

# PUBWEST 2017



## ADDENDUM

### CLOSING KEYNOTE

Saturday, February 11 (5:15 p.m.–6:00 p.m)

*Miriam Sontz: “A Passion for Books and the Business of Books”*



A passion for books needs to be balanced with a passion for business. Many people enter the book business with an incredible passion for the printed word, but few enter with a passion for the rigors of day-to-day business operations. Bringing these two worlds together is what the book business is all about. We all may be able to hand sell the latest and greatest prose to a well-read clientele, but how do we deal with the daily tug of financial implications, technology updates, staff and personnel issues, and growth? How do we handle leadership roles and work with a diverse staff and an even more diverse and demanding public?

Join Miriam Sontz, CEO of Powell’s Books for an illuminating view of the book business. Sontz’s 40 years in this tough and demanding industry has offered her many opportunities to grow as a business leader to meet the challenges of the changing marketplace, workforce, and technology. She even promises to bring humor into these tough subject matters!

MIRIAM SONTZ, CEO of Powell’s Books, is a 32-year veteran of the largest and most innovative family-owned independent bookseller in the world. She was promoted to the position of CEO in April of 2013, accepting full responsibility for the company’s day-to-day operations and business strategy.

During her years at Powell’s, Miriam has worked in many leadership roles including manager of the Burnside and Beaverton store locations and director of Powells.com. For over the last decade, she has been a visionary executive for the company, guiding it successfully through tumultuous times as consumer reading behavior has changed dramatically, and at an unprecedented rate. She has steered the company toward a stronger focus on customer service, product selection, and innovation in order to stay relevant in a highly competitive marketplace.

Throughout her career, Miriam has dedicated herself to the bookselling industry, serving previously on the boards of the American Booksellers Association, Write Around Portland, Literary Arts, and the Independent Booksellers Consortium.

### ADDITIONAL EXHIBITORS

C&C Offset Printing Company

C-M Books / Cushing-Malloy, Inc

Tizra, Inc.

### ROOM CHANGES

The Financial / Administrative Roundtable scheduled for Friday, February 10th from 3:00 p.m.–4:15 p.m. will be held in the Brighton Room.