



Periodical & Book Association of America, Inc.

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PBAA Leads Distripress Forum in Phoenix

Following on PBAA Executive Director Lisa Scott's work with Distripress in 2007 and 2008, she was invited to organize and moderate the "host country forum" at the 54th Annual Distripress Congress in Phoenix, Arizona on October 7, 2009.

The topic, *Press market of the United States – sustainability and sales growth*, was intended to give international attendees an understanding of what's happened to press distribution and sales in the US, what these developments mean for future business, and learn about innovative methods for strengthening sales at retail.

The forum program and participants included:

Understanding the single copy supply chain in the US today

...Opportunities for growth in a challenging economy

Chris Argentieri, Senior Vice President Operations, Source Interlink Media

Anticipating the consumer's needs with print media in the future

...How and why Ingram is positioning for change

Shawn Everson, Chief Commercial Officer, Ingram Content Group

Growing sales in a challenging US economy

...Panel discussion with supply chain participants

John Dorman, President, Newsways Distributors

Jerry Lynch, President, International Periodical Distributors Association

Jim Roberts, COO and Executive Vice President, Kable Distribution Services

Lisa Scott, Executive Director, Periodical & Book Association of America

Distripress has uploaded the audio of this forum, as well as the powerpoint presentations, on the Distripress website: www.distripress.net. To access this forum's materials, as well as those of other forums during the Phoenix Congress, please click on the link marked **Forum Presentations Phoenix 2009** on the left side of the Distripress home page, and then go to the **Categories** search bar at the top on the **Downloads** page. Choose **Forum Presentations Phoenix**, and click **Search**. Then download the forum details as you wish.

Founded in 1965, PBAA is a not-for-profit organization for publishers, distributors, wholesalers, retailers, consultants, and industry service providers. Our mission is to build awareness, identify trends, educate, and bring positive reinforcement to the issues at hand while bringing the publishing community closer together. PBAA provides an open-style forum of communication and encourages its members to voice opinions and concerns regarding the single-copy industry

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