

Tuesday, September 14 & Wednesday, September 15, 2021. Online via Zoom.

Precise timing of PD sessions may be adjusted based on final programming. All times in EDT.

Day 1: Tuesday, September 14, 2021

12:00 – 12:15 pm **Welcome & Opening Remarks**

12:15 – 1:45 pm **Side by Side: Together in a Good Way**

Moderator: Crystal Manyfingers, Kainai Nation from the Blackfoot Confederacy, Alberta;

Colette Poitras, Métis Nation, Alberta;

Tatâga Thkan Wagich (Dancing White Buffalo) aka Trent Fox, Wesley First Nation, Stoney Nakoda Nation, Alberta;

Raymond Yakeleya, Dene Nation, NWT.

This fireside chat about Indigenous land acknowledgements is firmly seated in the realities and magnitude of displacement that the People in Alberta and NWT experienced after contact with Europeans. Topics, in the form of questions, might include some or all of the following. How do their creation stories tie in with valuing the land in ways we need to understand? How did imposed relocations affect a relationship to land that was once theirs and evolved, in many minds, into colonial ownership? Does the Alberta/NWT region provide an example that is reflected in other areas of Canada? How does the fallout of displacement bring meaning to territorial acknowledgement and can we use these disclosures to act as a springboard to get past mere apology into the depths of truth and reconciliation? What form does a territorial acknowledgement take when conducted by an Indigenous Person? Is it a traditional welcome protocol as is conducted in their own ceremonies, or does it involve education and criticism?

1:45 – 2:00 pm *Break (15 minutes)*

2:00 – 3:00 pm

Session #1: Book Marketing Lessons Learned from the Pandemic

Moderator: Jen Gauthier, Associate Publisher, Greystone Books

Leslie Bootle, Orca Book Publishing

Jessey Glibbery, House of Anansi Press / Greenwood Books

Megan Jones, Greystone Books

Karen McMullin, Nimbus Publishing

Kate Watson, Nimbus Publishing

Everything we thought we knew about how to sell and market books was turned on its head when the pandemic hit. Sales meetings, author events, and conferences that used to be in person went online. The opportunities for readers to discover new books changed radically as brick and mortar bookstores closed, opened, closed, and launched online channels. Author launches and media interviews moved online, and everyone involved had to learn a whole new skill set, from screen sharing on zoom to video production.

This panel of publishing sales and marketing professionals will discuss the challenges of all the pivoting, as well as consider which changes are here to stay—for good or for bad.

2:00 – 3:00 pm

Session #2: Making Audiobooks Now

Moderator: Brendan Ouellette, Digital Project Manager, Annick Press

Cassie Smyth, Audiobooks Manager, ECW Press

Wendy Reid, Accessibility and Publishing Standards Lead, Rakuten Kobo /
Editor of the Audiobooks specification, W3C

Pamela Hart, NNELS / TenderAudio Productions

Three experts in audiobook production discuss the process, standards, and the accessibility requirements of audiobook production in 2021 and beyond. Cassie Smyth, Audiobook Manager at ECW Press, will share experiences from producing audiobooks in-house, as well as facilitating production for many independent Canadian presses; Pamela Hart will discuss some of the accessible audiobook programs she established for the National Network for Equitable Library Services (NNELS); and Wendy Reid from Rakuten Kobo and the Accessibility Working Group of the World Wide Web Consortium (W3C) will discuss how web accessibility standards apply to audiobook production.

Day 2: Wednesday, September 15, 2021

12:00 – 12:15 pm **Welcome / Housekeeping**

12:15 – 1:45 pm **Seeing the Forest of the Trees – A Sustainable Publishing Primer**

Presented by: Neva Murtha, Senior Corporate Campaigner, Canopy
Moderator: Jen Knoch, Senior Editor, ECW Press
Ryan Hildebrand, Canadian Sales Lead, Friesens
JD Hood, Sales and Marketing Manager, Copywell
Additional panelists TBC.

Learn about the role of Ancient and Endangered Forests in mitigating climate change and how your publishing house can avoid the risk of sourcing from these forests for paper and packaging. Canopy will explain the steps publishers can take to source leading low-footprint alternative products, and help scale up Next Generation Solutions; the difference between FSC and 'Ancient Forest Friendly'; demo the EcoPaper Database and illustrate other forest-friendly solutions.

A moderated roundtable discussion with printers and paper suppliers will follow the Canopy presentation. Bring your sustainable printing and paper questions!

1:45 – 2:00 pm *Break (15 minutes)*

2:00 – 4:00 pm **Two Kinds of Succession – An introduction to planning for ownership and/or management succession in a book publishing house**

Presented by: Glenn Rollans, President & Publisher, Brush Education
David Caron, Co-Publisher & President, ECW Press
Rick Wilks, Director, Annick Press

Many Canadian book publishers will go through management or ownership succession in the near future, and the success of that process will be a key determinant of the success of our industry. Planning for succession in a book publishing house can be a long-term, complicated process, full of possibilities and stresses.



Association of Canadian Publishers
Fall 2021 PD: *Back to the Books: A Sustainable Future for Canadian Book Publishing*

What is involved in valuing and selling a publishing business? What options does your publishing house have? What are some of the practical considerations? How do technical and emotional issues interact?

This session, intended for all potential sellers and buyers, brings together David Caron and Rick Wilks of ECW Press and Annick Press with moderator Glenn Rollans of Brush Education and Freehand Books. They will share their insights on succession planning and transitions in ownership and respond to your questions and concerns.

4:00 pm – 4:05 pm **Closing Remarks**

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Speaker Biographies

Side by Side: Together in a Good Way

Crystal Manyfingers

Crystal is a Blackfoot member of the Kainai First Nation. She grew up on the Blood Reserve in Southern Alberta and as a child roamed the halls of the University of Lethbridge where her mother was studying to earn her Bachelor of Education degree. After completing her own B.A., Crystal decided to pursue a career in teaching. She then went on to complete her Master of Education degree with a specialty in Adult and Workplace Environmental Learning. She now works as the Indigenous Consultant to Curriculum at Bow Valley College.

Colette Poitras

Colette Poitras has roots in St. Francis Xavier (Red River area of Manitoba) and St. Paul des Métis. Her father brought her up to be proudly Métis. She has served as a committee member of the Truth and Reconciliation Committee (a sub committee of the Canadian Federation of Libraries Association), as well as the chair of the subsequently formed Indigenous Matters Committee. For western education, she has a Masters Degree in Library and Information Science and was presented with a Library Journal Movers and Shakers Award for her work in Indigenous library service in 2017. In her day job, she is the Manager of Indigenous Public Library Outreach for the Public Library Services Branch, (Government of Alberta). She believes libraries have a duty and the privilege to partner with Indigenous communities to preserve and revitalize Indigenous languages.

Tatâga Thkan Wagich (Dancing White Buffalo / Trent Fox)

Tatâga Thkan Wagichi is a member of the Wesley First Nation, Stoney Nakoda Nation. He is a doctoral student in education at the University of Calgary. His inquiry is on the history of the Stoney Nakoda people and development of the Îethka language. A writer and columnist, he authored *Nakota Community* and aspires to continue writing.

Raymond Yakeleya

Raymond is an award-winning Dene television producer, director and writer, originally from Tulita in NWT, now residing in Edmonton. His documentary films, including *We Remember* for CBC and *The Last Mooseskin Boat* for NFB have screened at festivals around the world.

Session #1: Book Marketing Lessons Learned from the Pandemic

Jen Gauthier

Jen Gauthier has held various roles at Greystone Books since 2005. She is currently the Associate Publisher and oversees the company's sales and marketing initiatives worldwide. Under her leadership, Greystone Books has achieved multiple *New York Times* bestsellers and was twice named one of the fastest growing independent publishers in North America by *Publisher's Weekly*.

Megan Jones

Megan has worked in Canadian Publishing coming up on 10 years now. She is the marketing director for Greystone Books, where she oversees marketing and publicity in the US, Canada, and the UK for Greystone's adult trade nonfiction program and children's imprint. Formerly, Megan was communications manager at ZG Stories, production manager at Page Two, and publicist and Talonbooks.

Session #2: Making Audiobooks Now

Brendan Ouellette

Brendan Ouellette is the digital project manager at Annick Press and a member-at-large of the ACP board of directors. He works with audiobooks, ebooks, and metadata. Cassie Smyth

Wendy Reid

Wendy Reid is the Accessibility and Publishing Standards Lead at Rakuten Kobo, where she leads their company-wide accessibility efforts and adoption of new technical standards. She is also the Chair of the EPUB Working Group, Chair of the Audiobooks Working Group, and Editor of the Audiobooks specification at W3C.

Pamela Hart

Audio engineer, vocalist and community activist, Pamela has studied and worked in music, radio, live sound and audio production for the past 20 years. Through NNELS, Pamela established multiple audiobook programs, developing production and process standards for accessibility with an ethical commitment to 'first voice' narration. Continuing the commitment to 'born accessible' audiobooks and 'first voice' narration, Pamela has recently launched the audio production studio TenderAudio Production.



**Association of Canadian Publishers
Fall 2021 PD: *Back to the Books: A Sustainable
Future for Canadian Book Publishing***

Cassie Smyth

Cassie Smyth is the Audiobooks Manager at ECW Press. In her role, she oversees the production of more than 100 audiobooks per year for ECW and other Canadian publishers. She began this role in April 2021 after working freelance as an Audiobook Auditor since July 2020. She has a background in project management, communications, and marketing.

Seeing the Forest of the Trees – A Sustainable Publishing Primer

Ryan Hildebrand

Ryan has a passion for books. He has been involved in the book business for over 25 years and is an expert in the book manufacturing process. His experience has helped many authors, publishers, book packagers, and other professionals create award winning books. Ryan currently leads the Canadian Sales Team for Friesens Corporation.

Friesens Corporation is an employee-owned company located in Altona, Manitoba. They have been in business since 1907 and have grown to become one of North America's leading book manufacturers.

Jen Knoch

Jen Knoch is senior editor and resident environmental scold at ECW Press. She also writes the newsletter, [*Five Minutes for the Planet*](#).

Neva Murtha

Neva Murtha leads Canopy's Next Generation Solutions campaign, and for the past 19 years has worked with major publishers and brands such as Stella McCartney, Sprint, and Telus to develop visionary procurement policies that promote forest conservation and the scaling up of Next Generation innovations and products.

Two Kinds of Succession – An introduction to planning for ownership and/or management succession in a book publishing house

David Caron

David Caron is the co-publisher and president of ECW Press, a Toronto-based book, ebook, and audiobook publisher with a mix of award-winning literary works and niche non-fiction, marketed around the world. He is also newly the co-publisher at Annick Press, which creates books that spark a lifelong love of reading and challenges kids to think critically about the world around them, with more than 100 distinctions and awards in 2020. He has a zeal for community building, both in books and beyond. Before books, he worked in the worlds of theatre and photography.