

BOOKSELLING **THIS** Week

AMERICAN BOOKSELLERS ASSOCIATION

September 29, 2005

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Used Book Study: A New Approach to Understanding the Market

September 29, 2005 -- At a September 28 press conference in New York City, the Book Industry Study Group (BISG) offered a preview of its new study on used book sales, reporting that used books are one of the fastest growing segments of the industry, driven by large increases in online sales and characterized by positive purchasing experiences for consumers.

Among the key findings:

In 2004, there were \$2.2 billion in used book sales, which was an 11.1 percent growth over 2003. Used book sales now comprise 8.4 percent of total consumer spending on books.

However, college textbooks make up the lion's share of these sales. Last year, the educational market for used books was \$1.6 billion, 28 percent of the total college textbook market. For used trade books, the market in 2004 was \$589 million, only 2.8 percent of the total non-educational categories. However, sales in the non-education market were up 25 percent from 2003.

The fastest growing component of the used book market is online sales, which saw a 33.3 percent revenue growth in 2004, reaching \$609 million. In contrast, sales in used-book stores and new-book stores saw only 4.6 percent growth, with sales of \$1.57 billion. Used book sales in all other locations were \$46 million -- 19 million units -- a 1 percent growth over 2003. Used book sales at non-college bookstores are flat to declining, according to InfoTrends/CAP Ventures, which conducted the study for BISG.

In the bricks-and-mortar bookstore channel, the study noted that approximately 65 percent of independent bookstores (including Christian stores) sell used books. These bookstores reported that roughly 20 percent of their book unit sales were used books. Of those sales, almost 40 percent were fiction titles, and 56.7 percent of all used book sales were paperbacks and 43.3 percent were hardcovers. In those bookstores, 48.3 percent of used books sold were titles that were still in print, with 51.7 percent being out of print. And for these stores, over 80 percent of used book sales were in-store sales. For nonstudents, two of 10 titles purchased from these bookstores were used books. The number of nonstudents who only buy used books was just 2.4 percent.

Given the rate of growth among used book sales and the increasing prominence of offers for used titles on such sites as Amazon.com, some consumer responses pointed to continued bullish growth. Among nonstudents, over 60 percent of the consumers reported that they purchased a used fiction, children's, or nonfiction title even though a new edition of that title was available. In addition, 73 percent reported that they would recommend purchasing a used book to a friend. Further, almost 44 percent of the consumers had sold a used book, with almost 35 percent of them selling the title online.

The study was based on analysis of sales data from the leading

online booksellers and primary research with over 500 booksellers and 2,000 consumers and students. The key resource and data partners in the report -- which will be published in November -- were ABA, Abebooks, Alibris, Amazon, Barnes & Noble, Biblio, Book Hunter Press, Bowker, eBay, Monument Information Resources, and Powells. --*Dan Cullen*¹

Watch BTW for further coverage of the BISG report .

Important Bookseller Relief Fund News

September 29, 2005 -- The American Booksellers Association is encouraging as many member stores as possible to join together on Saturday, October 1, to raise funds for the Bookseller Relief Fund (BRF), which will provide bookstore owners and employees with humanitarian relief for such items as temporary housing, food, clothing, transportation, medical expenses, and/or other personal items lost or damaged. (The funds will not be granted to rebuild a business.)

Booksellers are being encouraged to donate a percentage of the day's sales (to be determined by the individual store) to the Fund, which ABA seeded with an initial contribution of \$25,000. Since the Fund's establishment, ABA's Book Sense publisher partners, the regional booksellers associations, individual booksellers, and others in the book industry have been generously making donations.

A growing number of ABA member stores have already pledged to participate in the October 1 event, which will benefit booksellers affected by the disaster conditions in the Gulf Coast region, as well as future emergency situations. ABA is asking all stores that plan to contribute to the Fund by scheduling an October 1 event to let the association know by sending an e-mail to ABA's special projects director, David Walker, at davidw@bookweb.org².

To help publicize the event, ABA has created two downloadable (PDF) fliers -- one announcing the store is donating a portion of the day's sales³ to the Bookseller Relief Fund and the other encouraging customers to contribute⁴ to the fund -- and a sample press release⁵.

October 15 Deadline for Phase One BRF Grants

Recognizing the need to move as quickly and as expeditiously as possible to provide immediate assistance to the victims of Hurricanes Katrina and Rita, the Bookseller Relief Fund Board agreed to a two-phase relief process.

In Phase One, any employees (who worked for 25 hours or more a week) in any retail bookselling entity located within the federally declared disaster area will be eligible to receive a one-time \$500 grant if they provide, by October 15, 2005, their name; their current address, phone number, and e-mail address; the name and address of the store where they worked, as well as the name of the store's owner or their immediate supervisor. In addition, booksellers applying for funds must submit a statement affirming that they are no longer being paid by the store where they worked. (Applications may be submitted electronically at www.bookweb.org/read/8126⁶; or a form may be downloaded in PDF format⁷ and mailed or faxed to the BRF.)

Under Phase Two of the Relief Fund effort, a subcommittee of the BRF Board will review more expansive requests for assistance from the owners of ABA member bookstores within the federally

declared disaster area based on a more detailed statement of need.

All necessary documentation for relief from the fund should be sent to the attention of ABA's special projects manager, David Walker [by mail to Bookseller Relief Fund, c/o ABA, 200 White Plains Rd., Tarrytown, NY 10591; by fax to (914) 591-2720; or by e-mail to davidw@bookweb.org⁸].

For more about the Relief Fund, go to www.bookweb.org/read/8092⁹.

SEBA Contributes \$25,000 to Bookseller Relief Fund

September 29, 2005 -- On Tuesday, September 27, the Southeast Booksellers Association (SEBA) announced that it was matching ABA's initial contribution to the Bookseller Relief Fund with a \$25,000 contribution from the SEBA Board Reserve Fund.

"As hurricane season has become a part of the southern landscape in recent years, it is important that there be an avenue for booksellers who suffer from disasters," said SEBA President Sally Brewster of Park Road Books in Charlotte, North Carolina. "Many SEBA bookstores, even as far back as Hurricane Hugo, have suffered losses and there has not been a way to directly help those bookstores."

Brewster continued, "It is important for SEBA member stores to know that SEBA wants to respond to their needs in as many ways as possible, and this is one way that SEBA feels we can support our members. This is a wonderful way to support independent bookstores nationwide, and we hope that the fund is rarely used, but it is there for bookstores that need the help."

Other members of the SEBA Board are Rona Brinlee of The Bookmark in Atlantic Beach, Florida; Karin Wilson of Page & Palette in Fairbanks, Alabama; Sydne Waller of Chapter Eleven Neighborhood Bookstores in Georgia; and Michael Fraser of Joseph Beth Group in Ohio.

(Watch for continuing coverage on all of the regional booksellers associations' contributions to the Booksellers Relief Fund in *Bookselling This Week* .)

Texas Booksellers Spared the Worst of Hurricane Rita

September 29, 2005 -- As the Gulf Coast region deals with the aftermath of Hurricane Rita, most accounts coming out of the area indicate that, while the storm's wrath was devastating in its destructive force in some areas, the consequences could have been far more tragic. First projected to hit the Houston area, the storm veered eastward to less populated areas. Nonetheless, Rita still packed a terrible and tragic punch, hitting towns along the Texas-Louisiana border with over 100-mph winds and leaving them under up to 15 feet of water.

Since Monday, *Bookselling This Week* has tried to reach as many booksellers as possible in Texas and Louisiana who were affected by Hurricane Rita. Calls to booksellers in the Houston/Galveston region indicate that most stores there came through Rita with relatively little damage, but booksellers in Beaumont, Texas, and Lake Charles, Louisiana, remain unreachable.

In Galveston, Texas, Jay Clements, former owner and current

manager of Midsummer Books reported that the city "came out of the storm relatively unharmed." He noted, "There is damage here and there, but only a few incidences that could be termed major." The store itself suffered no damage and reopened Wednesday, but business was not yet back to normal. "I expect that business will be light for a while as I'm sure there won't be much tourism and locals will be cleaning up," he said. "But we're here!"

At Crossroads Catholic Bookstore, in Lafayette, Louisiana, bookstore manager Diane Kincel said that, though they had "18 hours of high wind gusts," the store and the surrounding area came through the hurricane fine. "There were sporadic power outages," Kincel reported. "We lost power for about four hours."

In Tyler, Texas, Saturday was very rainy and windy, which prompted Fireside Books to close early, said James Leath, Fireside's manager. "There was no damage; the eye [of the storm] was probably 50 miles to the east."

Blue Willow Bookshop in Houston was closed on Thursday and Friday, but reopened for a few hours on Saturday. "We had a little scare there, but fortunately we didn't get hit hard," said Blue Willow owner Valerie Koehler. "We're fine. We're just trying to put everything back in place. I'm sorry to say our friends to the east got hit pretty hard, but we didn't even get much rain, just a lot of winds."

On Monday, business was still slightly off because many residents had not yet returned home. "We didn't see too many people this morning," she said. "Everyone's getting back into the groove. It'll probably pick up this afternoon. We lost a few days, but I'm very grateful that was all we lost."

In Houston, Kirk Thompson of Half Price Books, reported to *BTW* via e-mail, "Four of our Houston area stores [reopened on Tuesday, September 27] and will be open from 10:00 a.m. to 8:00 p.m. Apparently, the mayor in Houston asked all nonessential businesses to remain closed until then. On Wednesday, stores will resume normal hours, which vary. Our store in Bryan-College Station reopened on Sunday, and our store in Corpus Christi opened on Friday. We are waiting to find out the status of our other area stores."

Sally Woods at Brazos Bookstore in Houston announced, "Everything's fine. We suffered zero damage." The bookstore was closed Friday and Saturday, but opened Sunday. "Lots of people came in on Sunday," said Woods. "We ended up having nearly a normal Sunday sales day. It was more than we expected." Woods told *BTW* that Brazos' neighborhood of central Houston experienced high winds but not very much rain. "We got nothing, frankly," she said. "Once the storm turned to the right, we were saved ... but poor Louisiana."

Woods said that a few neighboring businesses were still closed primarily because employees hadn't yet returned. Brazos was open because many employees didn't leave the city, explained Woods. Those who had attempted to leave were thwarted by the standstill highway traffic.

At R Duffy Booksellers in Houston, Richard Duffy reported 25- to 45-mph winds in his area, but his bookstore suffered no damage. The key issue on Monday was that there was no gasoline available in his immediate area. "We're grateful to be safe," he said. "And we're praying for the book dealers in eastern Texas."

Another Houston bookstore, Murder By the Book, also came through Rita unscathed. "We're fine," store manager Dean James said. "There was no damage -- we didn't even lose power.... We're

counting ourselves very lucky."

Steve Bercu of BookPeople in Austin, Texas, reported that many evacuees came to Austin. "There were about 25 to 30 thousand people spending the weekend -- every single hotel room was gone." As for Rita itself, "it had absolutely zero effect." --Karen Schechner¹⁰ and David Grogan¹¹

BTW News Briefs

September 28, 2005 -- Changing Hands Receives Spirit Award

Changing Hands Bookstore, a 31-year-old independent bookseller based in Tempe, Arizona, was one of five companies that received the 2005 Spirit of Enterprise Award on September 27. The award is presented by the Center for the Advancement of Small Business at the W.P. Carey School of Business at Arizona State University to recognize ethics and excellence in entrepreneurship.

The awards were presented at the ninth-annual Edward Jones Spirit of Enterprise Award luncheon at the Arizona Biltmore Resort & Spa.

The 2005 Lenore Marshall Poetry Prize Shortlist

On September 28, the Academy of American Poets and The Nation magazine announced the finalists for the 2005 Lenore Marshall Poetry Prize¹², a \$25,000 award for the most outstanding book of poems published in the United States during 2004. The winner of the prize will be announced in October.

The finalists, chosen from more than 150 entries, are: *Poems New & Selected* by Marianne Boruch (Oberlin College Press); *Strike Sparks: Selected Poems, 1980-2002* by Sharon Olds (Alfred A. Knopf); *Don't Let Me Be Lonely: An American Lyric* by Claudia Rankine (Graywolf Press); *New and Selected Poems* by Michael Ryan (Houghton Mifflin); *Door in the Mountain: New and Collected Poems, 1965-2003* by Jean Valentine (Wesleyan University Press); and *The Displaced of Capital* by Anne Winters (University of Chicago Press).

MPBA Show Moves Booksellers to the Next Level

September 28, 2005 -- By Andrea Avantaggio of Maria's Bookshop in Durango, Colorado

The first thing you should know about me is that I was only a cheerleader for one year in junior high school. You should also know that when someone asks me about the Mountains & Plains Booksellers Association Trade Show, I feel like a cheerleader all over again ... the big difference being that I believe in what we do there infinitely more than I ever believed in my junior high basketball team.... I depend on it to renew my faith in bookselling as a profession, to visit with those booksellers that I hope to be like when I grow up, to see my reps face to face, and to revel in all that is great about the wonderful world of bookselling.

All that said, there are still years when it is difficult to talk myself into the drive. With booksellers from states that span between the borders of Canada and Mexico, it is safe to say that it isn't an easy trip for anyone. Depending on kids and the inevitable road construction, it's an eight- to 12-hour drive through the mountains for us to get to the show in Denver. This year, the autumn colors on the mountain passes were spectacular. I did my best to drink in enough color to sustain me through the next three and a half days

of hotel life.... Unlike my two kids, who can't wait to jump on the beds and watch cartoons, I can't say that I look forward to the hotel part of the trade show. Maybe I should try doing less work and more jumping on the beds this year!

On Thursday and Friday, MPBA offered full days of educational seminars. I absolutely love that educational seminars are now on separate days from the trade show -- I never could figure out how to squeeze in enough time on the trade show floor and to get to all the seminars I wanted attend. Every year, I promise myself that I am not going home with a to-do list that is unrealistically long. This year, I've broken that promise by lunch on Thursday.

ABA was represented at the show by CEO Avin Mark Domnitz and staff members Kristen Gilligan and Linda Sinisi. With backup help from Kristin and Linda, Avin presented four ABA seminars -- "The New ABACUS," "Basic Budgeting," "It's in the Payroll," and "Increasing Sales." ABA staff was doing double duty at this show as they were monitoring the hurricane situation in Texas/Louisiana and doing all they could to assist member stores in those threatened locations.

Additional programming covered a wide variety of topics. To highlight just a few: we brushed up on our customer service skills and training, got the scoop on beginning co-op (Kathy Westover [of The Bookworm in Edwards, Colorado, and MPBA president] could actually turn this into a college level class), and scrambled our brains trying to understand the implications of the 13-digit ISBN. Attendance at the educational seminars was high. It is always great to see new faces in the audience. I often learn as much from the audience participation at the seminars as I do from the presenters. I am always impressed by my fellow booksellers' willingness to ask questions and to share ideas.

Speaking of new faces, we were pleased to welcome Mid-South booksellers from Texas and Oklahoma, who are new MPBA members. Some of the people from the Gulf Coast Texas stores had left just before Hurricane Rita and were not sure what impact the storm would have on their stores.

As in past years, we were treated to several great events featuring authors of the season. Random House sponsored a brown bag lunch on Thursday with authors Gail Caldwell (*A Strong West Wind* , Random House), Walter Kerr (*Mission to America* , Doubleday), and Benjamin Alire Saenz (*In Perfect Light* , Rayo/HarperCollins).

The early birds of the group were rewarded by Simon & Schuster on Friday morning with tea and scones with Phillipa Gregory (*The Virgin's Lover* , Touchstone).

Saturday morning featured the annual author breakfast for literacy this year with J.R. Moehringer (*The Tender Bar* , Hyperion), Robert Hicks (*Widow of the South* , Warner), Micaela Gilchrist (*The Fiercer Heart: A Novel of Love and Obsession* , S&S), and Bruce Babbitt (*Cities in the Wilderness: A New Vision of Land Use in America* , Island Press).

With sponsorship from Ingram, Partners West, and Baker & Taylor, we kicked off the evenings on both Friday and Saturday with receptions featuring over 20 authors signing their books each night. The reception on Saturday night included the presentation of the Gordon Saull Bookseller of Year and Sales Rep of the Year Awards. Eric Boss of the Penguin Group was honored as the Sales Rep of the Year. True to form, Eric gave an acceptance speech that was warm, witty, and from the heart. I was presented with the Bookseller of the Year Award. (To be the reporter and the recipient creates an awkward reporting moment that I am not sure how to handle!)

Those with the stamina to get up early on Sunday morning were rewarded with the Children's Author and Illustrator Breakfast. This year, we heard Claudia Mills (*Ziggy's Blue-Ribbon Day* , FSG) and Christopher Canyon, illustrator of *Take Me Home, Country Roads* (Dawn Publications). Claudia was as funny as the quiche was bad!

The trade show floor was buzzing all day on Saturday. I love finding books that are more exciting in reality than they seemed in the catalogs; there is just no substitute for the real thing. Cookbooks are my weakness. I can skip right over them on the catalog pages, but I am so easily seduced by their mouthwatering covers.

Book buzz -- okay, this is a hard one -- the diplomat in me wants to be fair to all the new titles of the season, but the bookseller in me can't ignore the excitement over three titles in particular at this show.

Gail Caldwell's memoir, *A Strong West Wind* (Random House), was given out at the lunch on Thursday, and by Friday morning the buzz had started. Several booksellers I heard talking said they picked it up for some nightcap reading and couldn't stop reading ... and re-reading it. It's not a long book -- be prepared to re-read passage after passage trying to figure out how Gail creates such stunning prose.

The buzz book of the day on Saturday was J.R. Moehringer's *The Tender Bar* . This could have been just another "growing up in America" hard luck tale ... except that J.R. Moehringer wrote it. To hear him speak is to be entertained, charmed, and inspired. To read his memoir is all of those things and more. It's heartwarming, it's inspirational, it is a story told from the heart and one whose characters will keep you company long after you have finished the book.

The paperback release of Gregory Scott Robert's *Shantaram* (St. Martin's/Griffin) is the last one. This is in some ways a publisher's dream book. The publisher isn't giving away galleys and didn't bring the author to sign or talk about his book. But once you read it, you'll find yourself recommending it many times a day. If you missed *Shantaram* in hardback, don't make the same mistake in paper. It would be easy to look at the 900-plus pages and think that you don't have the time to read it. Once you start, I guarantee you won't have time to do anything but read it!

By the end of the show each year, I am definitely ready for a full night's sleep in my own bed, for a run outside in the fresh air, and for the chance to curl up with one of my new books. I am also refreshed and renewed and proud to be part of such an awesome profession. I am overwhelmed with gratitude for the opportunity to once again be pushed to the next level of bookselling, to share ideas, frustrations, and dreams with such a great group of people.

I am thankful for Susan Richardson of the Maine Coast Bookshop in Damariscotta, Maine, who, early in my bookselling career encouraged me to open my eyes to the fact that bookselling is a profession. She encouraged me to take advantage of any educational opportunities I could.

I thank the ABA and MPBA for providing those opportunities and helping me in my transformation from a waitress searching for something more to a proud bookseller! And most of all, I thank the booksellers of the MPBA region for all the ideas they have shared and questions they have asked over the years.

Related Trade Show News

ABA awarded a scholarship to its inaugural Winter Education

Institute ¹³ to Mark Stauder of Anthology Book Co. in Loveland, Colorado, at the MPBA show. The scholarship includes airfare and hotel accommodations to attend the Institute, which will be held on Thursday, January 26, and Friday, January 27, 2006, in Long Beach, California."

Also awarded at the ABA booth at the show was an inkjet printer to Carol Hill of Book Mine in Leadville, Colorado.

The winners were chosen at random from booksellers who stopped by the ABA booth at the show and dropped off a business card.

Informative, Entertaining Program Key to Successful MBA Show

September 28, 2005 -- By Lisa Baudoin of Main Street Books in Pella, Iowa

Community, Politics, and ... Potatoes. I left the Midwest Booksellers Association Trade Show and the city of St. Paul on Sunday thinking about these three things. I'm sure the first two make sense, but potatoes? If you have been attending the Children's Author Breakfast for the past three years, you may understand why potatoes were on my mind. A few years back that wonder of a teacher and writer Esme Raji Codell explained the epiphany she received while staring at an old potato. While contemplating this potato she wondered how she could teach an entire classroom of children with just a potato. A feat she managed to do. This year at the Children's Author Breakfast that wonder of a writer Alice Hoffman read to us a letter her grandmother wrote. Her grandmother had many words of wisdom to share, but it was her declaration about potatoes that struck me. She said you just need a potato, because you can do anything with a potato. Well, I'm thinking that reading is a lot like a potato. Think about what you can do, the places you can travel, the worlds you can visit, the communities you can share just by reading. It's truly a wonderful thing. That's what I left with, but it all began on Friday with the educational sessions.

If you are new to the trade show, the "First Timers' Orientation" helps to maximize the experience. Thanks in part to MBA Executive Director Susan Walker's Grand Tour (more on that later) and to many owners bringing employees along, we had a good number of first timers at the show. Paz and Associates held their Booksellers School, co-sponsored by the American Booksellers Association, in conjunction with this show, but we wouldn't be bumping into these new booksellers until Saturday when they were let loose on the trade show floor.

The buzz this year was about the expanded "Pick-of-the-Lists" that ran from 11:00 a.m. to 4:00 p.m. and were divided into Children, Adult, Regional Publishers, and University Presses. Publisher reps were given 10 minutes to present their favorite books for the season. Honestly, I don't know how they do it. Ten minutes equals about 10 books if they talk fast and don't wax too poetic on their personal favorites. Rick Stark from HarperCollins not only completed the task but sang to us, ending with a lovely rendition of "Happy Trails." I saw many booksellers with the "Pick-of-the-Lists" sales sheets in hand on the floor Saturday, and I heard from reps that several orders were placed as a result. These presentations are immeasurably valuable to the booksellers handselling the books. I may have to do my own in-store version for my co-workers who could not attend.

As hard as it was to pull myself away from the entertaining and

informative "Pick-of-the-Lists," I had to participate in the other educational sessions. This year Arthur Frommer spoke to booksellers about travel books, and Max Lenderman spoke about innovative marketing techniques. I look forward to reading his book, *Experience the Message: How Experiential Marketing is Changing the Brand World* (Carroll & Graf).

There was enough time to grab lunch and move onto the afternoon panels and ABA's "2% Solution." The problem for many was trying to decide which session to attend. I, for one, wanted to hear "The 2% Solution" again. This year, BookSense.com Director Len Vlahos had the honor of providing many booksellers with that beacon of hope -- the two percent solution. There is something very comforting in the information presented. Where I once felt lost, alone, and confused (you know, why can't I make this business profitable?) I now have a map to remind me of where I should be going.

I had the honor of sitting on a panel with two amazing booksellers, Peggy Bieber from Little Professor Book Center in Aberdeen, South Dakota, and Collette Morgan from Wild Rumpus in Minneapolis. We discussed the many things we do to connect with our surrounding community at large and to create an extensive community within the store. Oren Teicher, ABA's COO, moderated and provided insight into the efforts made by communities across the country to establish Shop Locally initiatives and Independent Business Alliances. When not speaking about my own experiences, I took extensive notes.

In other sessions, booksellers had the opportunity to learn how to create and use e-newsletters; increase their sales outside of the bookstore; begin or enhance their relationships with their publisher reps; and take advantage of the many possibilities that audiobooks provide. The ABA folks seemed extra busy on Saturday talking with booksellers and demonstrating [e-mail newsletter solution] Constant Contact ¹⁴ [<http://reseller.constantcontact.com/index.jsp>].

We finished our day of education with the Minnesota Crime Wave, a group of four Minnesota mystery writers who have joined forces to tour together and promote their books. We were entertained by Carl Brookins, Ellen Hart, and William Kent Krueger. Deborah Woodworth was unable to attend.

The beautiful, classy 317 on Rice Park was the location for the first Midwest Booksellers' Choice Awards Ceremony. The food was fantastic, and the company was just as wonderful. Outgoing MBA Board President Joci Tilsen was our emcee for the evening. The 2005 Children's Literature winner, Blue Balliett (*Chasing Vermeer* , Scholastic), and the 2005 Nonfiction winner, Thomas Frank (*What's the Matter with Kansas?* , Henry Holt), were our honored guests. Both authors left us proud to be booksellers, who, perhaps, are changing the world one book at a time.

The mix of speakers at the Saturday breakfast is always surprising and delightful. This year, the authors -- Charlene Ann Baumbich (*Dearest Dorothy, Who Would Have Ever Thought* , Penguin), Jean Shinoda Bolen (*Urgent Message From Mother: Gather Women, Save the World* , RedWheel/Weiser/Conari Press), Thomas Lynch (*Booking Passage: We Irish and Americans* , Norton), and Timothy Schaffert (*The Singing and Dancing Daughters of God* , Unbridled Books) -- spoke to the importance of community, whether it was on a personal level or on a broader societal level. Although I'm sure it wasn't planned, it certainly epitomized the zeitgeist of a broader discussion taking place in our individual bookstores. And, yes, it was sprinkled with just the wee bit of politics that make us booksellers and writers a feisty bunch.

After breakfast, the MBA board and members gathered for our annual meeting. There have been some exciting changes in the past year. The "Upper" was dropped from our name to more accurately reflect our region. Susan Walker has embarked on a Grand Tour of all our member stores. (Stories and photos will be up on the newly revamped MBA website. I can't wait to see all of the photos!)

At last, it was time to get on the trade show floor. I was looking forward to seeing in person two of the many telephone sales reps I have. I am always thrilled when publishers see the value in sending the people behind the voices to the trade shows. I just wish I could put into precise words and dollar figures how that enhances my relationship with the reps and helps me to sell more books, because I am convinced that it does! My time at the trade show was spent taking advantage of the show specials and stocking up on backlist for Christmas. Free freight from Chronicle for all of those nifty decks they publish is well worth it. I can also catch titles that I missed and order for our regional holiday catalog. Honestly though, I love talking to all of the publishers and my fellow booksellers. It is a place for us to strengthen our community. As the dog days of summer pass, and in that brief moment before the holiday craze hits, it is wonderful to be rejuvenated and to wander about in the company of so many books and so many dedicated and interesting friends.

But I had a more immediate situation hanging over my head this year. I was to introduce the evening speakers at the Book & Author Dinner. Ahhhggg! After a very good meal and wonderful conversation, I was introducing James McManus (*Physical*, FSG), Stephanie Kallos (*Broken for You*, Grove Atlantic), Octavia Butler (*Fledgling*, Seven Stories), and Robert Alexander (*Rasputin's Daughter*, Viking). Robert Alexander shared with us a trailer for *Rasputin's Daughter* similar to those you see for upcoming movies. There was quite a bit of talk about this for the rest of the evening. Will this be the future? Can you link to them from your website? There may be lots of potential and possibilities with this new technology. But, I was still marveling at the four books I would be selling in the next few months and the tidbits from each author I would share with my customers. I think I could listen to Octavia Butler all night long. I know my husband stayed up most of the two previous nights reading her fantastic new book. Sunday started with the Children's Author Breakfast. Alice Hoffman (*The Foretelling*, Warner Books) was joined by Ridley Pearson (*The Kingdom Keepers*, Hyperion), Ed Young (*Beyond the Mountain*, Chronicle), and Pam Munoz Ryan (*Nacho and Lolita*, Scholastic). This is by far my favorite event every year. After breakfast I finished up some business on the show floor and then headed home. I was sorry to miss this year's razzle-dazzle of a lunch and keynote speaker Faith Sullivan (*Gardenias*, Milkweed Editions). *Gardenias* has come highly recommended from far too many for me not to have read it yet. And from what I've been told, the Author "Moveable Feast" Lunch was full of energy and excitement. I had to content myself with all the things I had milling in my mind to promote reading and book buying once I returned home.

Related MBA Trade Show News

MBA member booksellers "remained well represented" at the September 23 - 25 show, said Susan Walker, MBA executive director. "The same number of bookstores -- 130 -- attended this year as last. The number of bookseller people was a little lower, but the fact that the number of stores involved held steady indicates that the owners, managers, and buyers -- the decision makers for their stores -- are participating."

Walker also noted, "A number of long-time exhibitors who have

attended our show for many years made a point of saying (and doing so repeatedly) that it was definitely one of the best MBA/UMBA shows they'd participated in."

MBA's officers and new members of the board, who will take office in January 2006, were announced at the trade show -- President: Ellen Scott of The Bookworm in Omaha, Nebraska; Vice President: Lisa Baudoin of Main Street Books, Pella, Iowa; Secretary: Diana Cohen of Books & Company, Oconomowoc, Wisconsin; and Treasurer: Tom Leigh of Holtzbrinck Publishers, Minneapolis.

The winner of a scholarship to ABA's inaugural Winter Education Institute ¹⁵ is Mary Suelflow of Bound to Read in Marshall, Minnesota. Suelflow was selected at random from booksellers who dropped off a business card at the ABA booth on the trade show floor. The scholarship includes airfare and hotel accommodations to attend the Institute, which will be held on Thursday, January 26, and Friday, January 27, 2006, in Long Beach, California.

The winner of an inkjet printer, also selected at random at the ABA booth, is The Book Vault, which is scheduled to open on October 19 in Oskaloosa, Iowa.

Cody's Goes Big

September 28, 2005 -- A new, 22,000-square-foot Cody's Books is officially set to open on Thursday, September 29. A few days before the event, owner Andy Ross reported feeling "tired and tired," but eager to open the Union Square, San Francisco, bookstore on what he called "the best corner of the best shopping district west of the Mississippi." Opening day celebrations include a "ribbon cutting with ribbon, scissors, Important Personages, the Jessica Mitford Memorial Kazoo Band, and Bay Area Writers," according to Cody's website, www.codysbooks.com ¹⁶.

The new bookstore, across the bay from the store's other locations on Telegraph Avenue and Fourth Street in Berkeley, will continue in the Cody's tradition and will be a literary bookstore with an "intellectual focus," Ross said. "We'll do what we've always done, focus on great literature and academic selections." Cody's also plans to augment its author series.

Much of the retail space is below street level and is accessed via escalator from a small ground-level entranceway. The look, said Ross, is "appropriate for Union Square. It has a beautiful design and rich colors. The architect exceeded himself." The bookshelves, which will hold about 150,000 titles, are a mixture of wood and steel, and the lighting is bright enough to counter the effects of being underground.

Ross decided to open a third store after trying several strategies to boost the company's bottom line, but without success. When Ross was offered the Union Square location, he opted to expand. "I wanted to try something different and grow into profitability," he said. "It's bigger than any of our other locations, and all the other stores in that area are doing very well." Ross noted that the largest grossing Apple Store in the nation was a neighbor.

All that nearby success didn't quite allay Ross's anxiety. "We spent a lot of money," he said. "We had to hock the family jewels, we re-mortgaged the house, and our savings went into this because we believed in it so much." The redesign of the basement took a large chunk of that investment, but the payoff is that "everything looks great," said Ross. "It looks elegant and refined. It looks like it was easy. But easy it was not." -- *Karen Schechner* ¹⁷

Lucky 13: Streamlined Sales Tax Set for

October 1

September 28, 2005 -- On Saturday, October 1, the Streamlined Sales and Use Tax Agreement (SSUTA), which makes it easier for online and other retailers that do business in multiple states to calculate, collect, and remit existing use tax, will become effective in 13 states: Indiana, Iowa, Kansas, Kentucky, Michigan, Minnesota, Nebraska, New Jersey, North Carolina, Oklahoma, North Dakota, South Dakota, and West Virginia. Currently, there are five states that plan to implement SSUTA within the next two years: Arkansas, Ohio, Tennessee, Utah, and Wyoming.

Implemented by the Streamline Sales Tax Project (a coalition of participating state governments), SSUTA outlines a comprehensive system to simplify the states' sales tax rules and to dramatically reduce red tape for America's businesses. The agreement covers all sales, regardless of how they occur. Retailers voluntarily participating in SSUTA are required to collect and remit sales tax for the 13 full member states, but can pick and choose from the remaining five states.

While SSUTA is voluntary, the states implementing SSUTA hope its enactment may entice chain retailers with a prominent online presence to begin collecting sales tax before Congress enacts legislation, because SSUTA provides tax amnesty.

Senator Michael Enzi (R-WY) is expected to reintroduce Streamlined Sales and Use Tax Act (SSUTA) legislation during this session of Congress. In July, Neal Osten, federal affairs counsel for the National Conference of State Legislatures, noted that retailers with significant remote sales may not wait until federal SSUTA legislation is passed. "[Because SSUTA provides tax amnesty,] it would mean that instead of a future court determining that a seller indeed should ... pay the state for the sales taxes they should have been collecting -- plus interest and penalties -- the retailer, by volunteering to collect under the agreement, has no past liability to worry about," he said.

This is significant considering that on May 31, 2005, the California First District Court of Appeals affirmed a California Board of Equalization (BOE) recommendation that Borders Online LLC had nexus in California and owed back use tax because Borders Books & Music, Inc. accepted returns of Borders Online purchases.

"The Borders case in California will probably help some retailers who have similar nexus issues to volunteer to collect under the agreement," said Osten. "Until Congress and the Administration enacts federal legislation giving states collection authority, one of the enticements in the agreement is amnesty for past failure to collect sales and use taxes.... However, once Congress enacts the federal legislation, the amnesty provisions of the agreement are void. So if a retailer decides to wait until Congress forces it to collect and then the state determines that the retailer did have nexus for past collections, the state can legally move against the retailer for back taxes, interest, and penalties. Bottom line, sellers should volunteer to collect before Congress acts."

For more information about SSUTA, go to Streamlined Sales Tax Project website ¹⁸.

Regional Associations to Offer New Spring Catalog

September 28, 2005 -- Eight regional booksellers associations are joining to create a new national spring catalog for consumers that will help their member stores sell more books and that "will assist

publishers in selling more books through the independent channel," said Southeast Booksellers Association (SEBA) Executive Director Wanda Jewell. As an added benefit, revenue generated from publisher advertising in the catalog will be used to support the expansion of *The Spoken Word* ¹⁹ from a weekly, public radio program focusing on literature, culture, and the arts in the Southeast to a nationally syndicated program featuring events in different regions of the country. Participating in the catalog are the Southeast, Great Lakes, Midwest, Mountains & Plains, New Atlantic Independent, Northern California Independent, Pacific Northwest, and Southern California booksellers associations.

The new catalog will provide a much-needed promotional tool for booksellers during the important springtime selling season. "Many regional associations have tried to create a spring regional catalog," said Jewell. "I thought if we all went in on it together, we'd be able to create the catalog and offer our members that benefit, as well as pay for *The Spoken Word*."

The 8-3/8" by 10-7/8" catalog will be called "Spring Into Reading" and will be shipping to bookstores in mid-March. The front and back pages can be customized to highlight individual association's regional titles. The goal, said Jewell, "is not to be perceived as a gift catalog only." Although it will feature titles for "moms, dad, brides, and grads," the catalog will also include ideas for book clubs and summer reads, among other suggestions.

Jewell speculated that the catalog's advertising revenue would more than cover the cost of the *The Spoken Word* program. "I shopped the idea around to nearly every publisher," she said. "I got a very positive response. I think it's all going to work."

For more information about the spring catalog and *The Spoken Word*, contact Jewell at sebajewell@aol.com ²⁰. -- Karen Schechner ²¹

Book Summit Focuses on Distribution

September 28, 2005 -- Publishers, wholesalers, marketers, and other bookselling industry professionals gathered at the Roosevelt Hotel in New York City on Thursday, September 22, to discuss the state of the book world.

Book Summit 2005, sponsored by *The Book Standard* and Nielsen BookScan, explored book trends, emerging technologies, the development of book readership, and retail channels during four panel discussions.

"Distribution" was the word of the day, as panelists, including Peter Osnos (founder and editor-at-large, Perseus), J. Kirby Best (president and CEO, Lightning Source), Martin Manley (president and CEO, Alibris), David Steinberger (CEO, Perseus), and ABA President Mitchell Kaplan (Books & Books, Coral Gables, Florida) discussed the current means of delivery to consumers of 1.2 million ISBNs tracked yearly, according to BookScan.

The tone of the day was set in the first panel discussion, "The State of the Book Industry: 2005 by the Numbers," when publishing industry researcher Albert Greco, representing the Book Industry Study Group, stated that only religious and ELHI book sales were up in 2004, with the industry as a whole "off by seven percent." He continued, "If this trend continues, with output up, used books sales up, and exports and sales down, there will be a real shakeout in the publishing industry." Panel mate Joseph Berkery of Berkery, Noyes & Co. agreed and added, "Publishers aren't engaged enough in technology, and need to find new ways to distribute the 90 percent of books that aren't represented in the majority of sales." Osnos

referred to a new project that he is developing to attract new readers to serious nonfiction, one in which new technology is the key to distribution, generating revenue, and bigger sales.

Talk of technology continued in the conversation among executives from Lightning Source, iUniverse, and Google Print in "The Big Debate: New Technologies Invade the Book World," and in the third panel, "Reclaiming Readership," Phil Ollila (vice president, Ingram Publishing) and others emphasized that publishers should concentrate on alternative "focused" outlets, such as museum stores. "The day of the traditional marketing plan is dead," said Perseus CEO David Steinberger, who added that "publishers need to develop a targeted approach, book by book, whether by podcasts, viral marketing, or cross-marketing opportunities."

The last session of the day, "The Retail Channel Panel," was introduced by *Shelf Awareness*' John Mutter, who noted that it offered a "much-needed reality check." Books & Books' Kaplan, one of the session's panelists, reminded attendees about the old-fashioned art and value of traditional bookselling. "Publishers," Kaplan said, "need to reinvigorate their partnership with booksellers. Every time they go around the booksellers, the bond is broken. The issue is the guide ... who guides the process for the consumer."

After detailing the myriad and many special events his stores present monthly, Kaplan implored publishers to continue to collaborate with independent booksellers, as the best source of local information and publicity. "Independent bookstores as the great, good, third place are the norm," Kaplan said in reply to the question, why do we need independent bookstores? Judging by the ovation following Kaplan's answer, most in the audience agreed.

The Book Summit evening ended with *The Bestseller Awards 2005*. A list of the winners can be found on the *Book Standard* website²². -- Meg Smith²³

Quills Display Makes Bookseller a Winner

September 28, 2005 -- The winners of the first annual Quill Literary Awards will not be revealed until October 11 at a black-tie gala to be held in New York City. What has been revealed, however, is the name of the bookseller who won a trip to the red carpet awards ceremony at Chelsea Piers in a contest sponsored by the American Booksellers Association.

Carrie Sutherland, assistant manager of J.W. Beecroft Books & Coffee in Superior, Wisconsin, sent in the winning entry, picked at random, from submissions by ABA member booksellers showing how they encouraged consumers to vote for the Quills. Submissions included photos of displays or in-store signs, articles in the store's newsletter or on the store website. Any creative way that booksellers found to encourage participation by consumers in the voting process was acceptable.

Sutherland, whose trip will be her first to New York, told *BTW* that she is very excited and pleased that J.W. Beecroft was the winner. "We displayed all of the nominees on a table in the store, along with information about voting on line," she explained. "There was a lot of interest in the display. We liked the selection because [the titles] covered many different categories."

The winning contestant is entitled to roundtrip airfare for two, two nights of hotel accommodations, and admission to the event, to be hosted by NBC's Brian Williams. Sutherland will be accompanied

by J.W. Beecroft's owner, Janet Murphy.

The Quill Awards, launched this year by Reed Business Information and the NBC Universal Television Stations, were established to honor excellence in book publishing. Voting by consumers took place between August 15 and September 15. Following the October 11 ceremony and gala, NBC Universal television stations will carry The Quill Awards as a special one-hour program on October 22. -- Nomi Schwartz²⁴

Bookstore Tourism Guru on a Road Trip to the Southwest

September 28, 2005 -- Larry Portzline, author of *Bookstore Tourism: The Book Addict's Guide to Planning & Promoting Bookstore Road Trips for Bibliophiles & Other Bookshop Junkies*, takes to the road for an author tour to four of the Southwest's premier, independent bookstores.

By Larry Portzline

Usually when I take a road trip to visit independent bookstores these days, it's with 40 other bibliophiles on a chartered bus. But recently I had the chance to go solo for a four-city author tour in the Southwest U.S. to promote my "bookstore tourism" project and book.

My hit-and-run itinerary included Changing Hands Bookstore in Tempe, Arizona; Bookworks in Albuquerque, New Mexico; BookPeople in Austin, Texas; and Beauty and the Book in Jefferson, Texas. For my first real author tour, albeit a brief one, it was a real treat hanging out with the booksellers at each of these locales, browsing their stores, signing copies of my book, and talking to audiences about the potential of bookstore tourism.

Two themes seemed to emerge from these events, which consistently morphed from my prepared presentation into a freewheeling discussion about indie bookstores in general and their competition with the "big box" chains and online retailers in particular: 1) the country needs more grassroots efforts to support reading and literacy at the national and local levels; and 2) bookstore tourism could be an effective, enjoyable way to accomplish that.

Authors -- especially first-timers like me -- can't help but love that kind of validation.

Here are some highlights from my trip.

Day 1: Changing Hands Bookstore, Tempe, Arizona (www.changinghands.com)²⁵

After getting into town, I went to Changing Hands and sat with three of its co-owners -- Gayle Shanks, Bob Sommers, and Pinna Joseph -- outside Wildflower Bread Company, an awesome bakery and sandwich shop that adjoins the bookstore. We discussed all things literary and all things Tempe, and later I got to do the same with co-owner Susie Brazil over Chinese food across the street. I also got a guided tour of the bookstore from marketing wiz Cindy Dach, who originated the annual "First Fiction Tour" for new authors a few years ago. Cindy gave me the lowdown on what Changing Hands is up to these days: selling new and used books side-by-side *a la* Powell's; growing its sidelines and gifts as a customer draw; and wondering how much further the children's department is going to encroach on the rest of the store. Cindy also runs a weekly writing group for teenage girls -- one of many offerings that has earned Changing Hands the "Best Bookstore" title in Tempe several times.

The author event that evening was a special occasion for me because it was a double bill with John Villani, author of *The 100 Best Small Art Towns in America* (Avalon). John's take on communities that value and support small business and the arts is right in line with my vision of Bookstore Tourism, and our presentations jelled very well. We also agreed -- as did the audience -- that booksellers need to do more to educate consumers about what they'd lose if independent bookstores disappeared from these communities.

Gayle paid me a great compliment when she called Bookstore Tourism "a wonderful idea" and hoped out loud that people around the country will embrace it.

Day 2: Bookworks, Albuquerque, New Mexico
(www.bkwrks.com ²⁶)

My presentation at Bookworks turned into an excellent discussion about competition in the bookselling industry. Owner Nancy Rutland added her own assessment of the situation, noting the loss of indie bookstores not just in Albuquerque, but all over New Mexico. The audience seemed to like my suggestion of organizing a "reading and literacy summit" -- like the one I'm planning in Harrisburg [Pennsylvania] -- so Albuquerque's booksellers, libraries, schools, media, and other organizations can start to work together and support each other's efforts.

Afterward, I browsed Bookworks for a while and had a chance to observe Nancy and her employees on the job. Nancy's energy and enthusiasm is infectious, whether she's discussing the value of locally owned businesses or explaining to a new bookseller how to weigh a customer's books for shipping. The store's atmosphere is warm, friendly, and relaxed, even on a busy Saturday afternoon with customers running back and forth between Bookworks and the Flying Star Caf next door. It's a real reader's oasis.

Day 3: BookPeople, Austin, Texas (www.bookpeople.com ²⁷)

When you visit BookPeople, it's easy to see why it won *Publishers Weekly*'s Bookseller of the Year award in 2005. From its eclectic inventory to its young, fun-loving staff, from its WiFi caf to its diverse customer base, BookPeople has helped to put this Texas college town on the literary map.

Owner Steve Bercu made headlines a few years ago when he teamed up with a neighboring record shop owner and started the "Keep Austin Weird" campaign to ward off a chain store's planned invasion. So I was thrilled when Steve came to my event and joined our discussion about how bookstore tourism can help independent bookstores and boost local economic development efforts.

Later, Steve showed me around BookPeople's offices, joking that his 90 employees are "a family, but a dysfunctional one at times." We talked about the store's excellent displays, including one for Banned Books Week with yellow caution tape surrounding charred books (just props, of course) and copies of previously banned titles like *To Kill a Mockingbird*, *The Diary of Anne Frank*, and *Harry Potter*.

You can hear the carefree atmosphere at BookPeople every time an employee gets on the store's intercom system -- which is often -- and cheerfully asks about the location of a particular book, requests assistance from a co-worker, or announces that an author event is about to begin in the community room.

Oh, and don't miss the massage chair on second floor.

Day 4: Beauty and the Book, Jefferson, Texas
(www.beautyandthebook.com ²⁸)

Driving up Route 79 from Austin to a part of the country they call "ArkLaTex" (for the three states it encompasses) is an adventure in itself. I traveled through towns that could have been right out of *The Last Picture Show* and saw actual cowboys corralling cattle next to the highway -- not something that a writer from the East gets to experience every day.

Kathy Patrick's combination beauty salon and bookstore is the headquarters of the Pulpwood Queens Book Club, which now has over 1,000 members in Texas and eight other southern states. The shop is a mix of Hollywood kitsch and Dixie charm, from the Marilyn Monroe posters on the wall to the collection of extravagant hats that Kathy keeps on display. Adjoining the salon is Books on the Bayou, where octogenarian bookseller and local historian Fred McKenzie holds court with stories about Jefferson's past. Kathy knows a little about bookstore tourism herself, having organized a European trip for her members last year that included visits to numerous bookshops and literary sites along the way.

Doing my author spiel while sitting in Kathy's salon chair was a new experience, although thankfully she didn't make me wear a styling cape, or the requisite tiaras that her members usually wear at meetings. She'd arranged for some of the members to attend, including a couple of chapter presidents from just up the road in Linden and from nearby Shreveport, Louisiana. Later the group had dinner at one of Jefferson's favored tourist spots: the Hamburger Store, where they specialize in three sizes of hamburgers and fresh, homemade pies (I recommend the chocolate cream with meringue).

A book-addicted author like me could get used to this kind of travel. It almost made me wish I'd brought 40 other people along for the ride.

Almost, but not quite.

Larry Portzline of Harrisburg, Pennsylvania, is a writer, a part-time college instructor, and the author of Bookstore Tourism: The Book Addict's Guide to Planning & Promoting Bookstore Road Trips for Bibliophiles & Other Bookshop Junkies ²⁹ (Bookshop Junkie Press). Visit his website at www.bookstoretourism.com ³⁰.

Winter Institute to Provide Comprehensive Educational Experience

September 27, 2005 -- ABA member booksellers can now register ³¹ for ABA's first annual Winter Education Institute, to be held on Thursday, January 26, and Friday, January 27, 2006, in Long Beach, California. Open to all ABA member booksellers -- owners and staff -- and free of charge, the Institute's comprehensive program includes all of ABA's education sessions from this past June's BookExpo America, as well as two new sessions developed in response to bookseller input gathered through ABA's 2006 Education Survey. The extensive two-day program is designed to serve new and seasoned booksellers alike, and will cover everything from budgeting and monitoring to reevaluating payroll expenses, from understanding best co-op practices to buying and selling non-book product.

For booksellers who are traveling to Long Beach, ABA has negotiated a special hotel room rate of \$89 per night at the Long Beach Hilton, available for both Thursday and Friday nights. To receive the special rate, hotel reservations must be made by November 15. [Reservations may be made by calling (800) 445-8667 and asking for the "ABA Education Institute" block of rooms or through Hilton's online reservation form ³², available

through the Winter Institute registration page at www.bookweb.org/institute³³. (The three-letter group/convention code -- "ABA" -- must be used to receive the \$89 room rate.)

For more information about the Winter Institute, go to www.bookweb.org/education/institute³⁴. Questions and comments should be addressed to ABA's associate director of programming, Kristen Gilligan, at (800) 637-0037, ext. 6613 or at kristen@bookweb.org³⁵.

Free Expression Victory in Fayetteville Schools

September 27, 2005 -- Just 10 days before the kick off of this year's Banned Books Week, an Arkansas school board voted on Thursday, September 15, to lift restrictions that it had imposed on three sex education books. At a special board meeting attended by about 70 people, the Fayetteville School Board voted four to three to drop its requirement that students obtain parental permission to check out the books from the schools' libraries, as reported by the *Northwest Arkansas Times* (NAT). Key to the board's decision, the article noted, was a 2003 ruling by a federal judge who overturned a similar library restriction in Cedarville, Arkansas, after the ban was challenged by two Arkansas parents, Billy Ray and Mary Nell Counts. The American Booksellers Foundation for Free Expression (ABFFE) had filed an amicus brief on behalf of the Counts.

"This is a great way to start Banned Books Week," said ABFFE President Chris Finan, who noted that this year's Banned Books Week runs through Saturday. Finan also said that he was particularly pleased that the Cedarville decision had played a role in overturning another library restriction.

The Fayetteville School Board's decision came some four months after it had initially ruled to restrict access to the three books in question -- *It's So Amazing, It's Perfectly Normal*, and *The Teenage Guy's Survival Guide* -- after receiving a complaint from Fayetteville resident Laurie Taylor. Taylor wanted access to the books restricted because they dealt explicitly with sexual matters, the *Arkansas Times* reported. In May, the school board voted four to three that students be required to seek parental permission to check the books out from the schools' parent libraries, the article explained.

However, the controversial ruling by the board prompted a letter from a number of free expression organizations, including ABFFE, the Association of American Publishers, the National Coalition Against Censorship, the National Council of Teachers of English, and PEN American Center, to Fayetteville Public Schools Superintendent Bobby New. In the letter, the groups "strongly urged" the superintendent to resist Taylor's efforts to get the district to review books in school libraries and "to impose a parental consent requirement on all students." The American Library Association sent its own letter protesting the restriction.

"School officials are bound by constitutional considerations," the groups stressed, "including a duty not to discriminate against unpopular or controversial ideas," and they pointed out, "This duty applies with particular force in the school library, which, unlike the classroom, has 'a special role ... as a place where students may freely and voluntarily explore diverse topics.'" Weeks after the letter was sent, the *Arkansas Democrat Gazette* wrote an editorial backing the groups' letter to New and urging the Fayetteville School Board to reverse its decision.

Last week, the school board called a special meeting to discuss the issue with parents and rule on the library restriction.

Prior to the board's vote, school attorney Rudy Moore, Jr., argued against the library restriction by pointing out that the Cedarville School District failed in its attempt to restrict students' access to the Harry Potter series in school libraries. At Thursday's meeting, Moore explained to attendees that if the Fayetteville restriction was challenged in court, the same judge who overturned the Cedarville restriction would "likely be ruling on it," the *Arkansas Times* article noted.

Following the meeting, board president Steve Percival told NAT that the Cedarville case had "effectively settled the concept of a restrict shelf" in school libraries. The board recommended that a process be developed to allow parents to "notify librarians of books they don't want their own child to check out," among other things, the article explained. -- *David Grogan*³⁶

CRP Urges Booksellers to Contact Senate Conferees

September 27, 2005 -- There is still time for participants in the Campaign for Reader Privacy (CRP) to garner support for the Senate version of the Patriot Act reauthorization bill, which provides more stringent safeguards to reader privacy than its House counterpart.

CRP sponsors -- ABA, the Association of American Publishers, the American Library Association, and PEN American Center, are urging supporters to contact Senate conferees to ask them to push for Senate bill, S. 1389, which restricts bookstore and library searches under Section 215 of the Patriot Act to the records of people who are suspected terrorists or people who are in contact with them.

Senate conferees are Arlen Specter (R-PA), Pat Roberts (R-KS), Jeff Sessions (R-AL), Michael DeWine (R-OH), Jon Kyl (R-AZ), Orrin Hatch (R-UT), Patrick Leahy (D-VT), Edward Kennedy (D-MA), Jay Rockefeller (D-WV) and Carl Levin (D-MI). (Contact information is available on the Senate website³⁷.)

Participants in the Campaign for Reader Privacy are also urged to ask their representatives in the House to sign a letter that Rep. Bernie Sanders (I-VT) is circulating, which calls on the conferees who will reconcile the House and Senate versions of the reauthorization bill to adopt the provisions of S. 1389. For a list of House members who voted for the Freedom to Read Amendment, but who have yet to sign Sanders' letter to conferees, click here³⁸.

More information³⁹ about CRP and Section 215 of the Patriot Act is available on BookWeb.org.

ABA Nominating Committee Seeks Board Candidates

September 27, 2005 --⁴⁰ The American Booksellers Association's Nominating Committee, chaired by Cathy Langer of the Tattered Cover Book Store in Denver, Colorado, is urging ABA members to submit nominations for candidates to serve on the association's Board of Directors.

Among other qualifications, a candidate for the Board of Directors must have at least three years of recent experience as the owner or employee of an ABA member bookstore that is a storefront location operated according to sound business principles. In addition, it is desirable that candidates have at least two years of experience as an active volunteer in ABA, a regional booksellers association, or other constituency organization or possess similar

experience.

The terms of three members of the nine-member board expire each year, and at least one of the three candidates cannot have served on the current board. Board members are eligible to be elected for two three-year terms.

All nominations should be sent to the attention of Cathy Langer, Chair, ABA Nominating Committee either by mail [c/o Tattered Cover Book Store, 1628 16th Street, Denver, CO 80202-1308] or fax [(303) 399-2279], or via an electronic nomination form ⁴¹ available on BookWeb. A downloadable nomination form ⁴² is also available.

The Nominating Committee asks that as much information as possible be provided about candidates, and that nominations be submitted as soon as possible but no later than October 28, 2005. All nominations will be held in the strictest of confidence.

Seeking Banned Books Week Photos & Events

September 26, 2005 -- As Banned Books Week continues through Saturday, October 1, *Bookselling This Week* is asking participating booksellers to let us know how they marked the occasion and to send photos of Banned Books Week promotions and displays for inclusion in a future article. Photos and contact information should be sent to editorial@bookweb.org ⁴³.

The American Booksellers Foundation for Free Expression (ABFFE) has made a variety of materials available online that can be downloaded immediately to be used as part of the celebration. The ABFFE Banned Books Week Handbook includes lists of banned books and books about free expression; downloadable images and posters; display, event, and fundraising ideas; a list of websites offering Banned Book Week information; and a number of other valuable resources. The handbook is accessible through the ABFFE website, www.abffe.com ⁴⁴.

ABFFE is also inviting all booksellers to take advantage of a special 50 percent discount on membership if they join before the end of Banned Books Week. Member benefits include the ABFFE Update, a monthly e-mail newsletter, a FREEDOM pin, the handbook "Censorship and First Amendment Rights," and other free speech resources. A membership form is available on the ABFFE website.

Launched in 1982, Banned Books Week is sponsored by ABFFE, the American Library Association, the Association of American Publishers, and the National Association of College Stores. Banned Books Week is also endorsed by the Library of Congress' Center for the Book.

BOOK SENSE THIS WEEK

The Autumn 2005 Book Sense Top Ten Picks About Luminaries in Science, Art, and Politics

September 28, 2005 -- This week, Book Sense and The History Channel present the Autumn 2005 Top Ten Picks About Luminaries in Science, Art, and Politics. The list is based on the

nominations of independent booksellers nationwide and is the sixth time Book Sense has compiled a list in association with The History Channel.

The inspiration for the list is an upcoming History Channel production that will revisit the life, accomplishments, and vision of Leonardo da Vinci, a special presentation, *Da Vinci & The Code He Lived By*. It will air Sunday, December 4, at 9:00 p.m./8:00 Central Time.

This ongoing initiative with The History Channel provides booksellers with another opportunity to offer a range of intriguing titles to customers in conjunction with compelling television programming.

For a downloadable PDF file of the Autumn 2005 History Top Ten, click here.

The Autumn 2005 Top Ten Picks About Luminaries in Science, Art, and Politics

1. ANDREW JACKSON: *His Life and Times*, by H.W. Brands (Doubleday, \$35, 0385507380) "This is the first major treatment in years of this extremely important, but often overlooked, president. Brands vividly brings to life this complex, mercurial man, who created a democratic revolution and staunchly defended the Union." -- **Bill Cusumano, Nicola's Books, Ann Arbor, MI**

2. STARRY MESSENGER: *Galileo Galilei*, by Peter Sis (FSG, \$6.95 paper, 0374470278) "This beautiful picture book, which tells the story of Galileo's life and work, is a timely message about censoring science." -- **Sara Carter, Children's Bookshop, Kent, WA**

3. ASSASSINATION VACATION, by Sarah Vowell (Simon & Schuster, \$21, 0743260031) "Inspired by a Stephen Sondheim musical on the theme of presidential murder, Vowell is gripped by a fever for a subject that bends every personal orbit to a bizarre nucleus -- that of assassination. She provides humor, wit, and insights as applicable to today as yesterday." -- **Anthony Finney, Inkwood Books, Tampa, FL**

4. A PEOPLE'S HISTORY OF THE UNITED STATES: 1492 - Present, by Howard Zinn (Perennial, \$18.95 paper, 0060838655) "Howard Zinn's work exploring the birth and growth of the United States is both fascinating and disturbing, telling many of the familiar stories of our history from the point of view of those most affected by the events. Reading this insightful analysis has forever changed the way I will view our past and interpret the events shaping our future." -- **Patrice Beck Stein, Beck & Stein Books, Newport News, VA**

5. THE TROUBLE WITH TOM: *The Strange Afterlife and Times of Thomas Paine*, by Paul Collins (Bloomsbury, \$24.95, 1582345023) "Paul Collins steers down one of history's strange, forgotten tributaries: the disappearance of Tom Paine's remains. En route, he drums up phrenology, post-mortem autobiographies, 18th-century vending machines (which sold gin), and some great, lost hyperbolic eccentrics." -- **Dan Blask, Brookline Booksmith, Brookline, MA**

6. NELSON'S TRAFALGAR: *The Battle That Changed the World*, by Roy Adkins (Viking, \$27.95, 0670034487) "Quoting firsthand accounts of the battle's survivors whenever possible and filled with informative diagrams, Adkins' book is vivid and well-written, making you feel like you are living amidst the events it describes." -- **Carol Schneck, Schuler Books & Music, Okemos, MI**

7. WAR AND THE ILIAD, by Simone Weil and Rachel Bepaloff (New York Review of Books, \$14.95 paper, 1590171454) "Simone Weil's classic essay 'The Iliad, or a Poem of Force' is reprinted in this volume, analyzing the horrific effects of war on both those who bend their necks to the blade and those who wield it. A trenchant look at a brilliant work of the Western canon, which has more than passing relevance today." -- **Shawn Wathen, Chapter One Book Store, Hamilton, MT**

8. BURY THE CHAINS: *Prophets and Rebels in the Fight to Free an Empire's Slaves*, by Adam Hochschild (Houghton, \$26.95, 0618104690) "This is an excellent account of the birth of the antislavery movement in England, profiling in detail several of the key activists, some of whom met initially at a bookstore and printshop in London, thus proving once again the critical role bookstores play in their communities." -- **Kris Kleindienst, Left Bank Books, St. Louis, MO**

9. OVER THE EDGE OF THE WORLD: *Magellan's Terrifying Circumnavigation of the Globe*, by Laurence Bergreen (Perennial, \$15.95 paper, 006093638X) "Bergreen's account of Magellan's voyage, now available in paperback, is wonderful history and very readable, especially for adventure freaks." -- **Nancy Brown, R.J. Julia Booksellers, Madison, CT**

10. FORTUNE IS A RIVER: *Leonardo da Vinci and Niccolo Machiavelli's Magnificent Dream to Change the Course of Florentine History*, by Roger D. Masters (Plume, \$12.95 paper, 0452280907) "A colossal failure by two of the most revered minds in European civilization provides the framework for this slender but richly informative book, which casts light on a lesser-known period in the lives of Machiavelli and da Vinci." -- **Nena Rowdah, St. Johns Booksellers, Portland, OR**

Book Sense Stores to Join in Excitement of *Zathura* Opening

September 28, 2005 -- Matching the excitement of last year's release of the movie version of *The Polar Express* will be the November 11 release of the film version of *Zathura*, also based on a bestselling novel by Chris Van Allsburg. And to add to the opportunities for booksellers to cross promote with the film, Houghton Mifflin will be publishing a number of *Zathura* movie tie-ins in mid-October, including an early reader, a junior novel, a deluxe storybook, and more.

Zathura, like Van Allsburg's *Jumanji*, refers to a game that two children unwittingly begin to play, with dramatically unexpected results. The film's writers and director have been closely involved with such memorable fantasies as *Jurassic Park*, *Spider-Man*, *Elf*, and *The Borrowers*.

Beginning in late October, stores with Book Sense will be able to offer customers the chance to win \$2,000 through participation in a sweepstakes promoting *Zathura*. Entries will be accepted by mail or online from October 23 to November 30.

Stores with Book Sense should be on the lookout for *Zathura* sweepstakes information, bookmarks, and easels in the October Red Box. Once the promotion begins, the official rules, prize details, and copies of the mail-in entry will be available at www.booksense.com⁴⁵.

Questions about the *Zathura* promotion and requests for materials should be addressed to Associate Book Sense Marketing Director Meg Smith at meg@booksense.com⁴⁶.

Important Picks Nomination Deadlines Near

September 28, 2005 -- There are two significant deadlines approaching for Book Sense Picks lists.

- October 7 is the deadline for the December Book Sense Picks List, and
- October 14 is the deadline for the Winter Children's Book Sense List.

These are both extremely influential lists for gift-buying consumers, who are especially looking to independent booksellers for intriguing and satisfying title suggestions. Book Sense is especially cognizant of the increasing demands on booksellers as the holidays approach, but participation is extremely important to ensure that the lists are as strong as they can be.

A few (possibly) helpful suggestions to keep in mind:

- Don't worry about being "quotable." Just write conversationally and let your opinions and passion flow. Put down what you'd say to a customer in the store. All the quotes you see in the flier and in BTW have been edited. Put down your thoughts, and we will do the rest.
- Don't make extra work for yourself -- use the nominations you already have on hand. Many booksellers send in what's on their stores' staff pick cards, or they e-mail us staff picks from the store newsletter or website. (If you have a Word document of staff pics, why not send it to us via e-mail before you send your newsletter to the printer?)
- Don't forget nonfiction, including such categories as cooking and business. All subject categories are welcome. Increasingly, there's a wide range of notable nonfiction, and its inclusion strengthens the entire Picks program.
- Don't worry about the timing. A good rule of thumb is this: Whenever you finish a title that you are excited about, send in a nomination -- we will organize and archive them all.
- Don't do it all alone! Encourage your colleagues to send nominations, too.

Nominations may be e-mailed to Book Sense Picks Editor-in-Chief Dan Cullen at dan@booksense.com⁴⁷, or they may be sent via an online nomination form at www.bookweb.org/read/6305⁴⁸.

MARKETPLACE

Classifieds

POSITIONS AVAILABLE Assistant Museum Store Manager. The J. Paul Getty Museum in Los Angeles is seeking an Assistant Museum Store Manager. Responsible for store operations, work schedules, customer service issues, sales procedures, personnel concerns & supervise staff. Require BA degree, 3-5 years experience. For full job description, visit http://www.getty.edu/about/opportunities/museum_opps.html⁵². Send resume and cover letter to jobs@getty.edu⁵³.

BOOKSTORES FOR SALE Bookstore for sale: Highly regarded, charming bookstore/house, located in prosperous, historic Leesburg, Virginia. Colonial square, circa 1760, Lot SF 2614. Ideal

location and popular tourist destination, 30 miles west of Washington, D.C. Newly stocked and ready for Christmas season. (571) 264-1120.

All Regular ABA Member Bookstores in good standing may have up to four 2-week insertions of a Classified Ad in *Bookselling This Week* at no charge (50-word limit). For more information on booking a classified ad, click here ⁵⁴.

Other Advertising

Remember Your Favorite Childhood Poetry Book?

"What a splendid gift to give a child -- the fun of reading poetry on the page and the experience of listening to their favorite poets. This book is such a special treat!" -- *Karen Rosenthal, Children's Dept. Mgr., R.J. Julia Booksellers*

Poetry Speaks to Children (w/CD)
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Sourcebooks, Inc. (800) 432-7444

A fun, new and interactive book for Halloween!

Hidden Pumpkins (097491455-X)
written by Anne Margaret Lewis and illustrated by Jim DeWildt

The perfect interactive storytime book for children. Hunt for the 100 hidden Mr. Pumpkins. Children learn to count and don't even

know it -- the best way to learn! A Halloween bestseller.

Hidden Pumpkins is available from Ingram, Partners and Baker & Taylor.

Published by **Mackinac Island Press** go to www.mackinacislandpress.com ⁵⁵ for free teacher's guides.

Penguin Young Readers Group has announced that the strict on sale date of Paul McCartney's ***High in the Clouds*** has changed from October 4th to October 3rd to take full advantage of early media.

For more information, please visit

[http://www.penguininputnam.com/nf/Book/BookDisplay/0,,0_0525477330,](http://www.penguininputnam.com/nf/Book/BookDisplay/0,,0_0525477330,56)
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Special Booksellers Relief Fund Event This Saturday

Join with your fellow booksellers from around the country this **Saturday, October 1**, in a **Special One-Day Fundraising Event** to provide relief for booksellers in need

For details and downloadable signage, please visit [http://www.bookweb.org/hurricane/8092.html%3bjsessionid=rqnM9p1wL](http://www.bookweb.org/hurricane/8092.html%3bjsessionid=rqnM9p1wL57)
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