

Test your industry recall

How well do you remember the headlines of 2007?

By Andy Butcher and Eric Tiansay

It was a busy year of continuing change in the Christian products industry—from alterations to the trade show calendar to major mergers and business re-alignments.

Just how much do you remember of the headlines of 2007? Test yourself with our *Christian Retailing* News Quiz of the Year. Answers at the end.

1. What Ted Dekker novel was released as a film in January?

- A. *Blessed Child*
- B. *Thr3e*
- C. *Blink*
- D. *House*

2. Who played William Wilberforce in *Amazing Grace*, the Walden Media film released in February telling the story of the 18th-century abolitionist?

- A. Albert Finney
- B. Michael Caine
- C. Daniel Craig
- D. Ioan Gruffudd

3. When Bible Factory Outlet was forced into Chapter 7 bankruptcy in February, how many of its remaining stores were closed?

- A. 10
- B. 45
- C. 29
- D. 24

4. Where was prolific author Philip Yancey when he was injured in a car accident in February?

- A. Nevada
- B. New Mexico
- C. California
- D. Illinois

5. How many GRAMMY awards has rock band Third Day won, in total, after receiving a trophy during the 49th annual event in February?

- A. Six
- B. Two
- C. Three
- D. One

6. Who received the National Religious Broadcasters' 2007 Board of Directors Award in February?

- A. Jerry Falwell
- B. David Mehlis
- C. James Dobson
- D. Sam Moore

7. In February, Thomas Nelson Publishers announced plans for a three-day gathering for its top Christian retail accounts, in spring 2008, which was to be called?

- A. Celebrate Retailers
- B. Focus on Christian Retailers
- C. Open House
- D. One Company Initiative

8. Which C.S. Lewis novel, it was announced in February, will Walden Media adapt for the screen in 2008 with Ralph Winter Productions?

- A. *The Screwtape Letters*
- B. *The Great Divorce*
- C. *Out of the Silent Planet*
- D. *Till We Have Faces*

9. Who won the Outstanding Gospel Artist (Traditional or Contemporary) trophy during the 38th NAACP Image Awards in March?

- A. Kirk Franklin
- B. Patti LaBelle
- C. Fred Hammond
- D. Andraé Crouch

10. With whom did International Bible Society officially merge in March to form one of the largest not-for-profit literature organizations in the world?

- A. Anchor Distributors
- B. Send the Light (STL)
- C. Focus on the Family
- D. David C. Cook

11. To what did Cook Communications Ministries change its name into in March, as part of a continuing re-organization?

- A. Cook Publications
- B. Cook Ministries
- C. Cook Publishing House

D. David C. Cook

12. Which general market publishing house announced plans in March to publish a biography of megachurch pastor and author Rick Warren?

- A. Doubleday
- B. Simon & Schuster
- C. Penguin Putnam
- D. HarperCollins

13. Author and minister G.E. Patterson, who died of heart failure in March, was the leader of which denomination?

- A. Assemblies of God
- B. Church of God in Christ
- C. Southern Baptist Convention
- D. The Christian and Missionary Alliance

14. Which store was named Church Bookstore of the Year at the 2007 Gathering of Church Bookstores annual awards, sponsored by *The Church Bookstore* magazine, in April?

- A. Lakewood Bookstore at Lakewood Church in Houston
- B. Prestonwood Bookstore at Prestonwood Baptist Church in Plano, Texas
- C. The Garden Bookstore at Houston's First Baptist Church in Houston
- D. Daily Bread Books at Hosanna! Lutheran Church in Lakeville, Minn.

15. Foreign market changes forced the closure in April of Christian bookseller associations in which two countries?

- A. Canada and New Zealand
- B. Canada and South Africa
- C. New Zealand and South Africa
- D. South Africa and the United Kingdom

16. Which artist took home the most awards from the Gospel Music Association's annual Dove Awards, in April?

- A. Jeremy Camp
- B. Casting Crowns
- C. Chris Tomlin
- D. Aaron Shust



17. The initial print run for April's *Kingdom Come: The Final Victory*, the last in Tim LaHaye and Jerry Jenkins' "Left Behind" series (Tyndale House), was:

- A. 150,000
- B. 300,000
- C. 500,000
- D. 1,000,000

18. HarperCollins' new inspirational women's fiction line, unveiled in May, was called?

- A. Avon Essence
- B. Avon Demure
- C. Avon Inspire
- D. Avon Inspiration

19. Zondervan's *Inspired By... The Bible Experience New Testament* was named Audiobook of the Year in May by:

- A. African-American Recording Association
- B. Audio Publishing Association
- C. CBA
- D. Recording Industry Association of America

20. In announcing its new identity in June, STL Distribution North America dropped what name from its title?

- A. Anderson
- B. Appalachian
- C. Carlson
- D. Torbett

21. Chris Childers, the independent retailer chairman of CBA, sold his landmark family-run business in June to which chain?

- A. The Parable Group
- B. Family Christian Stores
- C. Berean Christian Stores
- D. LifeWay Christian Stores

22. Lemstone Christian Stores' parent company Lemstone LLC changed its name in July to:

- A. Affiliated Christian Retailers
- B. Christian Franchise Solutions
- C. Insight Retail Group
- D. Lemstone Business Group

23. A launch meeting in July for the consumer-focused trade show to be hosted in Dallas in March 2009 by the Evangelical Christian Publishers Association (ECPA) confirmed that the new event is to be called:

- A. Christian Book Expo
- B. Christian Book Festival
- C. Christian Publishing World

D. Words of Faith

24. Super Bowl-winning Indianapolis Colts coach Tony Dungy hit the road in July to promote his Tyndale House Publishers memoir called:

- A. *Faith in Football*
- B. *Quiet Strength*
- C. *Real Winners*
- D. *True Honor*

25. Karen Kingsbury became the first-ever novelist to win the Evangelical Christian Publishers Association's Christian Book of the Year award, in July, for which title?

- A. *A Time to Dance*
- B. *Divine*
- C. *Ever After*
- D. *Summer*

26. Christian Trade Association International announced in August that its Marketsquare International: A World of Opportunity for international buyers would be held where, Jan. 24-26, 2008?

- A. Chicago
- B. Indianapolis
- C. New York
- D. Toronto

27. What was the name of the Christian toy line that became the first to be carried by Wal-Mart, in September?

- A. "Bible Heroes"
- B. "People of Faith"
- C. "Tales of Glory"
- D. "Worthy Ones"

28. According to a *Christian Retailing* survey in September, what percentage of independent Christian retailers do not bother to collect any customer sales data from their P.O.S.?

- A. 10%
- B. 25%
- C. 35%
- D. 54%

29. Max Lucado described the Bible verse on which he based his September Thomas Nelson release, *3:16*, as:

- A. "Jesus' address"
- B. "Jesus' business card"
- C. "The Bible's domain name"
- D. "Your winning lottery number"

30. LifeWay Christian Stores reported in September that it had seen its greatest growth for the year

in which product category?

- A. Bibles
- B. Church supplies
- C. Fiction
- D. Spanish

31. Which popular children's brand celebrated its 20th anniversary in the fall?

- A. Adventures in Odyssey
- B. McGee and Me
- C. Psalty
- D. VeggieTales

32. Providing the voice of Jesus in Thomas Nelson's *The Word of Promise* audio Bible, released in October, was:

- A. Jim Caviezel
- B. Jude Law
- C. Michael W. Smith
- D. Michael York

33. What was the first printing run for *Become a Better You* (Free Press/Simon & Schuster), the October release by megachurch pastor Joel Osteen?

- A. 5 million copies
- B. 3 million copies
- C. 2 million copies
- D. 1 million copies

34. Respected independent retailer Hackman's Bible Book Store in Whitehall, Pa., marked what anniversary in 2007?

- A. 40 years
- B. 50 years
- C. 60 years
- D. 75 years

35. According to market research group Packaged Facts' November guide report, evangelicals are how much more likely than the general population to shop at a local store rather than a national chain?

- A. 17%
- B. 27%
- C. 47%
- D. 67%

1. (B) 2. (D) 3. (D) 4. (B) 5. (C) 6. (D) 7. (C) 8. (A) 9. (A) 10. (B) 11. (D) 12. (A) 13. (B) 14. (A) 15. (B) 16. (C) 17. (B) 18. (C) 19. (B) 20. (B) 21. (C) 22. (C) 23. (A) 24. (B) 25. (C) 26. (D) 27. (C) 28. (C) 29. (B) 30. (D) 31. (A) 32. (A) 33. (B) 34. (C) 35. (C)

ANSWERS: