

BARNES & NOBLE VISIT

- It is advisable to call the Community Relations Manager a few days before your visit to confirm the event.
- Before the children arrive, allow yourself some time to introduce yourself to the CRM and the head of the children's department. Try to familiarize yourself with the layout of the store. Get a copy of a soft cover and hard cover book to illustrate the price advantage to the children. Harry Potter books are usually good examples. You can also show them bargain books for both fiction and non-fiction and any special interest books like biographies that have been identified as a school project. Also, have a sample of a children's dictionary to show them. If you have the opportunity, try to visit the store before you meet with the class. You will find the staff at B&N very accommodating.
- Greet the bus when it arrives at B&N. Once the class is organized lead them to the children's department. There is usually an area where the children can leave their jackets, which can serve as a meeting place as well.
- Ask the children if they are excited. Ask them if they brought their lists and nametags with them. Introduce them to the staff at B&N. Let them know that after you finish reviewing a few things the manager will take them on a tour of the area and show them where all the books are located.
- Ask the children if any of them want to buy a dictionary. Tell them that B&N has some wonderful children's dictionaries that we will have available for them.
- Remind the children that you want them to sample as many reading books as possible. Tell them they have plenty of time to pick out their books so they shouldn't quickly purchase the first five or six they find. Encourage them to sit down with the book and read a few pages and the jacket cover to determine if the book is "just right" for them. If they have any question whether the book is too difficult or easy for them, they should ask the teacher. This means, no coloring, comic, trinket or pop-up books. Remind them that this is a special day for each of them; they should be buying only books for themselves. Tell the parents they should not buy any additional books for the children. Remind the children the difference between hard and soft covers books, and where the prices are located in the books. Tell them they should look for a variety of genres to include biographies, science, fiction etc. Tell them they can only buy two books of any

- series. Tell them to select carefully, since there are no returns. Tell them they do not have to worry about coming in with exactly \$50 but to try to come as close as possible. Let them know that you, the staff and their teacher are all available to help them find books, as well as to assist them in making sure they buy \$50 worth of books. Tell them when they are finished shopping they should come to you or one of the B&N staff, so they can check out. When the children are finished shopping and have given you the books they want to purchase, tell them to pick out a book in the children's department that they want to look through. They should then return to the meeting place and read that book until all the other children are finished.
- Sometimes the children come with their own calculators. If you could bring along a few calculators as it often expedites the process.

Remind the children of the "Stranger Danger" rule. That is, they are in a public place and should not talk to any adults other than the teachers, parents, the B&N staff that we introduced to them, and yourself. Also, if they have to use the bathroom, they have to go with a teacher or a parent.

- Tell the children that as soon as they get back to the classroom they should put their name inside the book in ink so they can start their own library at home.
- Usually there will be a designated person at the checkout counter for the class. The cashier will take a tally for each child. Each store has their own system for checking the kids out, so make sure to review that with the store manager. Remind the cashier that MOBF gets a 25% discount, and are not charged sales tax. They will ask you to sign a receipt for the total amount. Make sure you put the name of the school and the borough on the receipt. Make sure you keep a copy of the Institutional Charge Receipt. This is not the tape of all the charges, but rather a one-page receipt of all the purchases. When you have finished with all the third grade classes for each school send a copy of the International Charge Receipt to Ann Cassano, Fund Administrator for Public Schools Inc., 52 Chambers Street, Room 305, New York, New York 10007.
- Take the children to the bus and tell them that you will be visiting them again soon, so they can tell you about their experience. Tell them to bring their favorite book for that visit and hopefully they can read you some of their favorite stories.

