

BOOKSELLING **THIS** Week

AMERICAN BOOKSELLERS ASSOCIATION

December 13, 2007

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Announcing the Book Sense Bestsellers of 2007

December 13, 2007 -- This week, the American Booksellers Association unveils the 2007 Book Sense Bestsellers¹, the year's top-selling titles at independent bookstores with Book Sense nationwide. The list, featuring the 15 bestselling books in Hardcover Fiction, Hardcover Nonfiction, Paperback Fiction, Paperback Nonfiction, Children's Fiction, and Children's Illustrated, is a great marketing tool for spurring holiday and year-end sales.

To help booksellers promote the 2007 Bestsellers in-store and online, ABA has created the lists in PDF, text, and HTML formats. The 8-1/2" x 11" PDFs can be used individually or placed together to create one large Book Sense 2007 Bestsellers poster.

"The presentation of the year's bestselling titles at independent bookstores nationwide in one distinctive poster makes a persuasive

marketing tool," said ABA Chief Marketing Officer Meg Smith. "Since we began creating the lists in this format, we've received very positive feedback about the dynamic visual statement they make to a bookstore's customers. We hope this year even more of our members will use the lists as a colorful backdrop to in-store and window displays."

The lists are appropriate for display throughout the store and for use as handouts at the cashwrap or as bag stuffers. The year-end lists are also great hooks for local media and are equally effective when they are included in the store's print or e-mail newsletters.

To use the PDFs to create a large poster-effect, booksellers should place the Hardcover Fiction, top left; Hardcover Nonfiction, top right; Paperback Fiction, middle left; Paperback Nonfiction, middle right; Children's Fiction, bottom left; and Children's Illustrated, bottom right.

Questions regarding the Book Sense 2007 Bestsellers list should be addressed to Smith at meg@booksense.com².

Great Author Lineup on Tap for Wi3 Reception

December 13, 2007 --³ The first full day of educational programming at next month's Third Annual Winter Institute⁴ (Wi3) will come to a celebratory conclusion at a reception featuring more than 35 of independent booksellers' favorite authors. Thanks to the support of Wi3's publisher partners⁵, from 6:30 p.m. to 8:30 p.m. on Friday, January 25, all participants in the American Booksellers Association's education event are invited to enjoy refreshments as they meet the authors who will be on hand to autograph their books.

"We are grateful to our publisher partners for their generosity in providing such a stellar group of authors for this event," said ABA Senior Director of Publisher Initiatives Mark Nichols. "Booksellers are in for a very exciting evening!"

Scheduled to appear at Friday evening's Author Reception at the Louisville Marriott Downtown are:

- Warren Adler, *Funny Boys* (Overlook)
- Ethan Canin, *America, America: A Novel* (Random House)
- Alan Cheuse, *The Fires: Two Novellas* (Literary Ventures Fund/Santa Fe Writers Project)
- Kerry Cohen, *Loose Girl: A Memoir of Promiscuity* (Hyperion)
- Katie Crouch, *Girls in Trucks* (Little, Brown)
- Andre Dubus III, *The Garden of Last Days: A Novel* (Norton)
- Leif Enger, *So Brave, Young and Handsome: A Novel* (Atlantic Monthly Press)
- Stephen Evans, *The Marriage of True Minds* (Unbridled Books)
- Nancy Yi Fan, *Sword Quest* (HarperCollins Children's Books)
- Meredith Hall, *Without a Map: A Memoir* (Beacon Press)
- Katie Hickam, *The Aviary Gate: A Novel* (Bloomsbury, dist. by Macmillan)
- Rep. Jay Inslee, *Apollo's Fire: Igniting America's Clean Energy Economy* (Island Press)
- Hilary Jordan, *Mudbound: A Novel* (Algonquin)

- Keiko Kasza, *Badger's Fancy Meal* (Penguin Young Readers Group)
- Jeffrey Kluger, *Simplicity: Why Hard Things Are Easy and Easy Things Hard* (Hyperion)
- Vincent Lam, *Bloodletting and Miraculous Cures: Stories* (Weinstein Books)
- E. Lockhart, *The Disreputable History of Frankie Landau-Banks: A Novel* (Hyperion Books for Children)
- Stephen Marks, *Confessions of a Political Hitman: My Secret Life of Scandal, Corruption, Hypocrisy and Dirty Attacks That Decide Who Gets Elected (and Who Doesn't)* (Sourcebooks)
- Jonathan Miles, *Dear American Airlines: A Novel* (Houghton Mifflin)
- Anson Montgomery, *The Golden Path, Volume One: Into the Hollow Earth* (Chooseco)
- Kate Morgenroth, *They Did It With Love* (Plume)
- Carla Neggers, *The Angel* (MIRA)
- Jack O'Connell, *The Resurrectionist* (Algonquin)
- Jason Pinter, *The Guilty* (MIRA)
- Mary Roach, *Bonk: The Curious Coupling of Science and Sex* (Norton)
- Laura Joh Rowland, *The Secret Adventures of Charlotte Bronte* (Overlook)
- Robyn Scott, *Twenty Chickens for a Saddle: The Story of an African Childhood* (Penguin Press)
- Marisa Silver, *The God of War: A Novel* (Simon & Schuster)
- Sasa Stanisic, *How the Soldier Repairs the Gramophone* (Grove Press)
- Garth Stein, *The Art of Racing in the Rain* (HarperCollins)
- Kim Sunee, *Trail of Crumbs: Hunger, Love, and the Search for Home* (Grand Central)
- Bridget Starr Taylor, *The Adventures of Isabel* (Sourcebooks Jabberwocky)
- Jack Todd, *Sun Going Down: A Novel* (Touchstone)
- Daniel Waters, *Generation Dead* (Hyperion Books for Children)
- Tobias Wolff, *Our Story Begins: New and Selected Stories* (Knopf)
- Tara Yellen, *After Hours at the Almost Home* (Unbridled Books)

Wi3 Provides Three Opportunities to Get the Scoop on Upcoming Titles

December 13, 2007 -- ⁶ Booksellers attending next month's Winter Institute ⁷ (Wi3) will have the opportunity to hear presentations about some of the best from publisher partners' upcoming lists at three Rep Picks sessions.

The first Rep Picks session will be offered on Friday, January 25, from 5:00 to 6:30 p.m., immediately preceding the Wi3 Author Reception. The two other sessions will be held on Saturday, from 10:30 a.m. to noon and from 3:00 p.m. to 4:30 p.m. Each session will offer the same four concurrent tracks focusing on key titles landing in stores in February and March. Presentations will give booksellers valuable talking points and insight about the titles they will soon be handselling to their customers.

No other Wi3 programming is planned during the Reps Picks sessions, and publishers will present the same titles at each of the three sessions. Booksellers will have the opportunity to choose the sessions they wish to attend.

Note sheets for publishers' presentations, complete with bibliographic information, will be provided at each session.

Here's a look at the Rep Picks room schedule:

Room 1	Room 2	Room 3	Room 4
HarperCollins	Random House	Penguin Adult	Simon & Schuster
Hyperion	Mira	Norton	Hachette
Houghton Mifflin	Macmillan	Grove Atlantic	Sourcebooks
Unbridled Books	Overlook	Wiley	Workman
Beacon Press	Weinstein Books	Perseus	Literary Ventures
Hyperion Books for Children/Disney Press	Chooseco	Penguin Young Readers Group	Scholastic

Independent Trade Groups Call for E-Fairness

December 13, 2007 -- Seven independent trade groups joined together this week to call for the equitable collection of sales tax on online purchases. In a letter to each of the governors in the 45 states that collect sales tax, the organizations urged states to enforce existing tax laws by requiring out-of-state online businesses with nexus in their states to collect sales tax.

"There is power in numbers, and for a group of organizations representing independent businesses to band together in this way is unprecedented," said ABA COO Oren Teicher. "It clearly points to how serious the online sales tax issue is for locally owned businesses across the country. Lost revenue from uncollected sales tax isn't confined to just one or two states, it affects every state where sales tax is collected. Hopefully, the governors in those states will acknowledge the gravity of this issue and take the lead in enforcing existing sales tax laws."

The letter to the governors grew out of a meeting of independent trade organizations on November 29 and 30 in Washington, D.C. The letter's signatories -- the American Booksellers Association, American Specialty Toy Retailing Association, Coalition of Independent Music Stores, Independent Florist Association, Independent Office Products & Furniture Dealers Association, North American Retail Dealers Association, and the National Bicycle Dealers Association -- were among those who met at the "Independent Trades Summit" to discuss common goals and challenges specific to independent retailers and businesses. Key among their concerns was states' equitable enforcement of existing sales tax laws.

In their letter to the governors, the groups wrote: "As the shopping season progresses and Internet shopping continues to grow in popularity, it is no surprise that, increasingly, we read of the many states that are reporting looming budget deficits, a result, in part, from uncollected sales tax from Internet sales."

The organizations pointed to statistics demonstrating just how some states are losing tax revenue to both online retailers and commercial resellers. "Florida estimates that it is losing more than \$2 billion annually from untaxed Internet sales, according to the *St. Petersburg Times*; Connecticut is seeking to make up \$520 million it believes it is losing in tax revenue, the *Stamford Advocate*

recently reported; and Michigan officials estimated in 2006 that Internet purchases might be costing the state in the neighborhood of \$600 million annually in unpaid sales tax. In addition, New York State and California are grappling with the issue of budget shortfalls due in part to an inequitable enforcement of sales tax collection for online sales," they wrote.

ABA is also asking booksellers in the 45 states that charge sales tax to urge their governors to equitably enforce existing tax laws. To make this endeavor easier, the association has prepared a template letter ⁸ that can be adapted and sent. The letter emphasizes that booksellers are not calling for new Internet taxes, but, rather, the enforcement of tax laws already in place.

Letter From Seven Independent Trade Groups to the Governors of 45 States Collecting Sales Tax

Dear Governor:

On behalf of the thousands of our member businesses in the state, we the undersigned are calling on you to equitably enforce existing tax laws by requiring out-of-state retailers and commercial resellers with nexus in your state to collect sales tax. As the shopping season progresses and Internet shopping continues to grow in popularity, it is no surprise that, increasingly, we read of the many states that are reporting looming budget deficits, a result, in part, from uncollected sales tax from Internet sales.

It is the same story here -- by favoring out-of-state online retailers and commercial resellers over our own in-state businesses, we are letting millions of dollars in sales tax revenue go uncollected. We are calling on you to take the lead in this matter by enforcing existing sales tax laws.

The numbers could not be clearer: States are losing tax revenue to huge online retailers and commercial resellers, many of who have nexus in states due to affiliate relationships. For example, Florida estimates that it is losing more than \$2 billion annually from untaxed Internet sales, according to the *St. Petersburg Times*; Connecticut is seeking to make up \$520 million it believes it is losing in tax revenue, the *Stamford Advocate* recently reported; and Michigan officials estimated in 2006 that Internet purchases might be costing the state in the neighborhood of \$600 million annually in unpaid sales tax. In addition, New York State and California are grappling with the issue of budget shortfalls due in part to an inequitable enforcement of sales tax collection for online sales.

It's equally clear that, left as is, as online shopping grows, so will the sales tax shortfall. This inequity is only compounded during the holiday season, as our member businesses have to compete against such online retailers as Amazon.com that can entice holiday shoppers with tax-free shopping. In contrast to the challenges that bricks-and-mortar retailers and commercial resellers are grappling with this holiday season (including escalating gas prices and a weakening economy), a report recently predicted that online holiday sales would increase by some 18.5 percent this season. In the report, Jeffrey Grau, a senior analyst for eMarketer, an online market research company, noted that this is "far superior to the low, single-digit growth rate forecast for the overall retail industry this holiday season."

Currently, online customers are told they are getting a deal because they don't have to pay tax, and some states actually declare that they are helping consumers by not enforcing these laws. In truth,

the reality is that when states allow out-of-state businesses to pirate away dollars that normally would have been spent in-state, they are doing nothing less than helping to encumber their state's own economy. In the end, the state's citizens end up the big losers. Uncollected sales tax revenue translates into a funding shortfall for such essential services as schools and first responders.

We are asking you to step up to the plate and defend the state's businesses. Locally owned independent businesses are the backbone of our economy. Every analysis makes clear that locally owned businesses -- particularly retailers and commercial resellers -- have far greater economic impact on their communities, contribute more to local charities, and are largely responsible for our villages, towns, and cities retaining their unique characteristics. To undercut them -- by selectively deciding what laws to enforce and what laws to ignore -- is simply outrageous.

Importantly, we are not discussing any new "Internet taxes." We are simply urging the state taxing authorities to enforce the tax laws already in place. Online retailers and commercial resellers that have an indisputable presence in your state -- whether it's through a sales rep, a bricks-and-mortar store, or an affiliate relationship -- are no different than any other business within your state. When any business, or any online business that has a physical counterpart within the state, makes a sale to a customer within the state, it is required by law to collect sales tax.

As trade groups with thousands of members in the state, we are not asking for special treatment. However, we want the state to enforce the laws uniformly and fairly. We urge you to immediately take concrete steps to end this discriminatory enforcement of existing law and require online retailers and commercial resellers -- whether they operate online or via affiliates -- to start to fulfill their obligation to collect sales taxes.

Thank you for your consideration.

Sincerely,

Avin Mark Domnitz, CEO
American Booksellers Association
200 White Plains Road
Tarrytown, NY 10591

Kathleen McHugh, CAE
American Specialty Toy Retailing Association
116 W. Illinois St., Suite 5E
Chicago, IL 60610

Don VanCleave, Store Owner
Coalition of Independent Music Stores
3738 4th Terrace N.
Birmingham, AL 35222

Tom Carlson, Director
Independent Florist Association
Fairview Florist
1634 E. Racine St.
Janesville, WI 53545-4281

Chris Bates, President
Independent Office Products & Furniture Dealers Association
301 N. Fairfax Street, Suite 200
Alexandria, VA 22314

Tom Drake, President
North American Retail Dealers Association

4700 W. Lake Ave.
Glenview, IL 60025

Fred Clements, Executive Director
National Bicycle Dealers Association
777 W. 19th St. Suite O
Costa Mesa, CA 92627

Clark Fork, ID 83811
(208) 266-1905
www.berningbooks.com¹⁸

Fifteen New Bookstores Open in November

December 13, 2007 -- The American Booksellers Association welcomed 15 new bookstore members that opened for business in November. In addition, Berning Books, which opened in October, joined the association this month, bringing October's openings⁹ up to 14.

November Bookstore Openings

Author Squad LLC

10109 Northcross Center Ct., Ste. 140
Huntersville, NC 28078
(704) 892-7274
www.authorsquad.com¹⁰

Beehive Books

25 N. Sandusky St.
Delaware, OH 43015
(740) 363-2337
www.beehiveat25.com¹¹

The Book Vine

204 W. Main St.
Cherokee, IA 51012
(712) 225-2445

Bookstore in the Grove

3399 Virginia St.
Coconut Grove, FL 33133
(305) 443-2855

Clear Creek Books

1200 Washington Ave.
Golden, CO 80401
(303) 278-4593
www.clearcreekbooks.com¹²

Collette's -- Hungry Minds

3229 Broadway, Ste. H & I
North Bend, OR 97459
(541) 751-1475

Confluence Bookstore, Bistro, and Business Center

505 Cornhusker Rd., Ste. 107
Bellevue, NE 68005
(402) 502-0906
www.confluencebookstore.com/¹³

Llama Llama Books

777 E. Main St.
Bozeman, MT 59715
(406) 587-7779
www.llamallamabooks.com¹⁴

Additional October Opening

Berning Books

301 E. 4th Ave.

Malcolm's Reading Room

404 17th St. N.
Birmingham, AL 35203
(205) 563-4846

Monastery Treasures and Books

Imperial Valley Mall
3451 S. Dogwood Ave., Ste. 1572
El Centro, CA 92243
(760) 370-3295

Mystery on Main Street

119 Main St.
Brattleboro, VT 05301
(802) 258-2211
www.mysteryonmain.com¹⁵

PlumCircle Discount Books

4633 Buttermilk Hollow Rd., Ste. A
West Mifflin, PA 15122
(412) 974-1502

Salt & Pepper Books

125 Mill St. #10
Occoquan, VA 22125
(703) 491-4411
www.saltandpepperbooks.com¹⁶

Shelf Life Books

249 NW 6th St. #1
Redmond, OR 97756
(541) 526-1110

Windows on the World

5029 Hwy. 140, Suite 1
Mariposa, CA 95338
(209) 742-7323
www.windowsontheworld.ws¹⁷

It's Easy Being Green: Wi3 Panel to Discuss How

December 13, 2007 -- Without a doubt, being green is in. And though booksellers have understood the importance of being environmentally conscious since the early 1960s, when Rachel Carson's *Silent Spring* was published, the book industry as a whole has only recently begun looking for ways to become more enviro-friendly. At the "Green Retailing" session at ABA's Third Annual Winter Institute¹⁹, a panel of experts from bookselling and beyond will discuss how independents can be smarter, cleaner, more efficient retailers, and how they can actually save money by going green.

The panel, moderated by ABA COO Oren Teicher, will feature Rep. Jay Inslee (D-WA), author of *Apollo's Fire: Igniting America's Clean Energy Economy*²⁰ (Island Press); Sue Lynn, co-owner of Confluence Bookstore, Bistro, and Business Center in Bellevue, Nebraska; and Scott Sklar of the Stella Group in Washington, D.C.

Since 1992, Congressman Inslee has worked at the federal level to protect the environment of Washington State and to address the problem of global warming. He fought to restore protections for roadless areas in national forests and led a successful campaign in the House to keep limits on oil tanker traffic in Puget Sound. A member of the powerful House Energy and Commerce Committee since 2005, he has used his seat to promote his vision for a clean energy future, the New Apollo Energy Act, and to advance other legislation that would reduce greenhouse gas emissions. In March 2007, he was appointed to the 15-member Select Committee on Energy Independence and Global Warming.

²¹ Inslee recently told *BTW* that he plans to share with booksellers his vision, as explained in *Apollo's Fire*, that "we can do for energy what we did in space." In addition, he'll talk about "the possibility for the economic expansion of the clean energy revolution in the country. And that includes retailing."

Inslee noted that the U.S. House of Representatives recently passed a comprehensive energy bill that increases fuel-economy standards for cars and light trucks; repeals oil company tax breaks and earmarks that money for energy research; and requires utilities to produce 15 percent of their energy from renewable sources by 2020, among other things. "It's going over to the Senate," he said. "They won't pass all of it. But this legislation would save as much CO2 as that [produced by] the entire fleet of cars and trucks on the road today." Inslee said he would discuss the legislation and how it "will help increase efficiencies in business, in lighting, in heating, in the transportation of their inventory, and the like."

²² In developing and implementing business plans for Confluence Bookstore, Bistro, and Business Center, which opened last month, Sue Lynn has been very green: The store lighting is all compact florescent; wood for flooring came from an 1895 school house and a 1910 building; bags are recycled paper or plastic; wall hangings are all recycled material; bistro cups are all recycled paper; almost all trash, including wine corks, are recycled; and customers receive a discount if they bring in their own coffee mug or bag.

"I'm absolutely excited about the opportunities that businesses have to change things in terms of recycling," Lynn said. "We're one of the few businesses here that signed up for recycling, and we've

made our bins available to other businesses."

Lynn's efforts aren't a reaction to the environmental movement sweeping the country; she has been at the forefront of the movement. "I've been recycling for years and years," she said. "It's just now, a lot of people are looking at our resources and realizing that they won't be around forever. We need to think about what we hand to our kids."

Sklar, co-author of *Consumer Guide to Solar Energy*²³, is the president of The Stella Group, Ltd., an environmental consulting firm with practical experience in blending available energy efficiency and renewable energy technologies for commercial applications. He also writes a Q&A column for www.renewableenergyaccess.com²⁴, the largest renewable energy web portal, and he served as executive director of the Solar Energy Industries Association, the national trade association for solar energy, for 15 years.

At the Winter Institute panel, Sklar hopes to broaden booksellers' understanding of how renewable energy technology can add up to cost savings and a cleaner environment.

²⁵ Over the past two years, electricity, heating, and cooling costs have risen in the U.S. anywhere from 37 to 71 percent, with no abatement in sight, Sklar said via e-mail. At the Wi3 panel, he will provide information as to how "energy costs can be cut by 30 percent through buying several low-cost items regarding lighting, thermostats, water conservation, and ceiling and attic fans," he said. He will also discuss how energy costs can be lowered through "cost-effective smart battery banks, solar water heaters, and even small wind and solar photovoltaic electric systems and ductless or ground-coupled heat pumps."

The Wi3 "Green Retailing" panel will be held on Saturday, January 26, from 9:00 a.m. - 10:15 a.m. --David Grogan²⁶

Hotel ABA Now More Than 75 Percent Booked

December 13, 2007 -- Just four weeks since the American Booksellers Association announced the opening of reservations for Hotel ABA at BookExpo America 2008 in Los Angeles, more than 75 percent of the available rooms have been reserved. The hotel, The Renaissance Hollywood²⁷, offers a special room rate of \$164 per night exclusively for ABA bookstore and provisional members, as well as a package of other benefits. ABA is urging its members who want to take advantage of Hotel ABA's rate, which is substantially lower than those at other hotels during BEA, to book their rooms as soon as possible to avoid being shut out.

^{28 29} The Renaissance Hollywood's \$164 nightly rate is available for check-in on Wednesday, May 28, through checkout on Monday, June 2. ABA bookstore and provisional members can book rooms at the special rate until May 5 or the group block is sold out, whichever comes first.

Hotel ABA will be the site of the association's Day of Education as well as several ABA- and publisher-sponsored special events, which begin on Wednesday, May 28. The BEA trade show³⁰ will be held from Thursday, May 29, through Sunday, June 1, at the Los Angeles Convention Center.

^{31 32 33} Booksellers must make their reservations via the hotel's dedicated reservation webpage³⁴. Due to the popularity of Hotel ABA, the maximum number of rooms that may be reserved by each ABA member bookstore is limited to five. Booksellers with large stores or multiple locations whose staff may require more than five

rooms should contact ABA's Margaret Nafz at margaret@bookweb.org³⁵. Requests for additional rooms will be handled on a case-by-case basis. If more than five hotel rooms are booked at the Renaissance Hollywood at ABA's special rate without prior approval from the association, ABA reserves the right to cancel those additional reservations.

Questions about ABA membership status should be addressed to the association's Margaret Nafz at margaret@bookweb.org³⁶. Once reservations have been made via the hotel website, questions and requests for changes should be addressed to the hotel directly at (866) 835-7681.

Books & Books in Cayman Islands: A Grand Opening Celebration

December 12, 2007 -- South Florida's Books & Books held a grand opening celebration for its Cayman Island location last weekend. Two days of literary events included a reception Friday night featuring Cayman-based authors; a presentation by master grillier Steven Raichlen (Barbecue Bible books, Workman); and readings by Les Standiford (*Last Train to Paradise*, Three Rivers), John Dufresne (*Requiem, Mass*, Norton), Marlon James (*John Crow's Devil*, Akashic), Lisa Allen-Agostini (*Trinidad Noir*, Akashic), and Ana Menendez (*In Cuba I Was a German Shepherd*, Grove). Celebrations were capped with a Saturday night party with live music and gourmet barbecue from local restaurants.

More than 3,000 people visited the store during its Grand Opening. "Response has been overwhelming," said Books & Books owner Mitchell Kaplan. "The whole island was buzzing. The response has been so fresh and fulsome, it's shown me how needed and necessary the store is for the community here. People have been coming in and thanking us."

The opening events began with an in-store reception and signing with local writers including Cathy Church, Shane Aquart, and Karie Bergstrom. Saturday featured a story hour with characters Clifford the Big Red Dog and Peter Rabbit. Also on Saturday was a lineup of readings by authors Standiford, James, and more, introduced by Kaplan and Johnny Temple of Akashic Books, publisher of some of the Caribbean's most notable writers.

Standiford told *BTW* the store demanded a visit. "To my eye, the Cayman Island incarnation of Books & Books goes far beyond the concept of 'bookstore,'" he said. "The design of this shop is absolutely stunning, and its shelf stock is surely the broadest and richest in the entire Caribbean. Cayminders have always been rightfully proud of their pristine waters -- with the opening of Books & Books they have another gem to boast of."

The Cayman Islands store, the fourth Books & Books, is in Camana Bay's Town Centre, a community development spanning 500 acres between Seven Mile Beach and North Sound on Grand Cayman. The center is "in heart of Cayman and is meant to serve whole community, and is not just resort community," Kaplan said.

The 4,000-square-foot store reflects traditional and modern Caribbean architectural styles, and sells fine fiction, art and architecture books, poetry and classics, bestsellers, cookbooks, travel guides, and books for children and young adults. In the New Year, Caf del Sol will be opening a coffee shop next door. -- Karen Schechner³⁷

Photos Wanted for IBF 2009 People in Bookshops Calendar

December 12, 2007 -- The International Booksellers Federation ³⁸ (IBF), a non-governmental organization of booksellers associations and booksellers from around the world, is seeking photos of bookshops for its 2009 calendar, currently in production. Good-quality photos of bookshops taken by private individuals (family, friends, staff, etc.) and not necessarily reflecting this year's theme of "people in the bookshop" are allowed.

The IBF calendar, which will be available in the spring 2008, will be sold at the London and Frankfurt book fairs, at the European Booksellers Federation/International Booksellers Federation Conference in Amsterdam, and via orders to IBF.

ABA member booksellers who would like to submit photos for consideration by IBF can do so via the Bookstore Photo Gallery Forum ³⁹ on the association's trade website, BookWeb.org ⁴⁰. Photos may also be sent on a CD to ABA, Attn.: Jill Perlstein, 200 White Plains Road, Tarrytown, NY 10591. Photos previously uploaded to the Photo Gallery and meeting IBF's technical specifications may also be used. (Booksellers should contact Perlstein if they wish ABA to submit previously uploaded photos; there is no need to upload photos a second time.) Photos should *not* be e-mailed directly to Perlstein.

Photos must be submitted in a TIFF or JPG format; 250 DPI -- 2953 x 2953 pixels. Submissions not meeting these technical requirements will be eliminated automatically. Photos of people in bookshops, interiors, and exteriors are welcome. A maximum of two photos per store is permitted. The deadline for photo submissions to ABA is January 24, 2008. Submissions should include the name of the bookstore, the full address, photo credit, and contact details (name, e-mail, and phone number). Technical questions regarding photo formats should be directed to mis@bookweb.org ⁴¹.

An IBF selection committee will choose the final photos to be featured in the 2009 calendar. The committee is chaired by Doris Stockmann, former EBF president and IBF council member; Karl Pus, IBF president; John Mc Namee, EBF president; Yvonne Steinberger and Eric Hardin, past IBF presidents; and Russ Lawrence, president of the American Booksellers Association.

BTW News Briefs

December 12, 2007 --

ABFFE Chooses *You Have No Rights* as Book of the Month

The American Booksellers Foundation for Free Expression recently named its Book of the Month for December: *You Have No Rights: Stories of America in an Age of Repression* by Matthew Rothschild (New Press).

In announcing the selection, ABFFE noted: "In the few weeks after the 9/11 attacks, Matthew Rothschild, editor of *The Progressive* magazine, was giving a talk when he was asked what he knew about the case of Todd Persche, a freelance cartoonist who had just lost his job with a weekly newspaper for drawing cartoons critical of the Bush administration. He didn't know anything about it, but he soon found out and added a new feature to the magazine website to track the growing number of violations of civil liberties.... *You Have No Rights: Stories of America in an Age of Repression* contains a selection of the dozens of stories that he has documented in his column, 'McCarthyism Watch.' *You Have No Rights* reveals a distressing number of cases in which the right to protest has been violated since 2001."

Finan Blog Discusses High School Book Ban

Last week, the American Booksellers Foundation for Free Expression (ABFFE) and the National Coalition Against Censorship (NCAC) condemned Westhampton Beach (New York) High School's decision to remove *The Tenth Circle* by Jodi Picoult and *Cradle and All* by James Patterson from the ninth grade optional reading list. The books were banned because some parents had objected to the inclusion of the books because of their sexual content.

This week, ABFFE President Chris Finan, author of *From the Palmer Raids to the Patriot Act: A History of the Fight for Free Speech in America* (Beacon Press), further discussed the book banning in his December 10 blog posting, "Only the Battle, Not the War ⁴²." He wrote: "This fight was not about parental rights. It trampled the rights of the parents who wanted their kids to be able to use these books. No, this was your average power play by a group of conservative parents who want the school board to rein in the educators who put the books on the list."

NRF: Number of Holiday Returns Decreasing Due to Gift Card Popularity

The increasing popularity of gift cards is resulting in a decrease in the number of holiday gift returns, according to the National Retail Federation. NRF's Holiday Returns Survey found that 64.3 percent of consumers did not return anything last holiday season, up slightly from 62.4 percent in 2005.

In addition, the survey found that gift givers are continuing to increase their use of gift receipts, with 57.5 percent of shoppers reporting they plan to present holiday gifts with a gift receipt either most of the time or some of the time this year, compared to 56.9 percent from last year. And about returns policies, 87.3 percent of consumers polled said they believed retailers' policies are fair.

The Breakaway Cook

December 12, 2007 -- *The ever-mutating combination of fraud and technology has loosed yet another scam upon the business world -- this time with a slant that's decidedly tailored for bookselling. John Evans, co-owner of Diesel, A Bookstore, located in Oakland and Malibu, California, shares an update from the front lines.*

On Saturday, December 1, we were preparing for a day of holiday shopping at the bookstore and for a fantastic cookbook event with eight local cookbook authors. At 11:30 a.m., we received a phone call. The person on the other end said he was one of the scheduled authors and that he needed our help.

Explaining that his car had been stolen, he said that could rent a car but would need us to wire him \$150 by Western Union. Further, he said that he would give us \$400 when he arrived at the store, "for helping" him. I countered by suggesting that, if he were in the city, we could just pick him up, which would only take an hour or so. He explained, "I'm in L.A., and I locked my keys in my car, with all of my credit cards, and my computer with all the photos I have of my mother in it. I went to get something to open the car, and when I came back, there was just broken glass and my car was gone with everything in it." He sounded desperate, and a bit dramatic, both over-the-top and honestly anxious. It sounded strange though, calling us and not someone else when there was no way to make the event in any case.

I put him on hold and went to talk with a fellow bookseller, and, in

the end, suggested that he just blow off the event. When he continued pleading, I told him I would have to discuss it with the bookseller in charge of store events when she arrived at the store. When my colleague heard the account of the call, she decided to call the sales rep of the house that published the title and have him handle it. In the end, the rep called the cell phone number the author had left, but the author didn't call back.

We set up for the event, removing the space for missing author, as he wouldn't be coming. Everything looked great for the event, and, at start time, in walked the author! We asked him what had happened, and he didn't know what we were talking about.

It wasn't him.

It was the "Nigerian Author Scam," the latest in an endlessly inventive series of attempts to hustle and shake down unwitting booksellers of their hard-earned cash.

BOOK SENSE THIS WEEK

Nonprofit Market Street Books Turns Five

December 12, 2007 -- Kathryn Henderson bought a travel bookstore, World Traveler Books and Maps, in Chapel Hill, North Carolina, in 2002. In the five years since, she has changed the business' location twice, given it a new name, and transformed its mission. On Friday, December 21, Henderson's Market Street Books, now a nonprofit, will celebrate its fifth anniversary by awarding door prizes and serving refreshments. The schedule of events includes a string quartet, readings by local authors, face painting, and a children's improv session.

Henderson started her bookselling career at World Traveler and within two years bought the store. Soon after, she moved the bookstore to the more pedestrian-friendly Market Street and renamed the business Market Street Books and Maps. The problem with being a travel bookstore, she said, was that business was great during the travel season but quiet otherwise. Henderson decided to transform the business into a full-service general bookstore with a travel-and-maps section. In the spring of 2006, Market Street Books moved again, dropped its travel section for the most part, and became a North Carolina nonprofit.

"It's an interesting business model," Henderson said. "In addition to being a general bookstore, we also have excellent instructors teaching classes on writing, art, and kids' art. The same space works for an oil painting class, a tai chi class, and a memoir class. We have author events a couple of nights a week and music on the weekends. We also had two full professional theater productions."

Henderson had previous experience as the manager of a nonprofit, so she was comfortable with the model. The benefits of becoming a nonprofit business recognized by North Carolina includes the right to request its state sales tax be returned and to apply for state arts grants. Henderson said that she hopes to use grant money to bring in performers. "We've got such a great performance space, and we're in the process of establishing a regular ongoing, performance cycle. We live in an area with a ridiculous number of talented musicians and actors," she said. The organizational structure has also enabled Market Street Books to apply for 501(c)(3) status.

Henderson, an American who spent her formative years in Oslo, Norway (her father worked at the Norwegian Embassy), said she modeled Market Street after a bookstore she frequented as a child. "I had the picture of that [Oslo] bookstore in my head," she said. "It was just what you think of when you imagine the quintessential neighborhood bookstore. People often describe our store as a quintessential bookstore. I know everyone's name, their children's names...." Henderson said expanding Market Street to serve as a full-fledged community center seemed a "natural fit."

The bookstore's new location, with 2,200 square feet of selling space, is about one-third larger than the previous site, and is a "beautiful space," said Henderson. "It's got windows on three sides.... We have bookcases that roll, which make it possible to have a performance space here. We can set up in 10 minutes tops with two people. It's flexible."

In addition to adding the performance space, Market Street capitalized on the extra room by adding a 200-square-foot newsstand, card, and candy shop. "I knew it would add traffic, and I wanted to bring in a consumable," Henderson explained. "Not a lot of people need five copies of *A Tale of Two Cities*, but sometimes they need five greeting cards in a month, or in a week. It adds up really fast. And it's a natural tie-in. I think it's a good investment, and they're fun."

Market Street also does well with the Book Sense Gift Cards, said Henderson. "People give them to kids as gifts. People also like sending to them if they've got, say, a sister-in-law in Denver, and they want to send her something she'll use at Tattered Cover. We're not far from Quail Ridge, so sometimes someone will buy a card for a friend in Raleigh. We encourage it. Quail Ridge is a good friend of ours."

Henderson said that Quail Ridge Books & Music owner Nancy Olson and staff members Sarah Godin and René Martin were indispensable when she was first launching her business and have been a great help throughout the bookstore's five years. "I can't even begin to thank them. Nancy always made me feel like a professional bookseller, even when I was not," she explained. "To this day, if I have a question, I don't hesitate to call."

Along with its many arts programs and performance events, Market Street shows the work of a different local artist each month. It also introduced "Peepfest," which honored the pastel marshmallow candies with verse. "We put Peeps all around the store, and handed everyone Peep-colored paper to write poems about them.

"It started out as something fun and silly, but it got people to write poetry. It's a good way to describe the overall mission of the community center. Anything that we can do to give people an opportunity to express their creativity that's fun and makes sense to them, that's what we're trying to do here." -- *Karen Schechner*⁴⁴

MARKETPLACE

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All Regular ABA Member Bookstores in good standing may have up to four 2-week Classified Ad insertions per year in *Bookselling This Week* at no charge (50-word limit). For more information on booking a classified ad, [click here](#)⁵².

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