

Welcome to Boulder Book Store!

Hello, and welcome to Boulder Book Store's Bookstore of the Year Presentation for Publisher's Weekly! My name is Stephanie, and I'm the Marketing & Promotions manager. We've got a lot of things we want to show you about our store, so we've split this up into three videos.

The first video is A Day in the Life at Boulder Book Store, in which we'll show you how we buy books, how we organize and execute the marketing for the store, how we receive and then shelve books, and how we sell them to customers. We'll give you a tour of the store and show you our booksellers in action as they display books and handsell with the help of our excellent recommended shelves. We'll also give you a peek at bookseller life off the floor.

The second video is Feeling the Boulder Love, and we'll show you the amazing town we're so lucky to be in – Boulder, Colorado! There are a lot of things that make Boulder great, but first and foremost the best thing about Boulder is the people. We work with a lot of great groups here for a variety of different projects, and we'll let them tell you about how we work together to help make Boulder the beautiful, weird place it is. We'll also show you one of our favorite ways that we interact with our customers – at our events!

The final video is Moving with the Times, where our owner, David Bolduc, will talk about the store history – how he got started, the challenges he faced as a young owner, and how we've grown along with Boulder. Then we'll go into the changes that have taken place here more recently, which range from small changes like focusing more on social media to big changes like switching over to a new POS system.

We hope you enjoy this overview of what Boulder Book Store is all about – and thank you so much for considering us for Bookstore of the Year!