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To Carolyn Sundseth

CBA 1983
INTERNATIONAL
CONVENTION



**UNITED
WE SERVE
ALL NATIONS**

JULY 16 - 21, 1983 WASHINGTON, D.C.

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This booklet contains valuable Convention information you will need. Use it for your Convention planning and bring it with you to the Convention.

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If this is your first Convention...

First Timer's Tour

The President's Tour for First Timers will be conducted by CBA President Harden Young. Be sure to check the box on your registration form so that you'll receive the proper badge. The tour takes place Sunday, beginning at 4:30 p.m. Check the program you receive when you register at the Convention for the exact meeting place. You will go through in small groups, led by Board Members and other booksellers from your region. The tour will definitely aid you in purchasing effectively on the enormous buying floor. Please...First Timers only.

Big Brother Program

Is this your first time to attend a CBA International Convention? If so, be sure to give us this information on the registration form. We will arrange for a bookseller who knows the ropes to serve as your Big Brother or Big Sister. (But only if no one from your store has ever attended a CBA Convention.) You will meet the Big Brothers and Sisters at 8:30 a.m. Monday in the Convention Center. They will gladly assist you in getting optimum value from your week at the Convention.



CBA '83...the focus is service ...the goal is better management

This is the Convention which brings years of planning and work to a dramatic highlight for you, the Christian bookseller. This booklet includes for you the schedule, floor activities, workshops, seminars, special events and registration information. Use it for your planning, for making reservations, and for its assistance throughout the Convention.

Reservation information, which is important in pre-planning, is included here. Use the helpful forms enclosed to make your reservations for the Convention itself and for your hotel rooms, tours, workshops and seminars. You'll save time and money, if you make full use of this brochure.

Christian booksellers and distributors are eligible to attend the Convention.

You won't want to miss CBA's exciting Convention, especially since many of our booksellers pay **all** of their trip expenses through astute Convention purchasing and taking advantage of the many discounts, specials, and premiums offered on the Convention floor!

Washington, D.C., is one of the world's most interesting cities. It is easy to get there. Most airlines have direct flights to at least one of three nearby airports: Washington National, and Dulles and Baltimore/Washington International Airports. Washington, D.C., is served by the Greyhound and Trailways Bus Companies, from all points in the United States. There is train service. Amtrak from all points arrives at historic Union Station, near



the U.S. Capitol Building. This is a connection point for Metro rapid rail with station stops in Washington, Virginia, and Maryland.

Another factor to consider when you are planning to attend the Convention is the fact that many booksellers turn the trip into a family vacation, adding a few days either before or after. The post-Convention tours are planned with the membership's interests in mind. The Hospitality Booth at the Convention will offer detailed information on the sights in the capital city. Since Washington, D.C., is the seat of the Federal Government, you will want to visit the U.S. Capitol and take the free guided tour. From there, you can walk to the Senate and House Office Buildings and the Library of Congress. Union Station is located near the Capitol and is the site of the National Visitor Center, which offers tourists a complete orientation of the city's history and many attractions.

The U.S. Supreme Court is also near the Capitol. Don't miss the Smithsonian Institution Museums and the White House. Other focal points are the famed Lincoln, Washington and Jefferson Monuments, all in the same central area. Daily programs at the John F. Kennedy Center provide hundreds of cultural events. Wolf Trap Farm Park in suburban Vienna, VA, provides outdoor entertainment on a cultural level. Washington has seven major art galleries and many theatres. The city's hotels are second to none. CBA has blocked 2600 rooms in the city just for those booksellers attending the Convention. These rooms will have special, low rates — some half price! In negotiating these rates, CBA has arranged for these same low rates to be extended for the pre- and post-Convention vacationers.

The restaurants and shops in Washington, D.C., are among the finest in the world. There are 500 churches.

Tourism is the leading private industry in our government's capital city, but transportation is quick and inexpensive, which makes it easy to accomplish all the sightseeing and touring on your schedule.

Washington, D.C., is one of the 10 largest cities in the country, but it still shares with smaller American towns a beautiful tree-studded skyline and a pleasant sense of human scale. If you haven't visited our capital city, you'll love it...if you have, it will be like meeting an old friend.



SCHEDULE

7-16 SATURDAY

8:00 a.m. Registration and pre-registration pickup for exhibitors.
 12:00 noon Registration and pre-registration pickup for dealers.
 7:00 p.m. Registration closed for dealers.
 7:00 p.m. Registration closed for exhibitors.
 8:00 p.m. "Celebration '83" Concert.

7-17 SUNDAY

9:00 a.m. Registration and pre-registration pickup for dealers.
 9:30 a.m. Prayer Meeting - Convention Center.
 10:30 a.m. Worship Service.
 2:30 p.m. Pacesetter Session.
 4:30 p.m. President's Tour for First Timers
 5:00 p.m. Registration closed.
 7:30 p.m. "Celebration '84" Concert.

7-18 MONDAY

8:00 a.m. Opening Session.
 8:00 a.m. Dealer Registration open.
 8:30 a.m. Big Brother Program.
 9:00 a.m. Exhibits open with Ribbon Cutting Ceremony.
 9:00-11:00 a.m. Workshop - First Timers Orientation.
 9:00 a.m. Youth Tours.
 10:30-noon Workshops.
 1:00 p.m. General Session.
 6:00 p.m. Registration closed.
 6:30 p.m. Exhibits closed.
 7:00 p.m. Receptions and Autograph parties.

7-19 TUESDAY

8:00 a.m. Opening Session.
 8:30 a.m. Dealer Registration open.
 9:00 a.m. Exhibits open.
 9:00-11:00 a.m. Workshops.

9:00-11:00 a.m. International Dealers Workshop.
 9:00 a.m. Youth Tours.
 11:00-11:30 a.m. International Reception.
 11:30-12:45 International Luncheon.
 1:00 p.m. General Session.
 3:00-5:00 p.m. Workshops.
 3:00-5:00 p.m. Pre-retirement Planning.
 6:00 p.m. Past President's Dinner.
 6:00 p.m. Registration closed.
 6:30 p.m. Exhibits closed.
 7:00 p.m. Receptions and Autograph parties.

7-20 WEDNESDAY

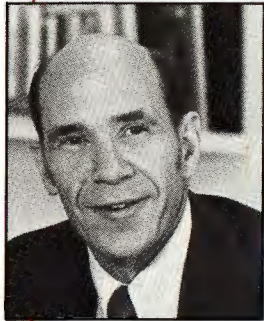
6:15 a.m. Exhibitors' Breakfast and Ball Drawing (ticket required).
 7:00 a.m. Exhibitors' Association's Meeting.
 8:00 a.m. Opening Session.
 8:30 a.m. Registration open.
 9:00 a.m. Exhibits open.
 9:00 a.m. Youth Tours.
 9:00-11:00 a.m. Workshops.
 9:00-noon Workshops.
 Noon Awards Luncheon.
 3:00-5:00 p.m. Workshops.
 6:00 p.m. Registration closed.
 6:30 p.m. Exhibits closed.
 7:00 p.m. Receptions and Autograph parties.

7-21 THURSDAY

7:30 a.m. Continental Breakfast (ticket required).
 8:00 a.m. Opening Session.
 8:15 a.m. Annual CBA Dealers Business Meeting.
 8:30 a.m. Registration open.
 9:00 a.m. Exhibits open.
 9:00-11:00 a.m. Workshops.
 9:00 a.m. Youth Tours.
 1:00 p.m. General Session.
 2:30 p.m. Meeting of new CBA Board.
 3:00 p.m. Registration closed.
 5:00 p.m. Exhibits closed.
 7:00 p.m. 34th Annual CBA Banquet.



SPEAKERS



Jerry Bridges — Opening Sessions — Monday through Thursday, 8:00 a.m.

Sponsor: NavPress/The Navigators

Jerry Bridges has served with The Navigators in Holland and the United States since 1955. As Vice President for Corporate Affairs, he directs the administration of legal and governmental affairs for the U.S. Navigator Corporation. From 1969 through 1979, he served as treasurer of The Navigators.

He is the author of the book, *The Pursuit of Holiness*, a best-seller. His new book is *The Practice of Godliness*.



David A. Seamands

Sunday, July 17 — Worship Service — 10:30 a.m.

Sponsor: Scripture Press/Victor Books

For 20 years, Dr. David A. Seamands has been pastor of the Wilmore, KY, United Methodist Church. Wilmore is the home of Asbury Theological Seminary. Dr. Seamands and his wife, Helen, lead Marriage Enrichment and Engaged Discovery sessions.

Dr. Seamands is author of two Victor Books, *Healing for Damaged Emotions* and *Putting Away Childish Things*.



Anthony Campolo, Jr.

Sunday, July 17 — Pacesetter Session — 2:30 p.m.

Sponsor: Scripture Press/Word, Inc.

Anthony Campolo, Jr. is Chairman of the Department of Sociology-Anthropology at Eastern College in St. Davids, PA.

His books include *A Denomination Looks at Itself* (Judson Press) and two Victor books, *The Success Fantasy* and *The Power Delusion* (to be published in July, 1983.) A video presentation, "It's Friday, But Sunday Is Coming!" with Anthony Campolo is available from Word, Inc.

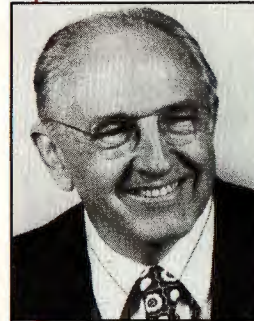


Becky Pippert

Monday, July 18 — General Session — 1:00 p.m.

Sponsor: InterVarsity Press

Enthusiasm and confidence are two qualities which Becky Pippert inspires in audiences as she teaches. The heart of her message is evangelism as a way of life, based on practical skills. She is the author of the best-seller *Out of the Saltshaker* and she serves as national consultant on evangelism for InterVarsity Christian Fellowship. She speaks frequently on college campuses, to churches and national conferences.

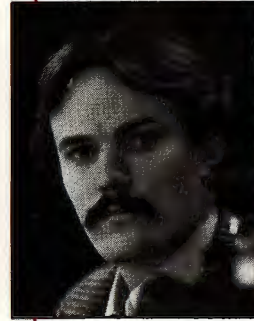


Dr. Henry M. Morris

Tuesday, July 18 — General Session — 1:00 p.m.

Sponsor: Creation-Life Publishers

Henry M. Morris has been involved with scientific Biblical creationism for almost 40 years. He is the author or co-author of *What is Creation Science?*, *The Genesis Flood*, *Scientific Creationism*, *The Genesis Record*, *The Revelation Record*, *The Bible Has the Answer* and *Applied Hydraulics in Engineering*. Dr. Morris is the co-founder of Christian Heritage College and the co-founder of the Institute for Creation Research.

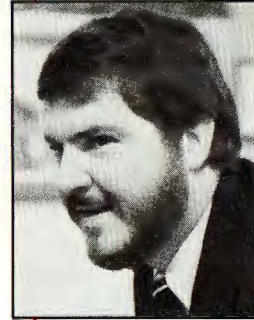


Franky Schaeffer

Tuesday, July 19 — General Session — 1:00 p.m.

Sponsor: Good News Publishers/Crossway Books

Franky Schaeffer began his professional life as an artist, experimenting with painting, graphics, drawing, and sculpture. As a painter he exhibited in several countries, while experimenting in still photography and film. He began his serious film work with the project, "How Shall We Then Live?", which became the most widely distributed theological-historical series ever made. His book, *Addicted to Mediocrity*, is a Campus Life Editor's Choice Award winner.



John Whitehead

Tuesday, July 19 — General Session — 1:00 p.m.

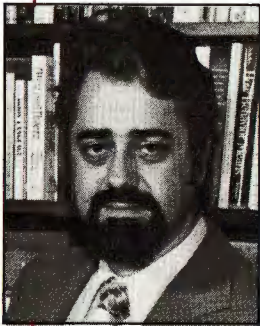
Sponsor: Good News Publishers/Crossway Books and Mott Media

John Whitehead is President of the Rutherford Institute, of Woodbridge, VA, which initiates and participates in lawsuits concerning free speech and free exercise.

Mr. Whitehead is an author. His articles include "The Religious Student in Public Education" and "The Religion of Secular Humanism." One of his books, *The Second American Revolution*, has been made into a film by Franky Schaeffer Productions.



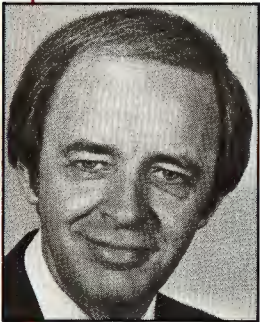
SPEAKERS



David Augsburg
Wednesday, July 20 — Awards Luncheon — 12:00 noon
Sponsor: Herald Press

David Augsburg is Associate Professor of Pastoral Care and Counseling at the Associated Mennonite Biblical Seminaries, Elkhart, IN. An ordained minister of the Mennonite Church, he is a graduate of Eastern Mennonite College, Eastern Mennonite Seminary, and the School of Theology at Claremont, CA, from which he received a Ph.D.

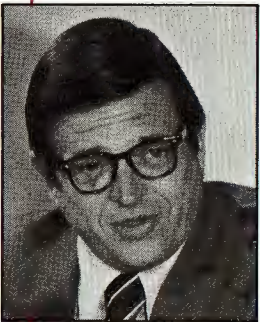
The author of 15 books, he specializes in teaching in the field of pastoral counseling.



Dr. Charles F. Stanley
Thursday, July 21 — General Session — 1:00 p.m.
Sponsor: Scripture Press/Victor Books

Dr. Charles F. Stanley, pastor of the First Baptist Church of Atlanta, speaks weekly on two telecasts which are carried in all 50 states and in several foreign countries.

Dr. Stanley is convinced that "the key to having the home God intends is a husband and father dependent on God." He has written *A Man's Touch* and *Handle with Prayer*, both Victor Books.



Charles W. Colson
Thursday, July 21 — Banquet — 7:00 p.m.
Sponsor: Zondervan & Revell

Prison Fellowship is the interdenominational Christian ministry to inmates, ex-offenders and their families, founded by Charles W. Colson following his seven month federal prison term for a Watergate-related offense. Prison Fellowship has marshalled the support of more than 12,000 volunteers who are now active in 141 Community Care Committees in cities and towns across the nation.

Colson, in addition to playing a significant role in the Evangelical resurgence in America during the past eight years, has emerged as a leading spokesman for criminal justice reform and as one of the main proponents of Christian social action. His celebrated conversion to Christ was documented in his bestseller, *Born Again*, published in 1976, and his second book, *Life Sentence*, published in 1979.

Colson served as assistant to the Assistant Secretary of the Navy in 1955-56, and as an administrative assistant to the late U.S. Senator Leverett Saltonstall of Massachusetts from 1956-61. From 1969-73, he served as Special Counsel to President Richard M. Nixon.

ARTISTS



Continental Singers
Sponsor: Continental Singers Company

The Continental Singers blend contemporary gospel music, anthems, and hymns in their performances. These young singers will feature old standbys and new songs, as well. There are 25 vocalists in the Continental Singers group. They have recorded 18 record albums on Word, Light, and the New Life labels. Their latest, "Continental Country," is on Christian Artists Records.



Silverwind
Sponsor: Sparrow Records

Silverwind, a contemporary Christian vocal band, is a dedicated musical group that excels instrumentally, too. Their latest albums are *Silverwind* and *A Song in the Night*, both of which are on the Sparrow label. The group features Patty Gramling, Georgian Banov, and Betsy Hernandez. The band has perfected an unusual sound, which blends tight harmonies with a truly musical effect. Their technique is professional and polished.



Dana
Sponsor: Word Records

Dana Scallan is from Belfast, Ireland; she wants to help the people of her country through her music. She won Europe's most prestigious music award and has appeared in movies and on television. She has toured the United States and several of her songs have hit the top of the charts. Her album, *Totally Yours*, was released on the Word label and features outstanding numbers now familiar to many in this country.



ARTISTS



Terry Talbot with Wendy and Mary
Sponsor: Sparrow Records

Terry Talbot has been involved with music for most of his life. He began working as a studio musician when he was 18 years old and, in 1969, joined his brother, John Michael Talbot to form the country-rock band, Mason Proffit. In 1976, Terry began recording for the newly formed gospel label Sparrow/Birdwing. Since then, he has recorded seven albums and produced three albums for other artists.

Terry will appear at the Convention with Wendy Hofheimer and Mary Rice, who have recorded their own albums and worked on background vocals in other albums.

Terry produced the young singers' first album, *Out of the Fullness*, and the three worked together on Terry's new album, *On Wings of the Wind*.



Wayne Watson
Sponsor: Zondervan/Singspiration

Wayne Watson, popular Christian songwriter, performs at more than 150 concerts a year. He recorded his first album, *Working in the Final Hour*, with Milk & Honey in 1980. "Touch of the Master's Hand," from that album, was the #1 song in the Inspirational/MOR chart.

He began his musical career in 1978, recording an album on an independent label and booking his own engagements. He writes most of the songs on his albums and they have been called "touching and unforgettable" by the critics.



Farrell & Farrell
Sponsor: The Benson Company

Farrell & Farrell have released four albums, all of which are on the NewPax label, distributed by The Benson Company. Radio has been an important medium in the career growth and development of Farrell & Farrell. The songs "Earthmaker", "Heavensong", and "Let the Whole World" have climbed to the top of the charts.

The Farrells travel with a live band and perform most often in civic centers or on college campuses.



Karen Kelley
Sponsor: Bread 'n Honey

Karen Kelley, former Miss Indiana, will sing during the Thursday Banquet. The pretty, petite singer is a welcome addition to any stage. Her voice range has been described as "unique," since she sings well above the normal high soprano range. For three years, Karen was seen daily on the PTL Television Network and she has sung with some of the country's most famous performers. Now, her total commitment is to sacred music.

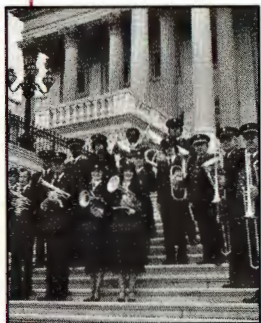


Larnelle Harris
Sponsor: The Benson Company, Inc.

Impact recording artist, Larnelle Harris, is no stranger to gospel music. At age 33, he claims 25 years of gospel singing. His wide repertoire includes everything from jazz to classical. His album, *Give Me More Love in My Heart*, was awarded the 1980 Dove Award for Contemporary Black Gospel Album of the Year. He was awarded the Religion in Media Award, recently, as best male vocalist. Harris' most recent work is *Touch Me, Lord*, which combines his rhythm and blues styles effectively.

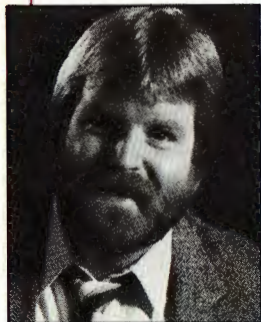


ARTISTS



The Salvation Army Band

The National Capital Area Band Ensemble of the Salvation Army will perform twice during the Convention. Led by Bandmaster Campbell Robinson, the band will play at the ribbon cutting ceremony Monday and at the Pacesetter Session on Sunday. The band plays primarily for the street evangelistic meetings of the organization. All instruments are brass in the fashion of the British championship bands. All arrangements performed by the band are composed by Salvation Army musicians.

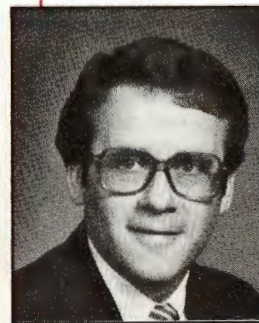


Bob Bennett

Sponsor: Priority Records

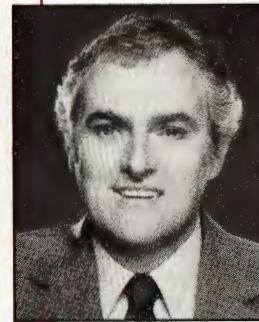
Bob Bennett is a singer, songwriter, and guitarist. His first Priority release is a compelling collection of songs titled *Matters of the Heart*. California born, Bennett began composing when he was just nine years old. He became a Christian in 1977 and he performs throughout the country in a style described as being full of "small images that bring on large revelations". His music is intelligent, well-played and meaningful, according to critics and audiences.

MUSICIANS



Dan Johnson — Convention Song Leader (Word, Inc.)

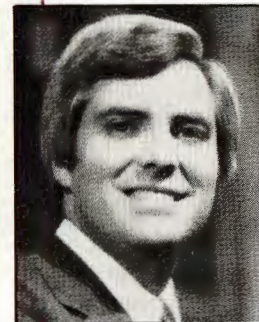
Vice President of Marketing for Word Record & Music Group, Dan Johnson is former Minister of Youth and Music for the Tabernacle Baptist Church in Seattle, WA. He is a graduate of Los Angeles Baptist College and is director of the Gospel Music Association in Waco, TX. He is a member of the Board of Directors for the Waco Civic Chorus and a member of the Fellowship of Christians in the Arts, Media & Entertainment.



Kurt Kaiser — Convention Music Coordinator (Word, Inc.)

As a composer, arranger, concert pianist, and recording artist, Kurt Kaiser has made outstanding contributions to the music industry for more than 20 years. He has been Vice President, Director of Music at Word, Inc., since 1969. His choral compositions and piano albums have won many prestigious awards and he is widely known for his film soundtracks.

Mr. Kaiser has been nominated for four Grammy Awards for his albums and he performs frequently each year in the United States and abroad.



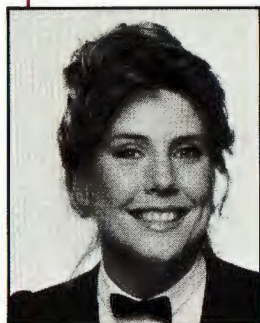
Don Wyrzten — Convention Pianist Sponsor: Singspiration

Don Wyrzten received an early start in music, radio and television while associated with his father, Jack Wyrzten, founder of Word of Life International. He is a graduate of Moody Bible Institute, The King's College, and Dallas Theological Seminary. He has arranged and composed hundreds of anthems and sacred songs.

Mr. Wyrzten is Director of Music Publications at Singspiration Music. He is recognized as a leading musician and spokesman in Christian music.



CELEBRATIONS...



Saturday Night Concert... Celebration '83... presented by Gospel Music Association in cooperation with CBA. This festival of music is produced by Thurlow Spurr, a man whose name is synonymous with spectacular presentations. The concert will feature the following: **Joni**, sponsored by Word. Joni Eareckson's story and artwork — and her message of courage and faith — certainly need no elaboration. *Joni's Song* is a ministry to those who suffer.

Scott Wesley Brown, sponsored by Sparrow Records. Brown is a singer/songwriter/performer who is steadily gaining national recognition for rich vocals and compositions.

Bobby Jones, sponsored by Word Records. Gospel recording artist, writer, and television personality, Jones is founder of "Black Expo" in Nashville, TN. His album, *Soul Set Free*, is on the Myrrh label.

Dino, sponsored by Light Records. This sophisticated young pianist is known throughout the Christian world for his virtuosity. His brilliance on stage at the piano is a welcome contribution.

Bob Bailey, sponsored by Light Records. Bailey is a popular young tenor soloist who combines instrumental background tracks with his piano playing and rolls it into a balanced mixture. His debut album, "Looking Forward," has received wide acclaim.

The Hemphills, sponsored by The Benson Company. Audiences warm to this enthusiastic and refreshing young family group. The family includes Joel Hemphill, his wife, LaBreeska, their sons, Joel, Jr., and Trent, and their daughter, Candy. Their work is a cross section of gospel music.

Harvest, sponsored by Milk and Honey/Zondervan Corporation. This is a talented trio, new on the Christian musical scene, but fast making a name for their special style.

Truth, an unusually gifted combination of brass and vocal talent creating a most enjoyable contemporary style. They are known nation-wide for their high energy performances and musical excellence as reflected in their nomination for a Grammy Award.

Sunday Night: Personal Celebration 1984 presented by Gospel Light Publications in cooperation with CBA.

The Sunday evening program is designed to challenge us to a larger vision for people and our personal celebration of God's grace. This event will feature Christian artists, multi-media, a children's choir, and testimonials.

Dr. Richard Halverson, Chaplain of the United States Senate, will host this inspiring program, presented by Gospel Light in commemoration of their 50th anniversary.

EXHIBITS

EXHIBITS...from around the world to CBA...the Christian Marketplace.

Bring your walking shoes...you will cover the equivalent of four and a half football fields, when you "work" the exhibit floor at CBA '83! There will be so much variety, and so much to see and do, you may actually cover the distance many times during this important Convention. Preparedness is the operating word.

Most of the booksellers who attend the CBA International Conventions find they can pay their entire trip expenses with the savings realized in the specials, premiums, gifts, discounts and free freight offered at the Convention. However, because of the vastness of the operation, and the limited floor time, it can be an exercise in frustration without advance preparation.

Inventory is the keynote. The wise bookseller leaves home with a complete inventory, company by company. Count everything in your store and make careful notes. Carry a folder or a large envelope that contains the names of all the suppliers you need to see and a rough idea of what you need to buy from each. Go to the Convention with a master plan of your own. Include a map of the floor, which you can clip from your June *Bookstore Journal*. The more you do prior to the Convention, the more efficient you will be at the Convention.

Your budget is important, too. Before you pack the suitcases, you need to know what you can spend. Allow for some variation, of course, to take full advantage of specials. The Convention savings will stretch your buying power, but you will want to stay within your real budget.

If this will be your first Convention, check out the First Timers' Workshop, detailed on the following page, and the President's Tour. The Big Brothers Program will be helpful, too.

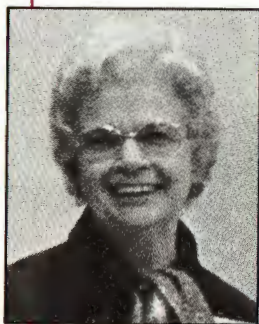
Over 350 Companies exhibit in more than 1,000 booths, displaying proven sellers and introducing the newest in every type of Christian product.



WORKSHOPS

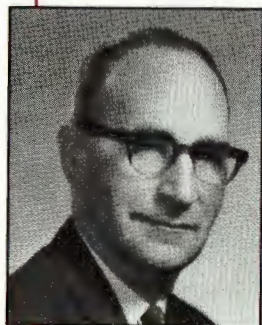
First Timers' Orientation

This workshop is designed to help you get full value out of the Convention. CBA Consultant Dolores Rainey, accompanied by a panel of experienced and knowledgeable booksellers, will give you valuable information that will make the Convention experience profitable for you and your business. There will be ample time for your questions.



Future Planning (Pre-retirement)

Frank Vignola, Division Director of Argus Communications, and John Fish, past president of CBA, now a consultant, will lead an interesting workshop entitled: Sell the Store and Be Free from Worry Or Keep the Store, and Reap the Benefits. Mr. Fish, who owned and operated stores for many years and sold them, will present the case for selling the store. Mr. Vignola, a business consultant and seminar leader, will present the reasons for keeping the store and reaping the benefits. There will be ample time for your input.



Taxes . . . Shelters . . . New Laws

Your knowledge and awareness of the changes in tax laws and how they affect your business can help you avoid unnecessary taxes. The Arthur Anderson Company is a world-wide, multi-dimensional organization engaged in a broad spectrum of accounting and auditing, tax consulting, and management information consulting.

The company has offices in 68 cities in this country and in 40 other countries.



College Career Days - July 18 through July 20

This program is geared to introduce college juniors and seniors to the wide range of careers now available in Christian publishing and bookselling. Practical workshops will be included, led by outstanding people, all of whom have outstanding professional backgrounds. They are: Dave Hall, president of Scripture Press Publications, Wheaton, IL; Ernie Owen, editorial director of Word Books, Waco, TX; Joan Gabrielson, personnel director of Excelsior Youth Center, Denver, CO; Frank Vignola, division director of Argus Communications, Niles, IL; Stan Jantz, general manager of Fresno Bible House, Fresno, CA; and Dave McCaslin, free-lance writer and communications consultant, Colorado Springs, CO.

OneWrite — An Accounting System

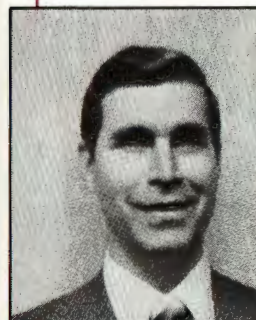
You'll want to attend this workshop to learn how this system cuts paperwork by writing several records simultaneously. You eliminate transcription errors, yet assure all-at-once posting automatically.

For a system that keeps accurate, current records at your fingertips, be a part of this workshop, led by James L. Bennett. He is director of marketing for the McBee Systems, a division of Litton Industries. His specialties are design, development, sales, and installation of business management systems.



How to Become an Astute Buyer

How to buy and when to buy are two **big** problems to the Christian bookseller. This workshop is directed by Harrell B. Stevens, of Amarillo, TX, and is designed for beginning and intermediate bookstore owners. Hone your buying skills in relation to market needs, cash flow, inventory control, supplier's terms, advertising, sales volume, and product knowledge. Mr. Stevens is owner and manager of High Plains Religious Book Stores, Inc. He is a Certified Member Bookseller and an area representative for CBA.

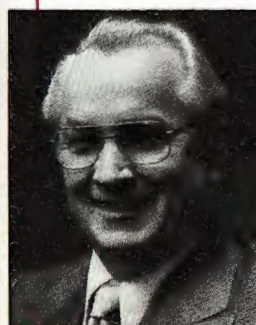


Customer Service . . . Sales and Satisfaction

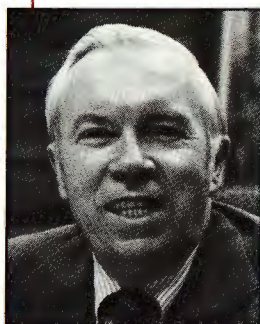
Customer service has become a major factor as the Christian bookseller serves those who come into the store. Lloyd Johnson, who has spent 35 years in the industry, will lead this important workshop.

"It is our intent," he says, "to share—with those who attend—the ways we can offer service which will result in new sales and satisfied customers." Mr. Johnson owns the Better Book Room, Inc., in Wichita, KS.

He is a newly elected member of the Board of Directors of the CBA Service Corporation.



WORKSHOPS



Employees Involved

John Bass, Executive Vice President of CBA, is an outstanding spokesman for this workshop. He has implemented employee participation as a real and viable part of the working life of the CBA staff. This approach to management-employee relations can be directly adapted to Christian bookstore owners and managers, as well as to suppliers.

Participation management will increase staff supports and encourage creative contributions to your store.



Processing Incoming Merchandise

Every bookseller strives for accurate bookkeeping without a mountain of paperwork. Tim Johnson, who has worked in the family-owned Better Book Room, Inc., in Wichita, KS, for 15 years, will cover the subject. His workshop will address the problems store owners face in keeping track of sample material and all incoming merchandise. Learn about packing slips, pricing, returns, damaged goods, and shortages.



Philosophy of a Christian Bookstore

Lillian Ritchel, owner of the Cross Reference Bookstore in Aurora, IL, offers a true "how-to" workshop. As a former teacher and Christian Education Director, she brings basics to her workshops. You'll learn more about selling books, your product, your customers' wants and needs.

Lillian Ritchel is a CBA Area Representative and a Certified Member Bookseller. If you want to grow within your store and your ministry, this is a workshop for you.



Building a Better Store Image

The key to success is a good store image. Your store's image is a total picture containing the decor, the inventory on display, and the personnel.

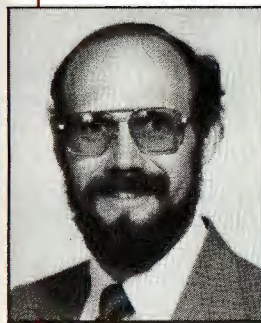
Lee Ziegelmann is widely known in the industry. He'll teach his methods in this workshop. Lee owned his own manufacturing company in the Midwest and two popular Christian bookstores in Albuquerque, NM.

He now owns The Lord's Vineyard, in Colorado Springs, CO.



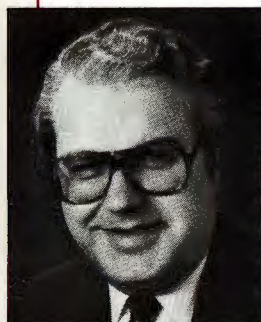
How to interview...how to find the right employee...how to keep the best personnel.

Joan Gabrielson holds a master's degree from the University of Colorado at Denver in business administration, with an emphasis on personnel. She is Assistant Director of Excelsior Youth Center in Denver and is Personnel Director there. She has been highly praised throughout the industry for her workshop on personnel at CBA's 1982 Advanced Management Seminars. You will receive helpful literature to implement the workshop lessons. She will demonstrate interviewing, hiring, and firing.



Are Computers the Answer?

This workshop on Computer Basics will help you decide if your store will benefit from the installation of a computer system. Roger J. Jones, a top man in the world of computers, brings 19 years of data processing experience to this workshop. His specialties are IBM systems and education. He understands the bookseller's concerns with money transfer, time sharing, inventory, and record storing. His workshop will answer for you the question: Is a computer right for my store?



Dealing with Financial Statements

Financial statements belong at the top of your "most important" reading list. This workshop is designed for those new to the bookstore business, as well as those who need some help up the ladder to success.

David Hall, President of Scripture Press Publications, is highly respected for his ability to lead educational workshops in the difficult area of store finances.

He is a past President of the Evangelical Christian Publishers Association and is a CBA Board member.



How to Sell Bibles

Bible selling is very simple, according to William D. Fox, who will lead this workshop. Mr. Fox is Vice President of Sales for Thomas Nelson, one of the world's leading Bible publishers, located in Nashville, TN.

This workshop will explore the most successful methods of selling Bibles. Those who attend will learn how to ask the right questions of each customer in order to serve the buyer best. There are many differences in Bibles, and having proper skills and knowledge will increase your Bible business and result in satisfied customers.



WORKSHOPS



Reaching the Spanish Market

There will be two two-hour workshops on this vital subject. They will teach those who attend how to reach the growing Hispanic market in the United States. The workshops will present such matters as how to be successful in the ministry/business of serving the U.S. foreign language market. Panel members are Harold Mintle, president of the Association of (Spanish) Christian Publishers and Booksellers, Inc.; Jack Garlit, an associate of VIDA/LIFE; and Luis Fernandez, director of telephone and special sales for Spanish House.



Inventory Control Management

Nothing is more important to a bookstore owner than having a handle on inventory. This panel, moderated by Dan Miles, will cover the subject. Mr. Miles is General Manager of the Berean Christian Stores Western Division. He has spent 25 years in general management.

The panel includes Roger Jones, Jim Carlson, June Dunn, and John Keller. Mr. Jones' credentials are discussed in the Basic Computer Workshop section. Mr. Carlson is founder and President of Spring Arbor Distributors, Ann Arbor, MI.

Mr. Keller is Director of Information Systems at CBA. Ms. Dunn is Supervisor of Berean Store #25, in San Jose, CA. She set up the computerized inventory control system that is now in operation in the San Jose store.



Cash Flow Management — keeping the wheels turning smoothly.

John Eames, Director of NavPress, will lead this workshop. Your ability to manage your cash flow wisely is vital to your success in the Christian bookstore industry, and this seminar focuses on that area.

Mr. Eames has been with NavPress since 1974. His previous experience includes working in health services, transportation, banking, and auditing. He serves as Director of the Evangelical Christian Publishers Association, and Treasurer and Director of the Colorado Springs Christian School. He is a newly elected member of the CBA Service Corporation Board of Directors.



How to Sell Jewelry and Gifts

Betty Willke, who with her husband, Warren, owns the Christian Armory in Columbus, OH, will moderate this panel. Mrs. Willke is well known throughout the Christian bookstore industry for her outstanding contributions through workshops and seminars. Her panel includes James "Boo" Courrage, President of Christian Craft, Inc.; James M. Potts, National Sales Manager for Dicksons; and Bob Siemon, founder and President of Bob Siemon Christian Jewelry, Inc.

This workshop is designed for any bookseller interested in developing better jewelry and gift departments in his store. Learn how to display, promote and sell.



When Your Phone Rings, Your Business Is On The Line!

Your ability to use the telephone as a tool can determine the success or failure of your business. Dick Erickson directs this vital workshop, which is geared for management and all the personnel in your store. Proper use of telephone techniques cannot be over-emphasized.

Mr. Erickson is President of Telmar Corporation, a firm that trains account representatives in this vital area. His workshop will instruct store owners and personnel in telephone etiquette . . . don't put progress "on hold."



Women's Day Workshops and Brunch

Thursday, 9:00 a.m. to 12:30 p.m.
Presented by Authors Joanne Wallace and Anne Ortlund

Joanne Wallace will lead a workshop on clothing tips for women. She will demonstrate dressing with style and how to select and coordinate colors best for you. This section of the Women's Day program will be followed by a delicious brunch.

Anne Ortlund will speak on how you can become a more competent, more beautiful Christian woman. This program is designed for you.



HOW TO PRE-REGISTER

Please read the instructions carefully before completing the Registration Form on the next page.

Steps for Pre-Registration:

1. Check the square for CBA Member or Non-Member store, and if your store is attending for the first time.
 2. All persons **must** have badges. Type or print all attendees names and check those who are store buyers. (Use discretion for the consideration of the exhibitors.)
 3. Registration costs apply to the first three adults from each store. Additional store personnel **must** be registered, but there is no charge for them.
 4. Enter appropriate sub totals and compute TOTAL amount due for registrations, food functions, and workshop for women.
 5. Peel off mailing label and attach to address space, or complete address information clearly, using ID number.
 6. Sign authorized signature and mail to CBA, taking careful note of deadlines. **INCOMPLETE FORMS WILL BE MAILED BACK FOR COMPLETION!**
- Registration Includes - Convention events for one person. The fee covers registration and badge, exhibits, workshops, and general sessions at which authors and recording artists will appear.

Registration pick up - NO badges or tickets will be mailed. They will be held for you to pick up at Dealer Pre-Registration in the Washington, D.C. Convention Center. Packets are labeled by store name.

Tickets for special events will not be in registration packets, only **VOUCHERS**. Vouchers **must** be exchanged at the ticket booth for actual ticket and seating selection.

Banquet and luncheon tickets are in addition to registration cost. Please indicate on the registration form if you want tickets for the Annual Banquet, the Wednesday luncheon, or the Thursday breakfast. You may purchase Banquet tickets for guests. Be sure to exchange vouchers for tickets on site.

On site Registration - One day registration will be available on a cash-only basis, in the Dealer registration area.

First Timers - Please indicate on the Registration Form if there are First Timers from your store and if they will attend the President's Tour for First Timers.

Women's Workshop - This workshop is open to women from member and non-member stores. There is an additional charge of \$14. If you plan to attend, please check the appropriate box on the registration form and include the \$14 when you send in your registration.

Cancellations - A great deal of expense is involved in processing registration and making up packets. Cancellations must be sent certified mail to the CBA office **before July 5, 1983.**

No Selling Allowed - Unless exhibiting at the CBA Convention, selling or making sales contacts while on the Convention floor are strictly prohibited.

Youth Tours - Will be offered through a private tour company. Use the separate form at the back of this booklet to register for Youth Tours.

Babysitting and Day Care - These services will be available. Arrangements should be made with the Host Committee when you arrive at the Convention.

DEALER PRE-REGISTRATION

CBA International Convention, July 16-21, 1983 Washington, D.C.

FREE! Pre-register before June 25th and CBA will mail your **free** luggage tags for D.C. This form must be postmarked by June 25, 1983 to be pre-registered. Forms mailed after that date will be returned with check, and attendees must register on site.

Check as many as appropriate:

- ☐ Member store ☐ Non-Member store
☐ I am in the process of opening a store.

Approximate opening date: _____

☐ First-time store at the International Convention
 Names of Registrants—Please Print. Stores registering more than three adults will receive FREE registration on fourth person or more.

Check Box If Store Buyer	First Time Attendee	Child Under 16 FREE	Women's Workshops	President's Tour for First-Time Attendees
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

If daycare is available, we would enroll _____ 0-7 year olds.
 (quantity)

Subtotals

_____ Convention Registrations (per person) **Free** registration on fourth person or more!

Member \$15 before May 31, 1983 Non-Member \$35 before May 31, 1983
 \$25 after May 31, 1983 \$55 after May 31, 1983

_____ Women's Workshop — \$14 per person

_____ Wednesday Awards Luncheon — \$14 per person

_____ Thursday Continental Breakfast/CBA Annual Business Meeting — \$2 per person

_____ Annual CBA Banquet — \$18 per person

\$_____ Total

PAYMENT MUST ACCOMPANY REGISTRATION

Any forms received without payment will be returned. No C.O.D.s accepted. Peel off mailing label and place below.

Store Name _____ I.D. No. _____

Address _____

City _____ State _____ Zip _____

Authorized Signature* _____

*Persons using this form are strictly prohibited from selling or making sales contacts on the Convention floor.

**THIS CONVENTION IS NOT OPEN TO THE PUBLIC. ONLY
 RETAILERS, DISTRIBUTORS AND EXHIBITORS MAY ATTEND.**

Mail registration form by June 25, 1983 to:

Christian Booksellers Association, P.O. Box 200,
 Colorado Springs, CO 80901



YOUTH TOUR INFORMATION

CBA has arranged with Courtesy Associates of Washington, D.C. for the 1983 Youth Tour program (July 18-21). Though not a CBA-sponsored or conducted event, Courtesy Associates is a reputable company and will give kids (ages 7-12 & 13-19) a "capitol time".

All tour prices include entrance fees to each attraction, air conditioned bus transportation, insurance coverage, and lunch. All tours leave promptly at 9:00 a.m. from the Convention Center. All buses will return to this location at 4:00 p.m. Please be available to meet your children as they return to the Convention Center from the tours.

YOUTH TOURS 1-4 (Ages 7-12 Years) July 1983, 9:00 a.m. - 4:00 p.m.

- 1. MONDAY: BEGIN TO DISCOVER WASHINGTON.** We'll begin with a tour of the Nation's Capital including the **White House**, the **Washington, Jefferson and Lincoln Memorials** proceeding to **Capitol Hill** and the **House and Senate Chambers**. Next to the **Washington National Zoo** and a box lunch on the grounds.
- 2. TUESDAY: BEHIND THE SCENES IN WASHINGTON.** Today we visit the **FBI, Bureau of Engraving and Printing**, the **Museum of Natural History**, and **"The Mall"** at the heart of the Nation's Capital.
- 3. WEDNESDAY: A LITTLE HISTORY AND A LOT OF FUN.** Stepping back in history, we tour **Ford's Theatre** and the **Petersen House**. After lunch at McDonald's, we head for the **Capitol Children's Museum**.
- 4. THURSDAY: ASTRONAUTS, EXPLORERS AND SOLDIERS.** We begin with a visit to the **National Air and Space Museum**. Then we'll picnic on **"The Mall"** before going to the **National Geographic Society's Explorer Hall** and **Arlington National Cemetery**.

YOUTH TOURS 5-8 (ages 13-19 years) July, 1983, 9:00 a.m. - 4:00 p.m.

- 5. MONDAY: AN INTRODUCTION TO WASHINGTON: CAPITOL HILL.** We begin with a riding tour of our Nation's Capital, then on to **Capitol Hill** to visit the **Statuary Hall** and the **House and Senate Chambers**. After lunch on Capitol Hill we go to the **Capitol Children's Museum**.
- 6. TUESDAY: A DAY IN ANNAPOLIS.** We'll enjoy a walking tour through the narrow cobblestone street of **Annapolis** to the **State House**, the **Old Treasury Building** and the Waterfront. After lunch we'll visit the **United States Naval Academy** and the **Naval Museum**.
- 7. WEDNESDAY: OUR NATION—TODAY AND YESTERDAY.** Our tour today includes the **FBI**, the **Supreme Court**, the **Museum of Natural History**, and the **National Museum of American History**.
- 8. THURSDAY: LAND, SEA AND AIR.** Today we visit the **Arlington National Cemetery**, and the **U.S. Naval Memorial Museum**. After lunch on **"The Mall,"** we visit the **National Air and Space Museum**.

Liability. Neither CBA, its agents, nor any member of the Convention Committee will be held responsible for any injury, loss, or damage that may occur to any person or property being enrolled for the Youth Tour program.

Deadline to pre-register for Youth Tours is June 25, 1983 (Pre-registration for all four days will earn you a reduced price of \$85.00). All tickets to Youth Tour events are on a first come/first served basis.

Tickets will not be mailed, but will be waiting for you at the Tour Registration Desk. Your cancelled check is your receipt. A 10% service charge will be deducted for all cancellations, and no refunds will be issued after July 1, 1983. Checks should be made payable to Courtesy Associates, and mailed to them with the Registration Form.

On-Site Registration for the next day's event will be accepted at the Youth Tour desk as space is available.

YOUTH TOURS
CBA CONVENTION

REGISTRATION

CBA has arranged with Courtesy Associates of Washington, D.C. for the 1983 Youth Tour program (July 18-21). Though not a CBA-sponsored or conducted event, Courtesy Associates is a reputable company and will give kids (ages 7-12 & 13-19) a "capitol time".

Pre-register and save \$10 per person!

Names of Youth:

Write tour number in appropriate box

Age	Mon.	Tue.	Wed.	Thu.

*\$85.00 Pre-registration package price, all four days.

*\$95.00 On-site registration package price, all four days.

*\$25.00 per Tour, per day, as space is available.

Total amount enclosed: \$ _____

Authorized signature: _____

Print

Name: _____

Company Name: _____

Address: _____

City _____ State _____ Zip _____

Mail Youth Tours Registration Form and check to:

Courtesy Associates

CBA Convention

1629 K Street, NW, Suite 700

Washington, D.C. 20006

202-296-8100



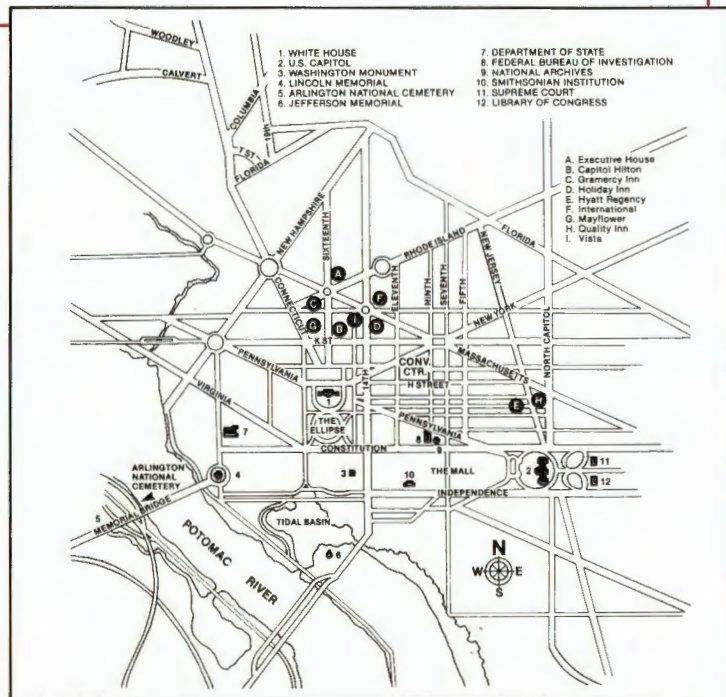
HOTEL INFORMATION

The CBA Shuttle Bus will make regular round trips from each Convention hotel to the Center. The buses run all day and into the evening throughout the Convention. All those participating in the Convention should take full advantage of this special, extra CBA service. Check at your hotel desk for the exact location of the bus stop which concerns you.

THE CAPITAL HILTON, Convention Headquarters Hotel
16th & K Streets, NW, Washington, D.C. 20036, (202) 393-1000. Just a few blocks from the White House, the Capitol, and the Lincoln and Washington Monuments. Restaurants, barber shop, health club, laundry and valet service, parking garage, room service, shopping arcade, tennis, secretarial service. Major credit cards accepted.

EXECUTIVE HOUSE, 1515 Rhode Island Ave., NW, Washington, D.C. 20005, (202) 232-7000. Restaurant, outdoor swimming pool, parking, valet service. Five blocks from the White House. Major credit cards accepted.

GRAMERCY INN, 1616 Rhode Island Avenue, NW, Washington, D.C. 20036, (202) 347-9550. Restaurant, pool, valet service, parking. Major credit cards accepted.



HOLIDAY INN, Massachusetts Avenue at Thomas Circle, NW, Washington, D.C. 20005, (202) 737-1200. Restaurant, swimming pool, guest laundry, room service, HBO. Major credit cards accepted.

HYATT REGENCY, 400 North New Jersey Avenue, NW, Washington, D.C. 20001, (202) 737-1234. Many of the rooms overlook the U.S. Capitol...two blocks from the Visitors Center at Union Station, and near the Lincoln and Jefferson Memorials, the White House, and the Smithsonian. Restaurants, gift shop, indoor parking. Major credit cards accepted.

INTERNATIONAL INN, 10 Thomas Circle, NW, Washington, D.C. 20005, (202) 842-1300. Room service, restaurants, indoor pool. Accessible to rail and auto traffic. Auto rental and chauffeured limousine service on premises. Color TV, movies, shops, room service, underground garage. Major credit cards accepted.

THE MAYFLOWER HOTEL, Connecticut Avenue and DeSales Street, NW, Washington, D.C. 20036, (202) 347-3000. Four blocks from the White House and near almost every major government building. Barber and beauty shops, florist, garage, jewelry store, laundry, shoe shine parlor, valet service. No additional charge for children under 18, when occupying the same room with parents. Major credit cards accepted.

QUALITY INN-CAPITOL HILL, 415 New Jersey Avenue, NW, Washington, D.C. 20001, (202) 638-1616. Rooftop pool and patio, sauna, exercise rooms, restaurants, TV, movies, laundry, free parking, gift shop. Family plan includes low-priced menu for children and no room charge for children under 16 in the same room with parents. Major credit cards accepted.

VISTA INTERNATIONAL HOTEL, 1400 M Street, NW, Washington, D.C. 20005, (202) 682-0188. All rooms overlook atrium courtyard, color TV, movies, business service center, underground parking, 24-hour room service, dentist and doctor on call, notary public, boutiques, laundry and valet, safe deposit boxes. Major credit cards accepted.



INSTRUCTIONS FOR HOTEL RESERVATIONS

1. Mail your Hotel Reservations Form directly to the CBA Housing Bureau in Washington, D.C. NO PHONE REQUESTS FOR HOUSING WILL BE ACCEPTED. The Housing Bureau will confirm within the week of receipt, that your hotel booking has been received. The confirmation will state deposit amount to be sent directly to the hotel. UNDER NO CIRCUMSTANCES SEND ANY KIND OF DEPOSIT TO THE HOUSING BUREAU.
2. Hotel placement will be made in the order Hotel Reservations Forms are received at the Bureau. Your first choice will be assigned if rooms are available; otherwise you will be assigned to your next hotel choices.
3. You are urged to submit the deposit to secure your room. For room guarantee, most hotels will not accept credit cards other than American Express. Your check is also acceptable. Please note that most hotels will accept all major credit cards at checkout time for room payment.
4. Changes or cancellations should be made in writing directly with the Housing Bureau in Washington no later than July 5. After that date you must contact the hotel directly.
5. To be included in CBA's room block at special Convention room rates, Hotel Reservations Forms must be received at the Bureau by June 16.
6. Please PRINT and fill out the Hotel Reservations Form completely. List your four choices of hotels, names of all persons requiring accommodations, arrival and departure dates, and to whom confirmation should be sent.

Key Hotel	Single	Double	Dbl/Dbl	Extra Person	Suites	Parlor
					Parlor + 1 Rm. + 2 Rms.	
1 Capital Hilton*	\$55	\$60		\$20	\$250	\$300
2 Executive House	\$38	\$45	\$50	\$12		
3 Gramercy Inn	\$40	\$50	\$60	\$5		
4 Holiday Inn	\$40	\$50	\$60	\$5		\$100 up
5 Hyatt Regency	\$60	\$60		\$20	\$250 up	\$300 up
6 International Inn	\$50	\$60	\$60	\$8	\$145 up	\$195 up
7 Mayflower Hotel	\$55 \$80	\$65 \$90		\$20	\$175 & up	
	(newly remodeled)					
8 Quality Inn Capitol Hill	\$60	\$60	\$80	\$10	\$110	\$140
9 Vista International	\$60	\$60		\$20	\$190 up	\$285 up

*CBA Headquarters Hotel

HOTEL RESERVATIONS

Hotel you wish to stay in:

**CBA Annual Convention
Washington, D.C.
July 16-21, 1983**

First Choice: _____

Second Choice: _____

Third Choice: _____

Fourth Choice: _____

Type of accommodations needed:

_____ Single(s) at \$_____ range _____ Double/Doubles at \$_____ range

_____ Double(s) at \$_____ range _____ Parlor + 1 room suite at \$_____ range

_____ Extra Person at \$_____ range _____ Parlor + 2 room suite at \$_____ range

Special requests (adjacent rooms, adjoining rooms, etc.) _____

Names of people:

Name of Individual Arrival date Departure date

1. _____

2. _____

3. _____

4. _____

NOTE: Bracket names of individuals sharing a room. If additional space is needed, please make a copy of this form or attach a list using your stationery with letterhead.

Confirmation to be sent to:

Name: _____

Store or Company: _____

Address: _____

City: _____ State _____ Zip _____

Phone: () _____

Mail Housing Form to:

CBA Housing Bureau
1575 Eye St., NW
Washington, D.C. 20005



POST CONVENTION TOURS

Five different itineraries are available for those interested in the Post Convention Tours. These are exciting tour packages, designed to entertain you while you enjoy a relaxing vacation!

WILLIAMSBURG

PROGRAM #1. An encounter with colonial Williamsburg. Four nights' accommodations at the Motor House, in the heart of Williamsburg. Dinner and breakfast daily at the cafeteria. Your ticket to the Williamsburg colonial attractions for the entire length of your stay is valid at all colonial sites and for the local tour bus, plus portage in and out. Taxes and gratuity are included. Cost per person \$221.00 for double room. Single room supplement, \$140.00 per person.*

PROGRAM #2. Rediscover Williamsburg's 18th Century. Includes four nights at the Motor House. One full breakfast at Christina Campbell's Tavern. Two dinners at the colonial tavern of your choice. One full breakfast and a dinner at the Cascades Restaurant. Two full meals at the Motor House Restaurant. Tickets valid at all colonial sites and for the local tour bus, plus portage. Cost per person, \$266.00, for double occupancy. Single room supplement \$140.00 per person.*

PROGRAM #3. Williamsburg...good food, great fun! Four nights accommodation at the Motor House. One plantation or Virginia colony dinner in a private dining room at the Cascade. Breakfast at Campbell's Tavern or the Cascade's dining room. One dinner at Cascade's Restaurant and a full breakfast and one brunch at the Cascade's. One dinner at the colonial tavern of your choice. Ticket valid at all colonial sites and for the local tour bus, plus portage in and out. Cost per person, double occupancy, \$320.00. Single room supplement \$140.00. All taxes and portage included.*

*There will be a hotel tax of six percent added to the above room prices.

BOSTON

PROGRAM #1. Three nights and four days accommodations in the Marriott Long Wharf Hotel. Breakfast two mornings. One dinner at the Harbor Terrace Restaurant. Full use of all the amenities, including swimming pool, health club, exercise room, separate saunas, game rooms, gift shops, and excellent restaurants. Cost, \$396.70 per person, double occupancy. Single room quoted upon request. Taxes and portage included.

PROGRAM #2. Two nights accommodations at the 57 Park Plaza Hotel. Breakfast each morning and a tour of the Boston area...to Boston proper and the adjoining communities of Charleston and Cambridge. Virtually every important landmark in the historic heart of this, one of the greatest cities in the world! Cost, \$147.00 per person double occupancy. Additional night \$50.00 per person. For detailed information and reservations write or call:

VIP UNIQUE TRAVEL
16,000 Memorial Drive #260
Houston, TX 77079
Phone: 713-531-9147

Special travel arrangements between your hometown and Washington, D.C., Williamsburg, and/or Boston will also be handled by the VIP agency, upon your request.



CHRISTIAN BOOKSELLERS ASSOCIATION
2620 Venetucci Blvd./P.O. Box 200
Colorado Springs, CO 80901
(303) 576-7880

THE WHITE HOUSE

WASHINGTON

July 15, 1983

I am proud to extend warmest greetings to those who gather for the Christian Booksellers Association 1983 International Convention.

This occasion provides me with a welcome opportunity to commend you for all that CBA does to preserve the religious traditions of our country. Your organization represents the Christian publishing, recording, and distributing industry throughout the United States and most of the English-speaking nations. Among your members are the leading writers, journalists, recording artists, and distributors of Christian publishing and music.

In an era when our nation cries out for spiritual renewal, it is good to know there are people in our land who are helping to meet that need. Perhaps the best way to strengthen the moral values of America is to spread the "good news" to our fellow citizens. For it is through the study of scripture and other religious writings that man is best able to grow and reinforce the foundations of faith.

The theme of this year's convention, "United, We Serve All Nations," is especially appropriate for the challenges we face today. Christ advised His disciples to go into all the world preaching His gospel to every creature. You are helping fulfill that commandment by insuring others the opportunity to learn more of what it means to be a Christian.

In this "Year of the Bible" let us pledge ourselves never to forget from Whom all blessings flow and continue to work diligently to preserve our heritage. President Calvin Coolidge once wrote: "If American democracy is to remain the greatest hope of humanity, it must continue abundantly in the faith of the Bible."

I am grateful for all you have done to help this Administration succeed. We have faced many challenges, but the support you have shown has made it easier to do what we were elected to do. I know we can continue to count on you in the months and years to come.

Nancy and I are with you in spirit, and we send our very best wishes for an enjoyable and rewarding convention.

Ronald Reagan

DGA
DON GOEHNER & ASSOCIATES

July 7, 1983

Mrs. Dee Jepsen
Special Assistant to the President
The White House
Washington, D.C. 20500

Dear Mrs. Jepsen,

Enclosed is the final revision copy of the program for the Sunday night program at the Christian Booksellers Convention on July 17.

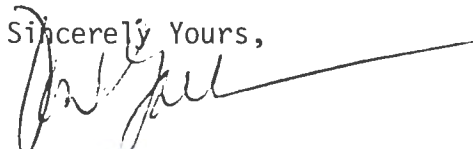
I appreciate the call from Gina Bessey concerning your presentation. We look forward to your participation.

The program will begin at 7:30 p.m. on Sunday, in Hall C, of the Washington Convention Center. There will be seats reserved for you and any members of your party at the front of the auditorium. I'm asking all speakers to arrive at least 20 minutes prior to the program in order that we can have a final briefing and answer any questions you might have. Either Dr. Richard Halverson or I will be there to greet you at that time.

There's one further item that I failed to mention in my previous letter. Senator William Armstrong has made a statement which we have recorded on film. We would like you to introduce him because the film statement thanks you for that introduction. In your introduction of him please indicate that his remarks were recorded at an earlier time. This will expedite our evening and make the program run much more smoothly.

I look forward to meeting you and I'm very grateful for your willingness to participate in this special evening.

Sincerely Yours,



Don Goehner
DON GOEHNER & ASSOCIATES

DG/abm



PROGRAM
CBA CONVENTION SUNDAY SPECIAL

TIME	PACE	PROGRAM
7:30 plm.	4 min.	Introductory Media Production "1984: Fact or Fiction"
7:34	1 min.	Robot welcomes crowd; introduces Dr. Richard Halverson
7:35	2 min.	Dr. Halverson gives his welcome and introduces the theme of celebration
7:37	1 min.	Dr. Halverson introduces Karen Kelley
7:38	15 min.	Musical package - Karen Kelley
7:53	3 min.	Charles Colson (Filmed Testimonial)
-Introduces John Perkins-		
7:56	6 min.	John Perkins (Live Testimonial)
8:02	3 min.	Dr. Halverson on theme
8:05	1 min.	Dr. Halverson introduces Jessy Dixon
8:06	15 min.	Musical Package - Jessy Dixon
8:21	1 min.	Off stage introduction of Dee Jepsen by Dr. Halverson
8:22	6 min.	Dee Jepsen (Live Testimonial)
-Introduces Senator Armstrong-		
8:28	3 min.	Senator William Armstrong (Filmed Testimonial)
8:31	1 min.	Dr. Halverson introduces Dr. Lloyd Ogilvie
8:32	6 min.	Dr. Lloyd Ogilvie (Live Testimonial)
8:38	3 min.	Transition Media Production
8:41	7 min.	[Finale] Ethel Barrett (Bible Story)



CBA PROGRAM, Page 2

Time	Pace	Program
	3 min.	Children's Choir & Karen Kelley
	3 min.	Children's Choir
	1 min.	Statement by Dr. Halverson
	4 min.	Duet: Karen Kelley & Jessy Dixon
9:00		Goodnight by Dr. Halverson

7/15

Lee is speaking
at this convention
on Sun July 17.
Message office is
preparing a letter
for her to read
there

THE WHITE HOUSE

WASHINGTON

SCHEDULE PROPOSAL

June 20, 1983

TO: FRED RYAN, DIRECTOR
PRESIDENTIAL APPOINTMENTS AND SCHEDULING

FROM: FAITH RYAN WHITTLESEY

REQUEST: Address to the Christian Booksellers
Association 1983 International Convention.

PURPOSE: To recognize this very influential and
largely supportive group of mass communica-
tors.

BACKGROUND: The Christian Booksellers Association is an
international trade association that
represents the Christian publishing, record-
ing, and distributing industry through-
out the United States and most English-
speaking nations. Their membership in-
cludes writers, publishers, recording arti-
sts, and distributors, encompassing both
the Protestant and Catholic faiths. The
organization has been very supportive of
the President, and they have been especial-
ly supportive on such initiatives as the
voluntary prayer amendment and the "Year of
the Bible" campaign. This international
convention of 3000+ attendees is one of
the major interfaith gatherings each year.
The theme of the 1983 convention is
"United, We Serve All Nations". They will
also promote the President's "Year of the
Bible" at the convention.

PREVIOUS
PARTICIPATION: The President was interviewed in Nashville
while he was a candidate by Mr. John Bass,
an officer in the organization. The interview
was published as a brochure entitled "Reagan:
A Man of Faith", and distributed in large
quantity to over 5000 Christian book-
stores.

LOCATION: Washington D.C. Convention Center

DATE AND TIME: July 18, 1983 - General Session 1:00 p.m.
July 19, 1983 - General Session 1:00 p.m.
July 21, 1983 - General Session 1:00 p.m.

DURATION: 15-20 minutes

OUTLINE OF EVENT:	The President will attend the General Session, give his speech, and then be presented with a Bible.
REMARKS REQUIRED:	Brief address.
MEDIA COVERAGE:	Full press coverage.
RECOMMENDED BY:	Faith Ryan Whittlesey
OPPOSED BY:	
PROJECT OFFICER:	Morton Blackwell

THE WHITE HOUSE

WASHINGTON

July 1, 1983

MEMORANDUM FOR MORTON C. BLACKWELL

FROM: CAROLYN SUNDSETH

SUBJECT: Christian Booksellers Association

Faith says we cannot get any more of this type of schedule request through at this time.

I would like to suggest we request a Presidential Message in lieu of a Presidential visit. Someone suggested to me that we should recommend Faith walk through the displays to get an idea of the immense multiplication these people can accomplish, to help us get a Presidential visit next year. Your recommendation would carry more weight than mine! I understand they will be in Anaheim next year.

*Arrange for
Presidential Message
MA*

Copy of letter to
Mrs. Sundseth for
Morton Blackwell.

CCC
CHRISTIAN BOOKSELLERS ASSOCIATION

file

April 15, 1983

Mrs. Carolyn Sundseth
Office of Public Liaison
Second Floor, West Wing
The White House
Washington, D.C. 20500

Dear Carolyn,

I have just learned of the appointment of Faith Whittlesey as Special Assistant to the President. I also learned through John Conlan that you are her assistant, and I would like to bring before you a communication problem that we have had.

We would again like to extend a special invitation to President Reagan to appear as a special guest at our International Convention of 8,000 or more business people from the USA and 40 or more countries. It is to be held in the new Washington, D.C., Convention Center, July 16-21. We have been unable to route this invitation through proper channels up to this point, and we believe that if Faith knew the scope and importance of the Convention, she would bring it before the President.

The Christian Booksellers Association represents the entire Christian publishing, recording, and distribution industry throughout the United States and most English-speaking countries. Our membership includes the writers, authors, publishers, recording artists, and retail distributors encompassing both the Protestant and Catholic faiths. Our Christian bookstores serve millions of people each year in their more than 7,000 locations throughout the country, and are active in local and state small business community affairs. I feel that the people making up our industry are the epitome of the "great American dream," and the American entrepreneurial system.

During the Convention, we will be promoting the President's YEAR OF THE BIBLE campaign, and we would appreciate the opportunity to make a public presentation to him of a Bible, which would be symbolic of his leadership in this campaign. We would also like to present to him for the White House library, 30 matched, custom-bound Bible reference books, chosen by top scholars in this area. (See list enclosed.)

We are extremely flexible and prepared to make this presentation at any time the President could appear, recognizing the security problems in the Convention Center.

Carolyn Sundseth
April 15, 1983
Page 2

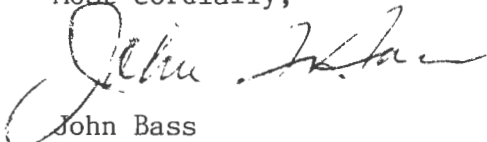
The major assemblies will be at our 1:00 p.m. sessions on Monday, Tuesday, and Thursday, with about 3,000 persons in attendance (more if his appearance were announced two hours ahead of meeting). Another opportunity would be at the Annual Dealers Meeting at 8:15 a.m. on Thursday, though there would probably be 1000 less persons in attendance at that time. (Attendance at all meetings is by badge only, and qualifications are screened at the registration desk.)

We would be more than glad to give the President the amount of time he would need for personal remarks, as well as making the presentations to him at that time.

I will also send you by separate cover a sample of our monthly publication, BOOKSTORE JOURNAL, which will give you an idea of the scope of our activity.

Carolyn, I cannot indicate how strongly I feel the value of the President's appearance would be to the support of his programs for the remainder of his present term, as well as to his reelection in 1984. I was active on behalf of the President during the months of his campaigning on a personal basis as well as financial, and I have continued to support his private sector programs, and am on the YEAR OF THE BIBLE committee at present. Your efforts in communicating this request to the proper channels would be deeply appreciated, and please feel free to contact me if I can provide further information. Thank you kindly.

Most cordially,



John Bass
Executive Vice President

JB/ed
Enclosure

YEAR OF THE BIBLE WHITE HOUSE LAYMANS REFERENCE BOOK LIBRARY

STUDY BIBLES

Thompson Chain Reference (Kirkbride)
NIV Pictorial Bible (Zondervan)
New Jewish Version (Jewish Publication Society)
NAS Cambridge Study Bible (Cambridge)
Jerusalem Bible: Readers Edition (Doubleday)

BIBLE HANDBOOK

Alexander, EERDMANS BIBLE HANDBOOK (Eerdmans)

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Peake, PEAKES COMMENTARY (Nelson)
Henry, MATTHEW HENRYS COMMENTARY (Zondervan)

file
✓

CHRISTIAN BOOKSELLERS ASSOCIATION

April 15, 1983

Mrs. Carolyn Sundseth
Office of Public Liaison
Second Floor, West Wing
The White House
Washington, D.C. 20500

Dear Carolyn,

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Carolyn Sundseth
April 15, 1983
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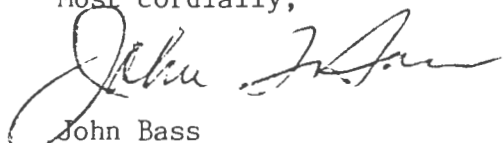
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Most cordially,



John Bass
Executive Vice President

JB/ed
Enclosure

THE WHITE HOUSE

WASHINGTON

SCHEDULE PROPOSAL

June 20, 1983

TO: FRED RYAN, DIRECTOR
PRESIDENTIAL APPOINTMENTS AND SCHEDULING

FROM: FAITH RYAN WHITTLESEY

REQUEST: Address to the Christian Booksellers
Association 1983 International Convention.

PURPOSE: To recognize this very influential and
largely supportive group of mass communi-
cators.

BACKGROUND: The Christian Booksellers Association is an
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represents the Christian publishing, record-
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The theme of the 1983 convention is
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PREVIOUS
PARTICIPATION: The President was interviewed in Nashville
while he was a candidate by Mr. John Bass,
an officer in the organization. The interview
was published as a brochure entitled "Reagan:
A Man of Faith", and distributed in large
quantity to over 5000 Christian book-
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LOCATION: Washington D.C. Convention Center

DATE AND TIME: July 18, 1983 - General Session 1:00 p.m.
July 19, 1983 - General Session 1:00 p.m.
July 21, 1983 - General Session 1:00 p.m.

DURATION: 15-20 minutes

Copy of letter to
Mrs. Sundseth for
Morton Blackwell.

file

CHRISTIAN BOOKSELLERS ASSOCIATION

April 15, 1983

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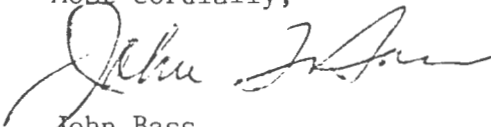
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JB/ed
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Henry, MATTHEW HENRYS COMMENTARY (Zondervan)



THOMAS NELSON PUBLISHERS

Nelson Place at Elm Hill Pike, P.O. Box 141000 Nashville, Tenn., 37214-1000

Sam Moore
President

May 20, 1982

Mr. Morton Blackwell
Special Asst. to the President
of the United States
The White House
Washington, D. C. 20020

Mr. Blackwell:

It was good talking with you and with Woody Jenkins today.

I am enclosing a copy of my letter to the President, as well as a copy of the "Prayer For Our President", and the brochure, "Reagan, A Man of Faith". As the world's largest publisher of Bibles, we have done these things in our own humble way to help ... our President.

We are solidly behind the President, and feel that his amendment recommending voluntary prayer in public schools represents another milestone for the President. Naturally, he needs the endorsement of all the Christian bookstore owners, as well as the entire Evangelical community. If he could speak to the bookstore owners and the attendees Monday evening, ~~July 19 at the Christian Booksellers Association Convention in Dallas.~~ over 5,000 will be attending, he would electrify the crowd. I guarantee you, they will "march to death" for him. This is how much they love him.

While we have so many Republicans who are running and weak in many areas, this could be the time that will "turn the tide" in favor of the President and the work he is doing.

I know he is extremely busy, but I hope and pray that you can work this important event into his schedule, as this will be a great opportunity for him.

Respectfully yours,

Sam Moore

Sam Moore

\$200,000,000 sales

P.S. We would be delighted to present to the President the first Special Edition copy of the NEW KING JAMES BIBLE for the Library of Congress and the National Archives.

Enclosures: Letter to President Reagan
Prayer For Our President
Reagan, A Man of Faith

Christian Booksellers Assoc

Sent to scheduling 6/1

*Schedule Proposed?
forward to scheduling*



THOMAS NELSON PUBLISHERS

Nelson Place at Elm Hill Pike, P.O. Box 141000 Nashville, Tenn., 37214-1000

Sam Moore
President

May 19, 1982

The President
The White House
Washington, D. C. 20020

Dear Mr. President:

It was an honor and a pleasure to have you in our town; thank you for your kind letter.

Shortly after you ran for President the first time, you visited us in Nashville. Almost immediately after that, I asked Mr. Bass of our Christian Booksellers Association to interview you. I printed 250,000 copies of that interview, "REAGAN, A MAN OF FAITH." These brochures went to all of the Christian Booksellers Association members, which number in excess of 5,000 stores around the country. The majority of these stores have been very strong supporters of Ronald Reagan and his policies since that time.

Your presentation at the Religious Broadcasters Convention was a very big plus to that market; and, Mr. President, I believe you can score another big point, especially for all the Republicans that are running in the fall.

I realize that you need the support of the Christian community, and for this reason, I would like very much for you to make a presentation on behalf of the Bible on July 19, Monday night; this could be proclaimed the "year of the Bible." The Christian Booksellers Convention opens on that night in Dallas, Texas, and the New King James Bible will make its debut at that time. This is the update of the three hundred, seventy-one (371) year-old King James Bible.

Dr. James Robison, Dr. Jerry Falwell, Dr. W. A. Criswell (of the First Baptist Church of Dallas), and many, many outstanding authors, writers, senators, congressmen, and singers (such as Barbara Mandrell), along with approximately 5,000 of the same Christian book store owners who received the brochures, will be present. They represent the heartbeat of the American people and the Association would be honored to have you speak a word of encouragement to these Christians who still love you and believe in you.

Mr. President, I am especially thankful for you in times like these and pray that God will bless you.

I hope to hear from you soon and will be glad to help in any way possible.

Sincerely,

Sam Moore

JOHN T BASS, EXECUTIVE DIRECTOR
PO BOX 200
COLORADO SPRINGS CO 80901

Western Union Mailgram



1-020569S186 07/05/83 ICS IPMBNGZ CSP WHSA
3035767880 MGM TDBN COLORADO SPRINGS CO 212 07-05 1135A EST

MR MORTON BLACKWELL, SPECIAL ASSISTANT TO THE
PRESIDENT
WHITEHOUSE
WASHINGTON DC 20500

July 21

Will call us Friday

DEAR MR BLACKWELL
OUR 34TH ANNUAL CHRISTIAN BOOKSELLERS INTERNATIONAL CONVENTION WILL
BE HELD IN WASHINGTON DC JULY 17-21. WE HAVE MORE THAN 6500 DELEGATES
PRE-REGISTERED FROM EVERY STATE AND 34 COUNTRIES. WE ANTICIPATE MORE
THAN 9000 IN ATTENDANCE, AND MORE THAN 1000 EXHIBIT BOOTHS FROM
PUBLISHERS AND SUPPLIERS TO OUR STORES. A LARGE NUMBER OF LEGISLATORS
HAVE REGISTERED TO ATTEND ON WEDNESDAY AND THURSDAY.
IN EACH OF THE PAST ADMINISTRATIONS, OUR ASSOCIATION HAS PRESENTED A
MATCHED BOUND SET OF MAJOR RELIGIOUS REFERENCE BOOKS FROM VARIOUS
INTER-DENOMINATIONAL PUBLISHERS. OUR CBA PRESIDENT AND I WOULD
APPRECIATE BEING ABLE TO MAKE A PRESENTATION OF A SET OF 40 BOOKS
AGAIN THIS YEAR DURING THE CONVENTION, IF POSSIBLE, EITHER IN THE
D.C. CONVENTION CENTER WHERE OUR MEETINGS AND EXHIBITS WILL BE HELD,
OR AT THE WHITEHOUSE.
I WOULD APPRECIATE HEARING FROM YOU AS TO THE POSSIBLE ARRANGEMENTS
OF THIS PRESENTATION, AND WOULD ALSO LIKE TO INVITE YOU AND ANY OF
YOUR STAFF TO ATTEND EXHIBITS AND MEETINGS OF THE CONVENTION. I
BELIEVE YOUR ASSISTANT HAS PRELIMINARY PROGRAM BOOKLETS. THANK YOU
KINDLY FOR YOUR INTEREST IN THESE MATTERS.

JOHN T BASS, EXECUTIVE DIRECTOR, 303-5767880 CHRISTIAN BOOKSELLERS
ASSN

PO BOX 200
COLORADO SPRINGS CO 80901

11:36 EST

MGMCOMP

1:00 Tues -
1:00 Thurs -

I will gratefully
accept these
reference materials.

MR

Set up time + place
2nd Floor - General Assembly Room
Wash. DC Convention Center
1:00 pm on stage. Can be
escorted at 11:20 am
11:30 am
a few
words

July 21

would like to hear
talk or
prayer
med.

Comm. Center Exec office -

371-3500
01
02

Mr Bass Capitol Hill 392 room

WASHINGTON POST

July 21, 1983

CBA



By Gerald Martinian—The Washington Post

A total of 335 exhibitors and 1,050 booths crowded the Washington Convention Center this week for the Christian Booksellers Convention, largest event yet at the new facility.

Thousands Flock to Booksellers Convention

By Cliff Tan

Washington Post Staff Writer

Thousands of Christian booksellers are gathered in the lion-size Washington Convention Center for the 34th annual Christian Booksellers Association (CBA) International Convention where they are ordering nearly one-fifth of total yearly sales of books aimed at evangelical Christians.

CBA officials say the boom in evangelical publishing has slowed, but business remains brisk. Videotapes, books dealing with family issues and theological reference works have become the newest hot-sellers in their \$1 billion a year industry, they said.

Conventional publishers and record companies, however, are beginning to pull out of marketing efforts aimed at the specialized religious marketplace, CBA officials said.

The convention puts together 335 publishers, record companies and other suppliers in 1,050 booths with representatives of book stores catering primarily to evangelical Christians for a week of promoting, ordering and education. More than 8,700 visitors had registered by noon yesterday to inspect paraphernalia ranging from Bibles and greeting cards to nativity scene cookie cutters and evangelical exercise videotapes.

John T. Bass, executive vice pres-

ident of the CBA, said a survey for the 3,200 store association showed sales were up 6.3 percent last year and have increased 25 percent in the last two years.

Practical books dealing with problems have become best-sellers in recent years, with titles like "What Wives Wish Their Husbands Knew About Women." Such titles continue to proliferate, with the Fleming H. Revell Co. promoting "The Messies Handbook: The Procrastinators Guide to Good Housekeeping."

Recently, the fastest sellers have been books focused on family issues, said Harden Young, president of the CBA. "Four years ago, we never had a book on divorce," he said, noting

that his store now carries shelves of books about divorce or child abuse.

Young said the most promising new product is videotape, which is being used for in-store promotion, instruction and entertainment. Videotape appeals to customers who don't read many books, Bass added. The only impediment to the growth of videotape products is the limited number of videotape recorders now in homes and churches.

The trend toward general interest book publishers pulling out of the specialized market was seen in the announcement Tuesday that SFN Companies Inc. of Glenview, Ill., will sell its Fleming H. Revell Co. to The

See BOOKS, D8, Col. 4

REPRODUCTION COPY

Booksellers Convention Is Crowded

BOOKS, From B1

Zondervan Corp., a major evangelical publisher.

Two weeks ago, the CBS Record Group announced the closing of its Priority gospel label because of poor sales, joining MCA Inc., which ended its gospel label earlier.

Young said the secular companies may be experiencing difficulties marketing to the small evangelical Christian market, though Zondervan President Peter Kladder said he believes secular publishers remain committed to the religious market.

However, Robert Fuson, corporate comptroller of SFN, said his company's decision to sell the line was based on inadequate economies of scale, which meant profit margins were too thin for SFN's liking. He acknowledged, however, that Zondervan may do quite a better job of marketing Revell books.

CBA projections say Christian literature sales will continue growing for at least a decade, both because of burgeoning interest from its primary customer base and because direct marketing may be able to reach a largely untapped market.

PRESERVATION COPY

Santa Barbara
August 22, 1983

Dear Mr. Siemon:

Thank you for the beautiful "Year of the Bible" pin which Morton Blackwell accepted on my behalf at the Christian Booksellers Association convention on July 21. It is heartening to know of the wide distribution of these pins and I truly appreciate your kind remembrance.

Although I am proud of my role in initiating the "Year of the Bible" proclamation, the dedicated members of organizations such as yours are overwhelmingly responsible for the tremendous success of our nationwide effort.

Again, thank you, and may God continue to bless you and your staff.

Sincerely,

Mr. Bob Siemon
President
Bob Siemon Christian Jewelry
11609 Martens River Circle
Fountain Valley, California 92708

cc: Morton Blackwell

RR:CMF:JEH:AVH:mds

August 12, 1983

Dear Mr. and Mrs. Walker:

I want to express my sincere thanks for the handsome plaque which Morton Blackwell accepted on my behalf at the Christian Booksellers Association Convention on July 21. The scripture on the plaque is one of my favorite verses and I am deeply grateful to you and your colleagues for your thoughtful spiritual gift.

In this Year of the Bible, let us rededicate ourselves to accomplishing the will of God in our daily lives and see that message burn more brightly in the hearts of others. With His hope and consolation, our nation and our liberty shall surely be preserved.

Nancy joins me in sending you and your associates our warm best wishes. God bless you.

Sincerely,

RONALD REAGAN

Mr. and Mrs. Dennis Walker
Scriptures Unlimited
Box 1155
Portage la Prairie
Manitoba R1N 3J9
Canada

cc: Morton Blackwell

RR:CMF:JEH:AVH:mds

August 12, 1983

Dear Mr. Long:

Nancy and I want to express our appreciation for the impressive workmanship on the volumes which were presented to Morton Blackwell for us on behalf of the Christian Booksellers Association at their convention on July 21. We shall enjoy using both the religious reference works and the personalized diaries. Thank you and your colleagues very much for your part in this special remembrance.

Our best wishes to you and your staff.

Sincerely,

Mr. Roger Long
Long's Bookbinders
2800 Montecello Avenue
Norfolk, Virginia 23504

cc: Morton Blackwell

RR:CMF:JEH:AVH:mds

August 12, 1983

Dear Mr. Bass:

Nancy and I thank you and your colleagues very much for the leather-bound volumes which Morton Blackwell accepted on our behalf at the annual convention of the Christian Booksellers Association. We are particularly pleased to have the beautiful set of religious reference books for our library and shall enjoy the personalized diaries. In this Year of the Bible, your gifts are most appreciated as is your Association's role in the success of this special year.

Our warm best wishes to you and the entire membership of the CBA. May God continue to bless you in your important work.

Sincerely,

RONALD REAGAN

Mr. John Bass
Executive Vice President
Christian Booksellers Association
Post Office Box 200
2620 Venetucci Boulevard
Colorado Springs, Colorado 80901

cc: Morton Blackwell

RR:CMF:JEH:AVH:mds

file Christian Book sellers convention

Bookbinders get thank-you letter from customer: President Reagan

By EDWARD POWER

Staff Writer

Four months ago Alain Roullet and his employer, Bill Long, owner of Long's Bookbinders, received a letter of thanks from a satisfied customer.

It's not so unusual for Rollet and Long to get such letters. This particular letter, though, was written on White House stationery. It is dated Aug. 12, 1983, and is signed by Ronald Reagan.

Since Roullet, an expert bookbinder, became an American citizen only three years ago, he views the honor as particularly gratifying.

"To know you've done something for the highest office in the country," he says with a heavy French accent, "is a privilege. I love many places in this world but America is now home for me."

Horatio Alger could not have said it better.

While Bill Long, who is also owner of Long's Religious Supply at the same location, 2810 Monticello Ave., provided the financial backing for the eight-year-old bookbinding, one of about 90 such operations in this country, he credits Roullet with having gotten the enterprise off the ground.

"Alain's the real story of this bindery," Long says.

Roullet is mutually complimentary. "This man's patience was tremendous."

The story begins back in 1966 when Roullet, with \$30 in his pocket, stepped off a ship in New York. He was fresh from having served 18 months in the French Navy, working as a diver in the Tahitian islands. Before that, Roullet, born in Le Havre and raised in Paris, had been a merchant seaman.

He speaks jokingly now about his inauspicious arrival in America. "I was just a vagabond really."

Finding work proved to be almost impossible given his minimal understanding of English. Eventually he found a job operating heavy machinery in a New Jersey ink factory. The other workers, Roullet remembers, spoke Spanish and Italian, so he labored in silence, producing batches of a different colored ink each week. The work left him covered in blue, or green, or yellow ink depending on that week's hue. Though workers were given heavy gloves to wear, Roullet said his hands were perpetually dyed one color or another. Sick of walking around town with green and blue hands, Roullet quit and took another job.

As a dishwasher.

"The employees in the restaurant were always eating behind the boss's back," he recalled. "Every time I picked up some food and began to eat, the boss walked in. Soon, I got fired."

Friends got him a job working at the United Nations. That lasted a year, during which time he met and married his wife, Eileen.

"She was working as a secretary on the 32nd floor. I was working down in the basement."

"The second basement," Eileen added. Roullet grimaced.

The idea of living in San Francisco had long appealed to them so the Roullets decided to move across country. When they arrived, Eileen was eight months pregnant and money was short. Alain, whose English was still poor, became desperate. The first thing he did was run out and buy a dictionary.

Soon encouraged by a more agile vocabulary, he decided to visit an employment agency. The people there sent him to a small factory where three-ring binders were being made. A man took him



Staff photo by R.L. Dunston

President liked their work Bookbinders Alain Roullet, left, and Bill Long

over to a huge, bladed machine, used for cutting binder board, and gave him a short lesson on how to use it. Two hours later, Roullet had the job.

"It turned out that no one else in the place wanted to work the machine because it was so dangerous," he notes.

When, a year and a half later, Roullet and his family returned to New Jersey, he found work in a real bookbinding. Mostly he operated a machine that trimmed the edges of pages. But by closely watching the other steps going on around him, Roullet picked up enough knowledge about the entire process to start his own operation.

Enter Bill Long:

"I got a letter from this fellow in New Jersey saying he wanted to come to work for me, that he'd read somewhere I did bookbinding. That was a little misleading. I was actually operating as an agent for a bookbindery in Mississippi. People would send me books and I'd send them on down South.

It so happened that Long had to be in New Jersey a few weeks later, for a business meeting; as a friendly gesture, he offered to meet and talk with Roullet.

Of that first meeting, Long remembers: "Once we sat down we never even really discussed starting the bindery. By the time we finished talking it was just sort of understood that we'd give it a try."

"It was like fate," Roullet observes. "I wouldn't say it was one shot in a million, but it's as if it was bound to be." He laughs and presses his hands together. "Like a book is bound, you know?"

The business, which started out as a one-man operation, now operates with five full-time employees, including Roullet's wife, who handles all the administrative chores.

The bookbinding is done by hand and involves 19 steps. Old bindings are first sliced off on a large, hydraulic guillotine. From there the loose pages go to a mechanized stitching machine that resews them with an intricate lacing of cotton thread. Binder boards are cut to size, covered with the customer's choice of material, and finally glued to the pages. Titles and names are added with a hand-press, using 10 or 23-karat goldleaf, the more expensive costing \$200 a roll.

The bindery, Long says, receives work from all over the country. Rebinding Bibles, particularly family heirlooms, is one of the more satisfying aspects of their business. He estimates they repair about 500 Bibles a year, stitching loose gospels and psalms back together, fitting them with new covers that cost upwards of a hundred dollars. Smaller books, bound in imitation leather, run about \$28 a volume.

The 33 volumes that Alain Roullet bound for President Reagan were actually a gift, presented by the Christian Booksellers Association, of which Bill Long is a past president. The books included five different study Bibles, an illustrated Bible dictionary, concordances and a Bible atlas, among others. Covered in marbled paper and leather, the books, Long says, are worth about \$1000.

Roullet has also done work for former President Jimmy Carter and his daughter, Amy. Among the Bindery's other customers are the Virginia General Assembly and most all of the area's university libraries.

"Without their patronage at the outset," Roullet notes, "we would not have survived. The customers we have are really our friends."

Binders also work with magazines

— From page 8

"We also do a lot of magazine binding," added Long. "Collectors' issues of railroad magazines and old National Geographics, that sort of thing."

There is also a cost effective side to rebinding old books. Long recently handled the binding replacements on the York County school system's textbooks. Not only were they happy with the work, but it also cost them about a third of the price for replacing the old books with new ones.

Although many aging tests are now being relegated to storage on microfilm, Bill Long and Alain Rouillet believe there will always be a demand for quality bookbinding. Even if the libraries curtail their needs, people will own books which they value and want to pass on to others.

"I recently rebound a complete set of encyclopedias," Rouillet said. "The books were maybe 30 or 40 years old and outdated as reference works. But for the man who owned them they had great sentimental value. They were the books he had learned from as a child, and he wanted to give them as a gift to his children."

Rouillet paused, then picked up a product of his labor. As he indicated details in the binding he seemed to be saying that, at best, a book has a finite life, a life that the bookbinder can extend, but never make eternal.

"It's not like this is some piece of machinery. You don't have nuts and bolts to hold it together. This," Rouillet stated, with a simplicity as uncommon as his art, "is a book."