

# Workshop Travel Details

## ***Opening a Bookstore: The Business Essentials***

Hampton Inn & Suites—Fernandina Beach, FL

Sunday, September 7th                      to                      Friday, September 12th  
5:30 pm — Reception                      5 pm — Program ends

### **What to bring**

Comfortable clothing and shoes, calculator, and any information or plans you've developed so far for your bookstore (blueprints and photos, financial projections, demographic data, etc.) that you may wish to discuss with the training team. You should also bring along your copy of *Opening a Bookstore: The Essential Planning Guide*, which will be shipped to you when you register if you have not already purchased the book in advance. You'll acquire a lot of materials during the week, so we suggest bringing an extra tote bag as well.

### **Directions**

The Hampton Inn and Suites is located at the harbor-front in the heart of historic downtown Fernandina Beach on Amelia Island, just off the coast of Jacksonville at the Florida-Georgia border, at 19 South 2<sup>nd</sup> Street, Fernandina Beach, Florida.

From I-95, take Exit 373 (the A1A) toward Fernandina Beach for about ten miles. Once across the bridge, after the second traffic light (Sadler Rd.), the A1A becomes 8<sup>th</sup> St. Follow 8<sup>th</sup> St. for about 2½ miles to the fourth traffic light. Turn left on Centre St. (the entrance to historic downtown) to the end. The hotel is on your left, but you'll need to loop around the block since 2<sup>nd</sup> St. is one-way.

### **A Great Vacation Destination!**

Should you have an extra day or two, keep in mind that Amelia Island is rich with leisure and recreational activities — golf, fishing, sailing, kayaking, cycling, bird-watching and beach-combing are but a few. For specific suggestions or recommendations, just give us a call.

### **Nearest Major Airports**

Jacksonville (JAX), 30 minutes  
(Daytona Beach, 1½ hours; Orlando, 3½ hours; Atlanta, 6 hours)

A few travel tips for significantly lower airfares ... keep in mind that Jacksonville is served by Southwest Airlines, AirTran and JetBlue. Air carriers often require at least a two week advance purchase and a Saturday night stay to qualify for lower fares. Check out best fares at [AirfareWatchdog.com](http://AirfareWatchdog.com) or [Kayak.com](http://Kayak.com).

## Ground Transportation

Almost all major auto rental companies can be found at the Jacksonville International Airport. Should you prefer not to rent a car, taxi service is available (about \$55 one way) from the airport. If you're interested in sharing a ride with other attendees who might be arriving at the same time, please contact us; we'll be happy to make arrangements for your transportation to Amelia Island.

## Lodging & Meals

We have reserved a block of rooms, beginning Sunday, September 7th at The Hampton Inn & Suites. (NOTE: There are two Hampton Inn properties on Amelia Island, about four miles apart; the workshop will be held at the Waterfront location on S. 2nd Street). The special rate we have negotiated is \$129 plus tax per night for a junior suite (a full breakfast is included in the rate). If you'd like to take advantage of this special group rate, please contact Hampton Inn & Suites directly at (904) 491-4911 to make reservations (specifically state that you are attending the Paz & Associates Booksellers' School).

Amelia Island is home to a variety of accommodations, from the Ritz-Carlton to a number of historic bed & breakfast inns. For a full listing of accommodations, visit [www.ameliaisland.org](http://www.ameliaisland.org). You might also find some less expensive choices within a 20-30 minute drive, off the island in Yulee, Florida or Kingsland, Georgia.

Lunch will be provided Monday through Friday, as well as a get-acquainted dinner on Monday.

**NOTE: Room reservations must be booked by August 18, 2008 to get the discounted rate.**

## Area Bookstores & Independent Retailers

There are several independent bookstores in the area, both new and used. Our host, Books Plus, is located on Centre Street, just around the corner from the hotel. There will be an optional field trip on Tuesday afternoon to visit the local independent bookstores and other spirited independent retailers.



Call us if you have any questions!  
(800) 260-8605