

Christian Retailing ReBoot Event Set for California

Consumers annually buy about \$ billion in Christian products. Christian retail sales account for more than 52 percent of these sales. That means Christian stores sell more Christian products than all the general market stores, discounters, warehouse clubs, and direct sales, according to the CBA.

As industry transition and opportunity collide, *Christian Retailing* magazine is repeating its popular Retailing ReBoot event this fall.

Retailing ReBoot West is set for Monday and Tuesday, Oct. 17-18 at Cottonwood Church in Los Alamitos, Calif. The event will include presentations, discussions, networking sessions and business meetings to help stores deal with the changes the industry is facing and prepare for the important Christmas season.

Cottonwood Church is home to Cottonwood Bookstore. Bookstore manager Rose Seeley says the April Retailing ReBoot event in Orlando, Fla., gave her "more practical information and ideas than I have ever got from any one show I have been to."

Retailers from independent and church stores and suppliers come together to discuss trends and challenges, share insights and ideas, and explore new products and opportunities in an informal, cooperative spirit. The focus is on how to help "reboot" stores for the future.