



# CALIBA SPRING FORUM

# Del Mar 5.7.2025



VIEW THE FULL SCHEDULE,  
REP PICKS, & MORE

8:30 AM

**CHECK-IN**  
COFFEE, TEA & BITES

TERRACE ROOM

9 AM

**KEYNOTE BREAKFAST FEATURING CHARLIE JANE ANDERS & ANNALEE NEWITZ**

*Lessons in Magic and Disaster* (Tor Books), *Automatic Noodle* (Tor Books)

9:40 AM

**MAKE THE MOST OF THE WINTER CATALOG**

Take advantage of this FREE resource.

TERRACE ROOM

**COLLABORATING WITH OTHER LOCAL STORES (PANEL)**

BREAKOUT ROOM

10:35 AM

**DOWN THE RABBIT HOLE AUTHOR PANEL**

TERRACE ROOM

**OLIVIE BLAKE** - *Girl Dinner* (Tor Books)

**MONA AWAD** - *We Love You, Bunny* (Marysue Rucci Books)

**KASHANA CAULEY** - *The Payback* (Atria Books)

11:30 AM

**THE BOOK BUSINESS: THEN AND NOW** VICKI DEARMON & ALISON REID (CAMINO BOOKS)

TERRACE ROOM

*Foghorn: The Nearly True Story of a Small Publishing Empire* (Sibylline Press)

**SUPPORTING YOUR COMMUNITY WITH MUTUAL AID (PANEL)**

BREAKOUT ROOM

12:30 PM

**REP PICKS LUNCH**

Enjoy lunch and learn about the season's upcoming titles!

TERRACE ROOM

2:10 PM

**AUTHOR SPEED DATING**

TERRACE ROOM

**AISHA MUHARRAR** - *Loved One* (Viking)

**MUON THI VAN** - *You Make the World* (Orchard Books)

**J. PENNER** - *A Fellowship of Bakers & Magic* (Poisoned Pen Press)

**PHILIP FRACASSI** - *The Autumn Springs Retirement Home Massacre* (Tor Nightfire)

**DANA ELMENDORF** - *Grave Birds* (MIRA)

**BRIDGET CROCKER** - *The River's Daughter* (Spiegel & Grau)

**G.T. KARBER** - *Murdle Jr.: Sleuths on the Loose* (Little, Brown Books for Young Readers)

**ALEX KILLIAN** - *In-Between Places* (Chronicle Books)

3:10 PM

**OWNER NETWORKING BREAKOUT SESSION (ROUNDTABLE)**

TERRACE ROOM

**MUTUAL AID FOR BOOKSELLERS (ROUNDTABLE)**

BREAKOUT ROOM

4:10 PM

**AUTHOR RECEPTION**

TERRACE ROOM

**SUZANNE ENOCH** - *A Duke Never Tells* (Bramble)

**SUSIE GHahremani** - *Rosemary Long Ears* (Little, Brown Books for Young Readers)

**MICHELLE HUNEVEN** - *Bug Hollow* (Penguin Press)

**GERARDO IVÁN MORALES REPRESENTING D. ESPERANZA** - *Detained: A Boy's Journal of Survival and Resilience* (Atria Books/Primero Sueño Press)

**JENNIFER SAFREY** - *After Happily Ever* (Sibylline Press)

**PAUL BRADLEY CARR** - *The Confessions* (Atria Books)



@caliba\_20

#SpringForum2025


**JOIN OUR MAILING LIST:**

[caliballiance.org/sign-up-for-our-newsletters](http://caliballiance.org/sign-up-for-our-newsletters)



Network: Hilton Honors  
Password: WIFIHGI

Welcome to CALIBA's new website! Members, *you will need to create a new login.* [Start here!](#)

 CALIFORNIA INDEPENDENT BOOKSELLERS ALLIANCE

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## Welcome to the New CALIBA Website

[Latest News](#) [Read More](#)

We are excited to announce the launch of the new CALIBA website! We have a brand new look and updated technology in an effort to better serve all our members. We hope that you'll enjoy it as much as we do.

Booksellers from all member stores are encouraged to create a login on our site to track CALIBA engagement. We also encourage you to sign up for our newsletters to stay up-to-date on CALIBA and industry happenings.

Go to [caliballiance.org](http://caliballiance.org) to explore the site and get started.

## 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.

WINTER  
CATALOG  
ORDERS ARE  
OPEN!

Find details and  
order now on  
[rambooks.com](http://rambooks.com)



VIEW THE FULL SCHEDULE,  
REP PICKS, & MORE



SPRING FORUM  
EVALUATION FORM

THANK YOU TO OUR SPONSOR!



sourcebooks



CALIBALLIANCE.ORG  
277 stores and growing!  
From Arcata to San Diego

*Promoting the vitality, diversity, and prosperity of independent bookselling as essential to the life of our communities.*

## PROGRAMS TO HELP YOU SELL BOOKS

### Golden Poppy Awards

Vetted and voted upon by California booksellers, the Golden Poppy Awards recognize the most distinguished books written and illustrated by California creators.



The Golden Poppy 2024 winners have been announced! Promote the winners and finalists with CALIBA's provided assets and merch: [caliballiance.org/golden-poppy-book-awards-2024](https://caliballiance.org/golden-poppy-book-awards-2024)

Promote the Golden Poppy Award Finalists and Winners directly to your customers via two Shelf Awareness emails.

Participation is free and it's a one-time sign up. Add your store to the Campaign via the QR Code now!



## MEMBERSHIP PERK: CATALOGS



Two FREE consumer-facing print catalogs supported digitally and through social media, curated to drive business to your store and website. Summer Reading & Holiday Catalog each year powered by RAMP.

### Summer Reading Catalog

- Ordering Period: February through Mid-March
- Arrive to stores in early May

### Winter Catalog

- Orders open May 5, 2025
- Saturation orders MUST be INITIATED no later than June 1, 2025
- Orders close June 15, 2025
- Arrives in stores and at Newspapers in October
- Mails out to zip codes and Newspapers in late November



## MEMBERS ONLY WEBSITE ACCESS

Networking Opportunities, Event Registration, Bookseller Resources and more!

- Rep Directory
- Classifieds
- Publisher Promotions
- Edelweiss Community
- Professional Bookseller Certification

## ON-GOING EDUCATION

### Professional Bookseller School



CALIBA will reimburse booksellers for completion and certification of each course. For those auditing courses, 1/2 of the cost will be reimbursed with proof of attendance. Some restrictions apply.

### Tri-West Summer School



Free, virtual sessions for professional development and networking opportunities.

Co-produced by CALIBA, PNBA, and MPIBA.



### Digital assets for each catalog include

- Companion Digital Catalogs compatible with:
  - Indie Commerce
  - Bookshop
  - Bookmanager
  - Handseller
- Social Media assets
- Website Banners
- And more!

### Other Assets Included:

- Posters
- Bookmarks
- Shelftalkers
- And more!



2024 Summer Catalog Bookmark

**EVENTS** In-person sessions featuring authors, editors, bookseller-focused education and networking. Scholarships & travel rebates available.

## Double the Spring Forums!

- **April 1st** in Oakland, CA
- **May 7th** in Del Mar, CA

One day events featuring bookseller education, author talks, publisher rep picks, and networking.



## Fall Trade Show

2 full days of bookseller-focused events every September.

**SAVE THE DATE FOR FALL FEST!**  
**September 17 & 18, 2025 at the South San Francisco Conference Center**

## GET INVOLVED

Connecting with fellow booksellers is easy and rewarding. Join one of our committees and contribute your insights and creativity.

### Bookseller Committees

Committees are made up of dedicated booksellers and sales reps who are vital in creating the programs, initiatives and education for Fall Fest, Spring Forums, and children's programming, to name just a few.

Current Active Committees:

- Political Advocacy Committee
- Publisher Relations Committee
- Education Committee
- BIPOC Booksellers Committee
- Nominating Committee

To get involved, email [hannah@caliballiance.org](mailto:hannah@caliballiance.org)

### Bookseller Mentorship Program

Are you a new bookseller in need of advice? Or are you an experienced bookseller with bookselling knowledge you'd like to pass on? CALIBA will be pairing booksellers interested in learning from each other to help their businesses thrive. Fill out the form at [caliballiance.org/bookseller-mentorship-program](http://caliballiance.org/bookseller-mentorship-program)

### Advisory Council

A dynamic group of booksellers from diverse models, sizes, and regions who meet virtually 3-4 times a year. Share your voice with the Office and the Board, providing valuable feedback on industry challenges, as well as innovative suggestions for education, programming, and projects. Interested in making a difference? We have one spot available, contact Hannah if interested in joining.

## STAY IN THE KNOW!

Sign up for our newsletter to...

- Access to the books publishers want you to know about (Book Alerts)
- Weekly Bookseller Newsletter with timely and actionable CALIBA and industry news
- Stay on top of current publisher promotions
- Celebrate fellow bookseller's successes!



**For details, visit [caliballiance.org](http://caliballiance.org) - Questions? Reach out!**

Valentina Moberg, Operations Manager  
[valentina@caliballiance.org](mailto:valentina@caliballiance.org)

- Golden Poppy Awards
- Spring & Fall Registration
- Membership
- AP/AR

Alecia Reddick  
[alecia@caliballiance.org](mailto:alecia@caliballiance.org)

- Promotions
- Exhibitor Registration
- Catalogs
- AP/AR

Hannah Walcher, Executive Director  
[hannah@caliballiance.org](mailto:hannah@caliballiance.org)

- Catalogs
- Spring & Fall Registration
- Membership
- AP/AR