moved on to a position as Merchandising Manager overseeing their bargain and proprietary publishing operation. In 2000, he decided to try publishing and has been Director of Trade Sales and Marketing for Ten Speed Press ever since.

Take this opportunity to network with fellow writers and find out how to make your publishing fantasies come true.

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