

## Updates. . .

### ABC Managers Gather for Annual Marketing Seminar

Approximately twenty Adventist Book Center store managers from all over the North American Division gathered at Pacific Press Feb. 17–19 to preview new releases and to discuss book store business.

This annual gathering, known as “the marketing seminar,” allows store managers to review recent releases and preview books that will be available for the camp meeting season, which begins in some territories as early as April. Marketing and sales staff present the details of each book, including distributed products from individuals and from Safeliz, Signs, and Stanborough publishing houses.

The new book presentations were split over two mornings; discussion items filled the afternoons. Managers shared concerns, asked questions, learned about new promotions, and traded marketing tips. During breaks, the guests sampled tasty treats Bonnie Laing baked from recipes in “The Earthy Canvas Vegan Cookbook.” On Wednesday, Steve Ertel gave an overview of the brand new AdventistBookCenter.com retail site, which is set to roll out very soon.

Next week, Dave Gatton and Don Laing begin their “road show” visits. Each of these sales pros will host a series of mini marketing seminars at the larger ABC retail stores around the division for the local employees.

“The marketing seminar and the road shows give Adventist Book Center retail store employees a chance to get to know our broad line-up of products,” says marketing director Alicia Adams. “That way, when customers come into their stores, approach them at camp meeting, or reach out online, they have the information they need to make thoughtful recommendations. With more than five dozen new Pacific Press products each year, plus dozens more distributed items from other publishers, it’s hard to keep track without an in-depth orientation!”

The marketing and sales teams breathed a collective sigh of relief Thursday at the conclusion of a successful seminar. Yet, as it was crossed off the to-do list, three other major up-coming events popped to the top—the new website roll-out, the road shows, and GC Session prep. No rest for the wicke—er . . . WEARY. —Alicia Adams, Marketing Director



## Pink Helping Hand Diamond Award



We want to celebrate when employees extend a helping hand or perform an extraordinary act of kindness to one of their fellow employees. This award is for non-work-related acts of kindness. Did one of your fellow employees help you change a tire in the parking lot? Did they see you walking, stopped and gave you

a ride? Did they give you a hand when you had multiple loads or a heavy item to carry in from the car? Did they help you move? These are just a few examples.

If your fellow employees go out of their way to give you or another employee a helping hand, we want to know about it. The "Pink Helping Hand Diamond Award" will be passed along to each recipient.

The first recipient of the "Pink Helping Hand Diamond Award" was Carolyn Curtis. She was nominated by Diane Aguirre for the extraordinary help Carolyn extended after the death of Diane's mother. — Dan Wegh, Director of Special Projects



## Employee Update. . .

### Congratulations are in order!

**Dan Ross** (Product Development) has reason to celebrate lately, since he recently completed his Master of Arts in Pastoral Ministry from Andrews University.



Dan says: "Working on a Master's degree and holding down a fulltime job really presents some priorities challenges, but the opportunity I had to benefit from my professors' knowledge and wealth of experience was both enriching and rewarding.

I could not have enjoyed this achievement without Dene Sue's unrelenting support — or wait, maybe that was her unrelenting editing pen!

I wouldn't trade this experience for anything, but I'm very happy to know that it is completed! Now, I look forward to putting this degree to good use here at Pacific Press.

Thanks to everyone for your support and kindness in helping me come on board as the new Associate Book Editor. God has truly blessed me!"



## Dateline . . .

### February

26 PAYDAY

### March

- 2 Chapel—
- 8 (SUN)—Daylight Saving Time begins — clocks forward
- 9 Chapel—Chapel Music, Don Laing, Chairperson
- 11 PAYDAY
- 16 Chapel—NO CHAPEL; Board Chapel, Tuesday, March 17
- 17 Chapel—Board Chapel, Elder Dan Jackson, Speaker
- 23 Chapel— Product Dedication; Eric Petersen, Chairperson
- 25 PAYDAY
- 30 Chapel—