

This meeting featured Hans Weyandt from Itasca Books on small press distribution and the evolving landscape of book distribution.

Meeting points:

- Hans stressed that success requires persistence and word-of-mouth, not just a single marketing tactic. He highlighted differences between major publishers and smaller presses.
- Hans outlined Itasca's distribution services, clarifying they focus on fulfillment, not sales. He discussed the pros and cons of Ingram's wholesale vs print-on-demand offerings.
- The group noted the success of small presses like Noemi and Button Poetry in leveraging performance poetry and social media. They emphasized the importance of finding a niche before expanding.
- Participants discussed challenges around securing distribution as a small publisher and maintaining quality in book production.

The meeting covered the role of word-of-mouth, getting books into libraries, book clubs, paid reviews, distribution networks, small production runs, and quality control. They also explored the potential of a distributor collaborative and shared individual experiences in the industry.