

The
2023
Alberta
Book
Publishing
CONFERENCE



Schedule

WEDNESDAY, SEPTEMBER 20

16:00–17:00

BPAA Board Meeting
Mercury Boardroom

17:00–18:00

BPAA Board Dinner

18:00–18:30

AGM Registration
Amber A

18:30–20:00

AGM
Amber A

20:00–23:00

Opening Reception
Beer, Books & Trivia with Paul Matwychuk
Amber B

Day 1

THURSDAY, SEPTEMBER 21

All sessions take place in Quartz B at the Matrix Hotel

08:00–09:00 BREAKFAST

09:00–09:15 Welcome
Matt Bowes

09:15–10:15 KEYNOTE
A Living Library
Diana Davidson

10:15–10:30 BREAK

10:30–11:30 Publisher Roundtable: State of the Industry
Facilitated by Judy Piercey

11:30–12:15 Accessible Publishing Learning Network Demo
Deborah Nelson and Elizabeth Kraler

12:15–13:15 LUNCH

13:15–14:15 Event Planning: Navigating a Changing Landscape
Cathie Crooks, Kelly Dyer, Carolina Ortiz, Jason Purcell, Karyn Wisselink. Moderated by Kieran Leblanc. Sponsored by The Literary Press Group.

14:15–14:30 BREAK

14:30–16:30 Conversation Café

16:30–18:30 FREE TIME

18:30–22:00 Awards Gala (*Amber Room*)

Day 2

FRIDAY, SEPTEMBER 22

All sessions take place in Quartz B at the Matrix Hotel

08:00–09:00 BREAKFAST

09:00–10:00 KEYNOTE

An Accessible Publishing Ecosystem
Cristina Mussinelli

10:00–10:30 Update from the Cultural Industries Branch
Mark Ham

10:30–10:45 BREAK

10:45–11:45 Association Updates
Jack Illingworth and Laura Rock Gaughan

11:45–11:50 Thank you and Goodbye
Matt Bowes

Session Descriptions

A LIVING LIBRARY

We all contain stories. Join us for an opening keynote with **Diana Davidson** about her life lived in books. Diana will share what she has learned about the stories we tell, the stories we hear, the stories that haunt us, and the stories that still need to be told.

PUBLISHER ROUNDTABLE: STATE OF THE INDUSTRY

Judy Piercey will facilitate a publisher roundtable discussion exploring the state of publishing in Alberta, our advocacy priorities in the coming months, and how publishers can work together with funders to grow Alberta's book publishing industry.

ACCESSIBLE PUBLISHING LEARNING NETWORK DEMONSTRATION

Presenters **Elizabeth Kraler** and **Deborah Nelson**, of eBOUND Canada, will provide a demonstration on the tools available through the APLN to support accessible publishing.

EVENT PLANNING: NAVIGATING A CHANGING LANDSCAPE

Despite an ever-changing landscape, event planning continues to play a crucial role in marketing and promoting titles. Our panel of booksellers and publishers will discuss navigating and adapting to a shifting landscape, hosting valuable events, and collaborating through events to achieve shared goals.

Sponsored by The Literary Press Group

CONVERSATION CAFÉ

Publishers will have the opportunity to engage in discussions with industry professionals from across the book publishing industry, including printers, booksellers, librarians, national associations, and more. Come prepared with your questions!

AN ACCESSIBLE PUBLISHING ECOSYSTEM

Accessibility is now one of the most important areas of innovation in the publishing industry. New international and EU legislations require the publishing ecosystem to comply with international standard requirements by 2025 and all the actors in the value chain should play an active role.

Cristina Mussinelli's presentation will provide an overview of the new EU legislative framework and its impact on the digital publishing ecosystem. She will also present the state of the arts of the international standards for accessibility and how Fondazione LIA is collaborating with publishers in Italy and internationally to support them on their journey towards accessibility.

CULTURAL SERVICES BRANCH UPDATE

Mark Ham will provide an update from the Cultural Industries branch.

ASSOCIATION UPDATES

Leaders from the Association of Canadian Publishers and Literary Press Group of Canada share updates and news from their respective organizations.

Presenter Bios

CATHIE CROOKS (she/her)

Cathie Crooks is Associate Director/Manager Planning and Operations with University of Alberta Press. She has worked in publishing for almost forty years. Her primary experience is in marketing scholarly, trade, and educational books.

DIANA DAVIDSON (she/her)

Diana Davidson is the Director of the Public Library Services Branch with the Government of Alberta. She is a published novelist and a former writing and literature instructor at the University of Alberta. Davidson is proud to have helped found the National Network for Equitable Library Service (NNELS) and to work in improving library services with-and-for Indigenous communities and readers. Davidson lives, writes, and works in Edmonton in Treaty Six territory and in the homeland of the Métis Nation.

KELLY DYER (she/her)

Kelly has been a book seller for more than 30 years. Under the fine tutelage of Sharon and Steve Budnarchuk, she has had quite an education on the world of books and publishing. She is currently the Manager and children's/young adult buyer at Audreys. She will happily admit she has an obsession for children's picture books and a to-be-read pile that goes on for days. When she does not have her nose in a book or a new catalog, she is a musician. Still singing and creating music under her stage name Kelly Alanna, she has written and recorded two cd's and is currently the singer for the Don Berner Big Band and the Motown Mayhem. She is also a proud momma to a book-loving 13-year-old.

MARK HAM (he/him)

Mark Ham is the Executive Director of Cultural Industries and Alberta's Film Commissioner with the Ministry of Arts, Culture and Status of Women. Mark has been with the Government of Alberta for 20 years and has served in a variety of policy and planning roles with Municipal Affairs, Justice and Solicitor General, and Treasury Board and Finance before taking on his current role five years ago.

JACK ILLINGWORTH (he/him/they/them)

Jack Illingworth is the Executive Director of the Association of Canadian Publishers. He has previously worked in senior roles with the Literary Press Group of Canada and the Ontario Arts Council. He lives in Toronto and Neening, Ontario.

ELIZABETH KRALER (she/her)

Elizabeth is a graduate of the Toronto Metropolitan University Publishing Program and has been with eBOUND for three years. Elizabeth has managed large scale conversion projects for eBOUND, the Benetech Certification pilot and currently oversees financial operations.

CRISTINA MUSSINELLI (she/her)

Cristina Mussinelli is the Secretary General of Fondazione LIA, non-profit organization, created in 2014 by AIE (Italian Publishers Association) in collaboration with UICI (Italian Blind and Visually Impaired Union), which promotes the development of an accessible digital publishing ecosystem. She is co-chair of the W3C (World Wide Web Consortium) Digital Publishing Business Group, member of the Board and chair of the Accessibility Working Group of EDRLab (European Digital Reading Lab), member of the Accessibility Steering Committee of ABC Consortium of WIPO (World Intellectual Property Organisation), the European Inclusive Forum Steering Committee of Daisy Consortium, the Accessibility Working Group of FEP (Federation of European Publishers) and UK Publishers Association. She is also an invited expert of the section ISO OT UNI / CT 014 / SC 04 “Automation and documentation”. She is also consultant for digital publishing and technological innovation within AIE where she collaborates at the management of national and EU projects and is involved in the scientific program of the training activities.

DEBORAH NELSON (she/her)

Deborah has been in publishing for 20 years working with Prentice-Hall, Ginn and Pearson. She started with eBOUND in 2017.

CAROLINA ORTIZ (she/her)

Carolina Ortiz has a Bachelor of Arts in Creative Writing and Political Science from the University of British Columbia. She was published in the Ignite Journal and served as Editor-in-Chief for the UBC Journal of Political Studies. She is currently the Marketing Coordinator for NeWest Press. On her days off, you can usually find her halfway through a crochet project, playing with her puppy, or drinking copious amounts of tea.

JUDY PIERCEY (she/her)

Judy Piercey is a journalist and writer who has reported for print and broadcast media, including CBC's The National. She has won several national and international awards. As Managing Director of CBC Edmonton, Judy was CBC's senior manager for Radio, TV and digital. Since leaving CBC, Judy has been writing both fiction and creative non-fiction. Her first book, *The Fierce*, was published by The History Press in the UK in February. *The Fierce* tells the untold true story about a Los Angeles teenager who declared war on the worst war criminal in North America. Edmonton filmmaker Michael Jorgensen is developing a screenplay based on the book.

JASON PURCELL (they/them)

Jason Purcell is a writer from amiskwaciwâskahikan. They are the author of *Swollening* (Arsenal Pulp Press) and co-owner of Glass Bookshop.

LAURA ROCK GAUGHAN (she/her)

Laura Rock Gaughan joined the Literary Press Group as Executive Director in 2019. Prior to that she worked as a consultant to nonprofit organizations and taught college-level communications and writing courses for several years. She also writes fiction and essays, with a published short story collection and work appearing in various journals and anthologies. She volunteers for a literary magazine and a local literary festival.

KARYN WISSELINK (she/her)

Karyn Wisselink is the production and promotions coordinator at Athabasca University Press and a co-founder of Read Alberta, a website dedicated to celebrating the Alberta book community.

Speakers



**CATHIE
CROOKS**



**DIANA
DAVIDSON**



**KELLY
DYER**



**MARK
HAM**



**JACK
ILLINGWORTH**



**ELIZABETH
KRALER**



**CRISTINA
MUSSINELLI**



**DEBORAH
NELSON**



**CAROLINA
ORTIZ**



**JUDY
PIERCEY**



**JASON
PURCELL**



**LAURA
ROCK GAUGHAN**



**KARYN
WISSELINK**

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