

BOOKSELLING THIS Week

AMERICAN BOOKSELLERS ASSOCIATION

November 20, 2008

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IndieBound.org Introduces Holiday E-Cards

November 20, 2008 --

¹ Just in time for the busy holiday season, IndieBound.org has introduced a new E-Card feature. Visitors to IndieBound.org can now send electronic greetings ² featuring one of four animations based on IndieBound Holiday designs. Anyone can create and send

an E-Card, but community members can also include a link to their Wish List -- a nice hint for the holidays! Each card can include a custom greeting as well as a personal message.

³ IndieBound.org's Wish List ⁴ feature allows members of the Indie Community to build a list of books and e-mail it to friends and family, along with a list of their favorite bookstores. With the launch of IndieBound.org's E-Cards, community members can now make sure the right people see their list.

In addition to giving registered users the ability to create their own Wish List, the Indie Community allows them to interact by becoming "fans" of their favorite stores. Community members may contribute additional independent retailers, such as hardware stores, bicycle retailers, and toy stores, to the Indie Store Finder map.

ABA member stores that have not already done so are strongly encouraged to join the Indie Community ⁵, review their bookstore listing, and network with other stores and users. Stores may also wish to invite staff and customers to join, create Wish Lists, and become "fans" of their store.

For stores using Constant Contact to communicate with customers, IndieBound has created a cut-and-paste template code ⁶. --*Matt Supko* ⁷

ABA Member Outreach Aims to Lend Support in Tough Times

November 20, 2008 -- The American Booksellers Association has undertaken an aggressive outreach program to provide members with information and support to help them cope with the current economic downturn and its effect on retail sales this holiday season. To spread the word about this education effort, ABA has sent an e-mail communication to every member bookstore with the offer of a follow-up call from an association staff member who can provide details about a variety of Tough Times resources that are available free from ABA.

"If any member store hasn't received our e-mail communication with the subject line 'Hello From the American Booksellers Association' and bearing news of our intention to follow-up with a phone call, I encourage them to contact our Member Services Director, Jill Perlstein ⁸," said ABA Chief Program Officer Len Vlahos.

"We want to make sure that we reach out to each and every one of our members, and it's possible that for reasons beyond our control, including invalid e-mail addresses or network spam filters, our initial communication went astray."

Among the Tough Times resources that ABA has made available free to member stores are a one-on-one consultation with association CEO Avin Mark Domnitz; a webinar on managing operations and finances; a whole range of *Bookselling This Week* articles and education materials focusing on best practices; IndieBound holiday materials that stress the value of the book as a great gift; and IndieBound.org and its new wish list feature. (*Learn more* ⁹.)

Questions about the outreach effort should be directed to Perlstein at jill@bookweb.org¹⁰. --Rosemary Hawkins¹¹

Booksellers Ramp Up Strategic Marketing Plans: Part Two

November 20, 2008 -- With retailers sharply competing for fewer consumer dollars, holiday bargains are being trumpeted early and everywhere. While many booksellers are adding discounts to the marketing mix, they're also emphasizing creative and community-minded campaigns.

Northshire Bookstore¹² in Manchester Center, Vermont, a founding member of Local First Vermont¹³ is underscoring its local bona fides with a new Vermont-centric promotion. When Northshire's customers spend \$50 or more, they can enter a raffle to win \$500 towards their heating oil bill. Another \$500 will be donated to Shared Heat, a Vermont-based home heating fuel assistance program.

Northshire's Chris Morrow said that taking a sizable chunk out of someone's heating bill is a "big deal" in Vermont. "The idea was conceived when the cost of heating was quite high. A lot of Vermonters were choosing between heat and food and medication," he said. "It ties the bookstore into the community in a different way." Morrow also added that no purchase is necessary to enter the raffle.

In Fayetteville, Arkansas, Nightbird Books¹⁴ and other local merchants, including jewelry stores, galleries, and clothing stores, will treat their customers to a neighborhood-wide "progressive shopping" event on the first Thursday of December. From 6:00 p.m. to 9:00 p.m., customers will be chauffeured from business to business where they can shop, socialize, and graze on holiday treats.

"Customers choose a starting location and park their car," said Nightbird owner Lisa Sharp about the annual event. "The limos are on a continuous circuit and should stop at each location about every 20 minutes. If the customers are ready, they grab a ride to the next stop, if not, they catch the next limo." Each of the 12 participating merchants is also responsible for providing holiday food and drinks.

This year, Sharp plans to create a display of the cookbooks she'll use to produce her "tasty treats," and will collect co-op money to defray the small outlay (usually about \$75 per store) for the night. The event usually doubles a typical pre-holiday night's sales, and is very popular. An additional benefit is that merchants share their regular customers, introducing them to other stores.

At Sam Weller's Zion Bookstore¹⁵ in Salt Lake City, Catherine Weller said they've instituted a "Good Neighbor Sale," a holiday event borrowed from Chuck Robinson¹⁶ of Village Books in Bellingham, Washington. Village Books hosts a party for its top customers, but the Weller's version focuses on the employees of the many businesses that surround the bookstore.

Weller explained that downtown Salt Lake City is currently undergoing a lot of construction that has resulted in a loss of parking, loss of other area retailers, and loss of foot traffic as shoppers seek out other retail areas. "Last holiday season, the Weller's management team decided to reach out to our remaining neighbors, the businesspeople that are downtown day in and day out. So we came up with the Good Neighbor Sale," said Weller. "It's a sort of rip off -- expansion upon, if you will -- of Chuck Robinson's idea to provide a special holiday sale for his best

customers. The response was wonderful."

The bookstore sends invitations offering a 20 percent discount on purchases made during the event to area office buildings. Last year "all owners and managers were expected to be on the sales floor during the sale and to look spiffy, too," said Weller. "We provided drinks and snacks, and, of course, superlative service to those who took us up on the offer."

Weller's overall approach to customers during the holidays balances savings and substance. "It's my impression that most of this season's holiday shoppers will be looking for value, quality, and a little discount won't hurt," she said. "We'll be emphasizing great gifts for the people you love from those you know and trust. That's a pretty good value, I think." -- Karen Schechner¹⁷

Read last week's article "*Meeting the Struggling Economy Head-On*"¹⁸, about booksellers who are using neighborhood promotions to create a detour from Big Box to Main Street.

National Book Awards Ceremony Reflects Hope for the Future

November 20, 2008 -- The winners of the 59th National Book Awards were announced last night at a black-tie ceremony in New York City. Approximately 700 people packed the Cipriani Wall Street Grand Ballroom for the formal dinner, which benefited the National Book Foundation²⁰, the sponsor of the awards. Peter Matthiessen, a previous National Book Award winner in the nonfiction category, won this year's fiction prize for *Shadow Country*²¹ (Modern Library). Annette Gordon-Reed became the first African-American woman to win in the nonfiction category, for *The Hemingses of Monticello: An American Family*²² (Norton). Mark Doty's *Fire to Fire: New and Collected Poems*²³ (HarperCollins) took the poetry prize, and Judy Blundell won in the young people's literature category for *What I Saw and How I Lied*²⁴ (Scholastic). Also honored were Maxine Hong Kingston, who received the National Book Foundation Medal for Distinguished Contribution to American Letters, and publisher Barney Rosset, who received a Literarian Award for Outstanding Service to the American Literary Community.

Matthiessen told the audience of publishers, authors, and media that he hadn't prepared a speech. "What do you do with that pathetic little speech in your pocket if you don't win?" he queried. But he then ably went on to thank his agent, family, and friends, including John Irving, for supporting him in constructing the novel that took 30 years and "was quite a trial for everybody, including me."

Following the awards ceremony, Matthiessen talked about independent booksellers' role in literature in the U.S. "All my life I've favored independent booksellers," he said. "They are the heart of American readership."

With heavy brass prize in hand, Gordon-Reed told the audience that she was reaping an "autumn harvest" -- celebrating her 50th birthday on the same day she won the National Book Award and following the election of Barack Obama to the U.S. presidency. Reed said it was wonderful for her book of Thomas Jefferson's slave family to have been published at this time. "All Americans," she said, "we are on a great journey now."

In acknowledgement of the poet greats in attendance, including Robert Pinsky, Frank Bidart, and Richard Howard, Doty said he was honored to accept the poetry award "in the company of my

makers." Quoting feminist writer and human rights activist Tillie Olsen, who died last year, Doty said, "Literature is a place for generosity and affection and hunger for equals -- not a prize-fight ring. We are increased, confirmed in our medium, roused to do our best, by every good writer, every fine achievement.' That is exactly how I feel about this list of finalists."

Noting that he could now officially call Paul Lisicky his husband rather than his partner, Doty said that despite the recent passage of Proposition 8 in California, "it is plain that were on a path of equality for all Americans."

Judy Blundell told the crowd that she had probably worked for many of the publishing houses in the room and had "joyfully" written well over a hundred books under names other than her own. *What I Saw and How I Lied*, however, was "the first book I put my name on," she said, and credited David Levithan, the Scholastic editor with whom she'd worked on many of those titles, for suggesting that she write one of her own. "So thank you," she said, "to David, my brilliant editor, for giving me back my voice."

At the post-awards photo session, Blundell told *BTW* that she "haunts independent bookstores" and wishes someone would open one in her hometown of Katonah, New York.

Publishing legend and defender of the First Amendment, Barney Rossett, who famously fought for and won the right to publish Henry Miller and D.H. Lawrence, said upon being presented with the National Book Foundation's Literarian Award, "No one has the right to tell us what we can and cannot read." He added that it seemed, almost impossibly, this country has "turned its gaze back" toward progressive ideals and that the country "looks like it may emerge from dark decades with a new and uplifting agenda."

Maxine Hong Kingston, who was being recognized for her life's work, also alluded to an era of new possibility ushered in by the Obama election. In fact, despite another day of bad economic news, and the location of the venue on Wall Street, the mood of the evening reflected more hope for the future than troubled financial times. Kingston, whose works include *The Woman Warrior: Memoirs of Girlhood Among Ghosts*, said, "I've changed from being a warrior to being a pacifist. The task now is to invent a language of peace." -- *Karen Schechner*²⁹

Emerging Leaders Council Announces Ingram Scholarship Winners

November 20, 2008 -- ³⁰ As *BTW* went to press, the Emerging Leaders Council announced the recipients of six scholarships to the American Booksellers Association's Fourth Annual Winter Institute ³¹ sponsored by Ingram Book Company/Ingram Publisher Services. The scholarships will enable the booksellers to experience the Winter Institute for the first time, and they cover reasonable transportation costs and up to a three-night stay at the Wi4 host hotel, the Salt Lake Marriott Downtown.

The recipients are:

Emily Adams
Third Place Books
Lake Forest Park, WA

Rich Rennicks
Malaprop's Bookstore/Cafe
Asheville, NC

Joe Eichman
Tattered Cover Book Store

Jess Ridout
Books Inc. (Burlingame)

Denver, CO

Burlingame, CA

Alison Haimson
Carnegie Mellon University
Bookstore
Pittsburgh, PA

Kate Robinson
Brookline Booksmith
Brookline, MA

When the scholarships were announced ³², Dan Sheehan, vice president of sales for Ingram Book Company/Ingram Publisher Services, noted, "There's no more essential element to our industry than the independent bookseller. For young booksellers who are passionate about their career path, the teaching and mentoring opportunities of [the Winter Institute] can truly be life-changing. Emerging Leaders is dedicated to supporting the finest talents at the early stage of their career and, quite frankly, we wanted to help."

Under a strategic partnership announced in May 2008, Ingram Book Company/Ingram Publisher Services is underwriting ABA's bookseller education program, including the Winter Institute, for the next three years.

For more information on the Winter Institute, visit BookWeb.org ³³.

Winter Institute Almost "Sold Out"

November 19, 2008 -- ³⁴ ABA's Fourth Annual Winter Institute ³⁵, which will be held in Salt Lake City from Thursday, January 29, to Sunday, February 1, is now almost booked to capacity. "Following our recent announcement that space at the Winter Institute was filling up, we experienced a flood of registrations, so there are now only a handful of spaces left," said ABA Chief Program Officer Len Vlahos. The free education event is open exclusively to ABA bookstore and provisional members.

Booksellers who are interested in attending are urged to sign-up today. Once the event is full, a waiting list will be started.

The association is also asking booksellers who may no longer need their Winter Institute reservations to let ABA staff know as soon as possible by sending an e-mail to Wi4@bookweb.org ³⁶. Hotel reservations should be canceled directly with the Salt Lake Marriott Downtown.

Event registration ³⁷ and a complete schedule ³⁸ are on BookWeb.org. The Winter Institute, which is sponsored by Ingram Book Company and Ingram Publisher Services, provides great learning and networking opportunities for novice and veteran booksellers alike.

ABA has negotiated a special room rate of \$122 per night at the Salt Lake Marriott Downtown for Wednesday, January 28, through Sunday, February 1, exclusively for Wi4 registrants. The special rate is available until Monday, January 5, or until the group block is sold out, whichever comes first. All hotel reservations must be made through the hotel (a link to the hotel's special Wi4 reservations web page is here ³⁹ and on BookWeb.org ⁴⁰).

Questions about the Winter Institute should be addressed to Wi4@bookweb.org ⁴¹.

AMIBA & ABA Join Forces for Local First Gathering

November 19, 2008 -- ⁴² Just prior to the American Booksellers Association's Fourth Annual Winter Institute ⁴³, the American Independent Business Alliance ⁴⁴ will hold its Second Annual IBA Leadership Gathering in Salt Lake City, Utah. The AMIBA event,

which begins on Tuesday, January 27, culminates with the ABA Pre-Winter Institute Conference on Local First/Shop Local ⁴⁵, a day of shared programming on Thursday, January 29, that will bring together Local First advocates, community organizers, government officials, and others who seek to help independent businesses thrive in their communities. Both events will be held at the Salt Lake Marriott Downtown ⁴⁶, site of the Winter Institute.

⁴⁷ "This year's event, in partnership with the ABA's Fourth Annual Winter Institute, will expand on last year's success, but include the same compare/contrast format, practical sessions, and space for candor," AMIBA Director Jennifer Rockne told *BTW*. "AMIBA is thrilled to piggyback our event with the Winter Institute. Booksellers have been at the forefront of the Localization Movement from the start, beginning with the very first Independent Business Alliance. ABA's introduction of IndieBound this year demonstrates strong support for booksellers to engage in their communities, and booksellers attending this year get the advantage of the combined resources of ABA and AMIBA. I think participants will come away armed with knowledge, confidence, and inspiration."

Rockne noted that AMIBA's big focus this year has been storytelling -- encouraging IBA leaders to "weave storytelling into their messaging to their communities" to help make issues facing Main Street real and personal. "We are including some special sessions to provide tools and ideas to integrate storytelling into local work. It's a perfect topic for booksellers," she noted.

The IBA Leadership Gathering kicks off on Tuesday, January 27, with an AMIBA Welcome Social, followed by a "Dinner With a Dash of Salt Lake City." Following breakfast on Wednesday, AMIBA is offering up a full-day of sessions on starting and managing independent business alliances, including programs on how to network with other local organizations, build an effective board of directors, become a media darling, develop programs to extend an IBA's message, fundraise, and more.

Wednesday's events will conclude with a film screening of *Independent America: Rising From the Ruins*, the sequel to the acclaimed film *Independent America*, presented by director Hanson Hosein. Hosein will also lead a workshop on enhancing the effectiveness of work with DIY, web-ready video.

⁴⁸ On Thursday, the ABA Pre-Winter Institute Conference on Local First/Shop Local will open with a welcome by Salt Lake Mayor Ralph Becker, who will also join with indie bookseller Betsy Burton of the King's English, a leader in Local First Utah ⁴⁹, to offer their firsthand experiences of the community's Local First efforts from the points of view of business and government, respectively. In addition, Stacy Mitchell, author of *Big-Box Swindle* (Beacon) and senior researcher for the Institute for Local Self-Reliance, will provide an update on the challenges and opportunities facing IBAs.

"From my perspective, the conference is the best of all possible worlds, with people from different business communities, booksellers, and people from my city and state government getting together," said Burton. "This offers a great chance for the cross-fertilization of ideas.... And Stacy Mitchell is such a fount of information."

Thursday's morning workshops will be targeted toward booksellers' various levels of experience with Local First campaigns. After a lunch event featuring an IndieBound slideshow and presentation by community-focused author Terry Tempest Williams, there will be an afternoon workshop on how indies can broaden the appeal and

value of their IBAs, featuring David Nimkin, the Southwest regional director of the National Parks Conservation Association, co-founder and vice chair of Local First Utah, and founder and long-time board chair for the Utah Microenterprise Loan Fund.

Nimkin told *BTW* that he is looking forward to addressing independent booksellers. "I think that ... booksellers are the backbone of the small business community and wonderful leaders to promote independent business alliances."

Though booksellers always seem to be at the forefront of local first groups, the localism movement is one that all indie retailers can get behind, Nimkin reported. "From our experience in Utah, businesses from all sectors have responded. We have over 1,800 businesses as part of our network, and we've attracted the interest of policy makers and local elected leaders who recognize the voice of local businesses."

Thursday's events will conclude with an optional visit to Rico Mexican Market and Catering, a prominent Salt Lake City indie business. (*Learn more.* ⁵⁰)

Registration for the AMIBA Leadership Gathering, which is open to both Affiliates and Non-Affiliates, is via the AMIBA website, amiba.net ⁵¹. Registration for the ABA Pre-Winter Institute Conference on Local First/Shop Local is via the Winter Institute registration form ⁵² on BookWeb.org. --David Grogan ⁵³

Need IndieBound Holiday Inspiration? See What Other Booksellers Have Done

November 19, 2008 -- Booksellers from coast to coast are taking IndieBound's holiday marketing materials and are making them their own. Here's a look at some of the things they're doing to impress upon customers the value of the book as a holiday gift and the importance of shopping locally.

A larger version can be obtained by clicking on many of the images below.

An ad from Arches Book Company and other businesses in Moab, Utah.

Animated GIF ads from Shaman Drum Bookshop in Ann Arbor, Michigan.

Bookmarks from St. Helens Bookshop in St. Helens, Oregon, incorporated a book cover, so co-op monies could be used to fund this promotion.

A bookmark from Subterranean Books in St. Louis, Missouri.

A poster from the Wellesley Booksmith in Wellesley, Massachusetts.

Lots of holiday stuff from The Kaleidoscope: Our Focus is You in New Hampton, Iowa.

Wish List Postcard

Book Flags

Shelf Labels

A window display at Aaron's Books in Lititz, Pennsylvania.

An ad for Books on the Common in Ridgefield, Connecticut.

Bookmarks, card, and bag stuffer from Russo's Books in Bakersfield, California.

And, although we don't have a photo to share right now, Saturn Booksellers in Gaylord, Michigan, is featuring the Partridge and Scented Candle on four-foot long, vinyl banners, which only cost \$55 each to produce.

All IndieBound holiday designs are open exclusively to ABA members in the Booksellers DIY ⁵⁴ on BookWeb, and help is available from IndieBound Outreach Liaison Paige Poe at paige@bookweb.org ⁵⁵ or 800-637-0037, ext. 6668.

Tough Times Resources Available From ABA

November 19, 2008 -- To help booksellers meet the challenges of the current economic downturn, the American Booksellers Association is offering members a number of free resources, including a one-on-one financial consultation; an online seminar focusing on cash reserves, controlling expenses, managing inventory, managing staff, and providing leadership skills; access to past articles in *Bookselling This Week*'s Tough Times series and education program materials; and more.

For more information about any of these resources, visit the Bookselling in Tough Times page ⁵⁶ on BookWeb.org, or call (800) 637-0037, ext. 6642.

Santa Gets Caught Reading

November 19, 2008 -- The Association of American Publishers ⁵⁷ (AAP) has announced the latest and perhaps most exclusive celebrity to ever have participated in its Get Caught Reading campaign -- Santa Claus!

In Get Caught Reading's newest image, which is inclusive of the "Books=Gifts" message, Santa takes a minute out of his busy gift-delivering eve to read a book. The image is available now on the Get Caught Reading website ⁵⁸.

A copy of the poster is being sent to American Booksellers

Association member stores participating in the IndieBound program in the December Red Box. Booksellers who would like additional copies of the poster, and anyone who would like a first copy, can download an order form ⁵⁹ for up to 12 free posters from the AAP website.

Visitors to the AAP site can also send a personalized e-card ⁶⁰ to spread the joys of a good story this Christmas.

⁶¹

The E-Fairness Effort Needs You

November 19, 2008 -- The American Booksellers Association is calling on booksellers in 44 states that collect sales tax to write to their governors today to urge that online retailers with in-state affiliates be required to collect and remit sales tax in accordance with existing laws. Recently, 11 independent trade groups wrote to the governors ⁶² and asked them to equitably enforce existing tax laws. Forty-five states currently charge sales tax; however, New York State has already begun enforcing sales tax collection on online purchases under the Internet Sales Tax provision, which became law on June 1.

Though it is the busiest time of the year for booksellers, in view of the economic climate and the many states projecting significant budget shortfalls, ABA believes it is crucial for booksellers to write their governors about e-fairness now. In addition, booksellers should feel free to adapt and send the template letter provided by ABA to their state legislators, especially if they have previously spoken or met with them regarding e-fairness.

To help booksellers in this crucial endeavor, ABA has prepared a template letter ⁶³ that can be adapted and sent. ABA is also asking booksellers to notify *BTW* Senior Editor David Grogan, via e-mail to dave@bookweb.org ⁶⁴, when they have sent the letter to their governor. This will help ABA compile information to support its sales tax lobbying efforts.

Talking Localism on the West Coast

November 19, 2008 -- This week, Stacy Mitchell, author of *Big-Box Swindle: The True Cost of Mega-Retailers and the Fight for America's Independent Businesses* (Beacon) and senior researcher with the Institute for Local Self Reliance ⁶⁵, is in the midst of a five-city West Coast tour. At each of the stops, she's speaking to local officials, indie business alliances, retailers, and residents about the growing Shop Local movement and the benefits to local economies.

"The main message of my talk focuses on support for local businesses -- how it's a growing movement and shows signs of hope -- but in the context of our current economic times," Mitchell said. "This [environment] makes my message all the more urgent -- how local businesses provide more [positive] economic impact for communities."

Mitchell's tour is taking her from California to Oregon: ⁶⁶

- Sunday, November 16, at the Unitarian Universalist Fellowship in Redwood City, California, presented by the Hometown Peninsula Independent Business Alliance ⁶⁷ and the Unitarian Universalist Fellowship of Redwood City
- Monday, November 17, at the Trinity Methodist Church Social Hall in Chico, California, sponsored by Lyon Books ⁶⁸ and the Institute for Sustainable Development at California State University ⁶⁹
- Tuesday, November 18, at the Eureka Women's Club in Eureka,

California, sponsored by the Humboldt County Independent Business Alliance ⁷⁰

- Wednesday, November 19, at the Medford Public Library in Medford, Oregon, sponsored by Ashland Food Cooperative ⁷¹, 1000 Friends of Oregon ⁷², Friends of Jackson County ⁷³, and Thrive ⁷⁴
- Thursday, November 20, at the First Unitarian Church in Portland, Oregon, sponsored by the Sustainable Business Network of Portland ⁷⁵ and the Economic Justice Action Group

Mitchell, who spoke to *BTW* following Sunday's gathering in Redwood City, noted that the many indie business owners participating in the event were excited about the movement's potential to have a positive impact on their businesses as well as the surrounding communities.

Kepler's Books ⁷⁶, owner Clark Kepler, the founder and president of the Hometown Peninsula Independent Business Alliance, said earlier in a statement: "We are now realizing how the collapse of real estate property can destroy families and communities. We need a strong, vibrant, healthy business community. Independent business owners are our neighbors. They shop, buy, volunteer and send their kids to our local schools. Independent business owners invest in our communities. We should invest in them."

Heather Lyon of Lyon Books ⁷⁷, who is working with other local business owners on the fledgling Think Local, Chico ⁷⁸, reported that, despite an emergency meeting of the local city council, Monday's event drew "a good group of local businesspeople."

Having Mitchell address the Chico community was very timely, Lyon said. "We are a community of local independent businesses, but there are also big box stores. They keep coming, and we're facing the prospect of a Wal-Mart Super Center and that's in addition to the one we already have."

Noting that Chico's Shop Local events "tend to be well attended," Lyon added, "This is a message that we'll keep presenting. It takes a while for people to understand the effects" that big box stores have on the local community.

Mitchell's appearance in Chico garnered coverage from the local media, including *Chico News & Review* ⁷⁹, which ran the headline "The Hidden Cost of Big Box Stores." The paper noted that Mitchell's travels around the country have enabled her to see "first-hand 'how far-reaching and profound an impact' [big box] stores have in communities across America." Mitchell is optimistic, however, because of rapidly expanding Shop Local efforts.

Chico News & Review reported that in "the past 12 months Walmart has pulled out of 20 applications for new stores (including a supercenter for North Chico)." Mitchell told the paper: "As time goes on, there is more evidence of the hidden cost of big-box stores -- that they eliminate more jobs than they create," and during her presentation cited a report "by a UC Irvine professor who studied the economic impact of 3,000 Walmarts and found that on average each takes 150 jobs away from the community."

Countering arguments that say opposition to big box stores cost local jobs, Mitchell said, "Well, if you have ever walked around the aisles at Home Depot looking for an employee to help you, you know these places are understaffed. It's part of their profit model," as reported by *Chico News & Review*.

As for what "Always Low Prices" mean for consumers, Mitchell explained that they don't always translate into savings, as manufacturers often make two versions of their products: a quality version for the independent stores and a cheaper version that looks

the same but is full of cheap plastics -- and will need replacement sooner -- for the big boxes, according to *Chico News & Review*.

Mitchell will be one of the speakers at ABA's Pre-Winter Institute Conference on Local First/Shop Local initiatives in Salt Lake City in January. (*See related story* .) --David Grogan ⁸⁰

Around Indie Bookstores

November 19, 2008 --

Village Books Named Outstanding Philanthropic Small Business

At a luncheon in Seattle on Thursday, November 20, National Philanthropy Day, the Association of Fundraising Professionals is honoring Bellingham's Village Books ⁸¹ as the 2008 Outstanding Philanthropic Small Business in Washington.

The organization said, "Village Books is a community leader through philanthropy, education, and activism. Owned by Chuck and Dee Robinson, the Bellingham bookstore is part of the fabric of the community, connecting individuals and causes through the store's newsletter, book signings, and fundraising events in support of community good works."

The bookstore's most recent fundraising effort -- the Chuckanut Radio Hour with Garrison Keillor -- raised more than \$10,000 for the Pickford Film Center.

Brookline Booksmith Chosen Best of Boston

For the eighth time, Brookline Booksmith has won the designation "Best of Boston" from *Boston Magazine* ⁸², which said: "At heart, a bookstore's job is simple: Carry the latest and greatest. The Booksmith does this handily, while rising above Blahs & Noble to stand as a true bibliophile meeting ground. Its monthly book club and near-daily readings by a formidable mix of authors (this past year saw lad-lit hero Nick Hornby, Pulitzer-winning novelist Jhumpa Lahiri, and blowhard par excellence Chris Matthews) provide a safe haven for book lovers in a world clogged with TV watchers."

Children's Booksellers Open Store for Adults

This month, Holly Baracchini and Heidi Allwood, the mother-and-daughter owners of Little Bookworms Children's Bookstore & Boutique in Lakewood Ranch, Florida, opened a new bookstore aimed at adults, Lakewood Ranch Booksellers ⁸³. The new store, which is located a few doors down from the children's bookstore, carries more than 3,000 titles, plus newspapers, magazines, and gifts.

Among the most popular items so far, Allwood told the *Lakewood Ranch Herald* ⁸⁴, are "bestsellers; cookbooks, such as the latest tome from domestic doyenne Martha Stewart; and stocking stuffers, such as bound journals or calendars. The store also features chic reading glasses at affordable prices, a large section of bargain books marked down 40 - 70 percent, and free gift wrapping."

Oregon Parents Name Baby After Powell's Books

Audrey and Kevin DeKam of Albany, Oregon, have named their son, born on Friday, October 3, 2008, Powell Finley DeKam, in honor of "their favorite bookstore on the planet," and the folks at Powell's Books ⁸⁵ couldn't be prouder.

Audrey DeKam told the staff at Powell's that she and her husband couldn't reach an agreement on a name, when she stumbled upon "Powell" in a baby name book and learned that it means "alert." She instantly liked the name because it reminded her of Powell's Books.

"It's the first time in our long history that a baby has been named in our honor," said store owner Michael Powell. "And it's a wonderful reason to celebrate."

Happy Anniversary ...

We had so many recent bookstore anniversaries to report this week that we decided to note them in a special column. *Check them out* ⁸⁶

BTW News Briefs

November 19, 2008 --

NRF Holiday Study: Books to Be a Hot Item This Year

Though the majority of consumers have not even put a dent in their shopping list, traditional winter apparel and personal, inexpensive items like DVDs, CDs, and books will be the first things they stock up on as they begin their holiday shopping, according to NRF's 2008 Holiday Consumer Intentions and Actions Survey, conducted by BIGresearch.

"Americans may be hesitant to purchase expensive gifts this holiday season, but personal and practical gifts will resonate most with shoppers this year," said NRF President and CEO Tracy Mullin. "Though many companies have already been featuring substantial sales and discounts, retailers may still have a few tricks up their sleeves to attract and entice holiday shoppers."

The survey found that consumers will shop in similar gift categories as last year, with clothing and accessories (57.4 percent) and books, CDs, DVDs, and video games (55.6 percent) topping the list. Furthermore, the study indicates that, though many consumers are struggling, most will not rely on credit for the bulk of this year's holiday purchases. The survey found that 41.5 percent of shoppers will primarily use their debit/check card to pay for holiday items this year, compared to 40.1 percent last year.

Online Retailers to Continue Free Shipping Promotions

Despite a lagging economy causing many online retail marketers to cut marketing budgets and promotional spending, according to a Shop.org holiday survey, online retailers will continue to employ free shipping promotions to entice customers, as reported by AdAge.com. According to the survey, 45 percent of retailers said their budgets for free shipping promotions were higher than last year's, the article noted.

NEIBA Names Grant Recipients

The latest recipients of New England Independent Booksellers Association ⁸⁷ grants hail from opposite ends of Massachusetts, the NEIBA newsletter recently announced. Pioneer Valley Local First, based in Northampton, Massachusetts, has been awarded a grant of \$2,500 to fund a project manager and graphic designer in order to produce a business directory for Pioneer Valley First. NEIBA members involved in the Pioneer Valley alliance are Broadside Bookshop, Food for Thought Books, and Odyssey Bookshop.

Shop Sandwich First, on Cape Cod, also received a grant of \$2,500, which will be used towards the design, distribution, and marketing of their Shop Sandwich First booklet and to help defray hotel room costs for one of its members, Vicky Uminowicz of Titcomb's BookShop, to attend the ABA sponsored Winter Institute in January 2009.

The purpose of NEIBA Grants is to help independent booksellers' efforts in their own communities to shift consumer awareness toward supporting locally owned businesses.

Former Olsson's Events Team Launches Offsitebooks

Staff from the former Olsson's Books & Records in Washington, D.C., have formed a new company, Offsitebooks Inc. [<http://www.offsitebooks.com>], to sell books at events in the D.C. region. Founders Alicia Greene, Olsson's marketing director and events coordinator, and Terence K. McCann, Olsson's former CFO, plan to sell books at a variety of venues, from major institutions and law firms to nonprofits and private parties. The pair also plans to pursue business-to-business sales.

PNBA Announces Book Awards Short List

On November 19, the Pacific Northwest Booksellers Association ⁸⁸ announced its first-ever Book Awards Short List. The PNBA Short List was selected by a committee of independent booksellers from Washington, Oregon, Idaho, Montana, and Alaska. The committee chose the following 12 books from more than 100 nominees, all of which were written by Northwest authors and published in 2008. The Book Awards Committee will choose the final list of no more than six titles in mid-December. PNBA will announce the winners to our members and to media in January.

The short list titles are:

- *American Buffalo: In Search of a Lost Icon* , Steven Rinella (Spiegel & Grau)
- *The Art of Racing in the Rain: a Novel* , Garth Stein (Harper)
- *Conquistador: Hernan Cortes, King Montezuma, and the Last Stand of the Aztecs*, Buddy Levy (Bantam Books)
- *The Eleventh Man* , Ivan Doig (Harcourt)
- *The English Major*, Jim Harrison (Grove Press)
- *Guernica: A Novel* , Dave Boling (Bloomsbury)
- *The Jewel of Medina: A Novel* , Sherry Jones (Beaufort Books)
- *Little Hoot* , Jen Corace (illus.) (Chronicle Books)
- *Selected Poems: 1970 - 2005* , Floyd Skloot (Tupelo Press)
- *Shopping for Porcupine: A Life in Arctic Alaska* , Seth Kantner (Milkweed Editions)
- *Wild Beauty: Photographs of the Columbia River Gorge, 1867 - 1957* , Terry Toedtemeier and John Laursen (The Northwest Photography Archive & Oregon State University Press)
- *The Wink of the Zenith: The Shaping of a Writer's Life* , Floyd Skloot (University of Nebraska Press)

The Indie Mystery Bestseller List

November 19, 2008 -- For the eight-week period ending November 18, 2008, and based on sales at independent bookstores throughout the U.S.

1.	Book of the Dead Patricia Cornwell, Berkley, \$9.99, 9780425216255
2.	The Comforts of a Muddy Saturday

	Alexander McCall Smith, Pantheon, \$23.95, 9780375425134
3.	Friends in High Places Donna Leon, Penguin, \$7.99, 9780143114147
4.	The Careful Use of Compliments Alexander McCall Smith, Anchor, \$13.95, 9781400077120
5.	Rough Weather Robert B. Parker, Putnam, \$26.95, 9780399155192
6.	The Lace Reader Brunonia Barry, Morrow, \$24.95, 9780061624766
7.	Sweet Revenge Diane Mott Davidson, Avon, \$7.99, 9780060527341
8.	Exit Music Ian Rankin, Little Brown, \$24.99, 9780316057585
9.	The Naming of the Dead Ian Rankin, Little Brown, \$7.99, 9780316018869
10.	The Tenderness of Wolves Stef Penney, S&S, \$15, 9781416571308
11.	Interred With Their Bones Jennifer Lee Carrell, Plume, \$15, 9780452289895
12.	The Best American Mystery Stories 2008 George Pelecanos (Ed.), Houghton Mifflin, \$14, 9780618812677
13.	Little Face Sophie Hannah, Penguin, \$14, 9780143114086
14.	Lean Mean Thirteen Janet Evanovich, St. Martin's, \$7.99, 9780312349509
15.	The Tin Roof Blowdown James Lee Burke, Pocket, \$7.99, 9781416548508
16.	One for the Money Janet Evanovich, St. Martin's, \$7.99, 9780312990459
17.	Dead Heat Dick Francis, Felix Francis, Berkley, \$9.99, 9780425223192
18.	The No. 1 Ladies' Detective Agency Alexander McCall Smith, Anchor, \$12.95, 9781400034772
19.	Bones to Ashes Kathy Reichs, Pocket Star, \$7.99, 9781416525653
20.	The Shape Shifter Tony Hillerman, Harper, \$9.99, 9780060563479
21.	One Good Turn Kate Atkinson, Back Bay, \$13.99, 9780316012829
22.	Three Bags Full Leonie Swann, Flying Dolphin, \$12.95, 9780767927055
23.	Maisie Dobbs Jacqueline Winspear, Penguin, \$14, 9780142004333
24.	Salvation in Death J.D. Robb, Putnam, \$25.95, 9780399155222
25.	The Catch Archer Mayor, St. Martin's Minotaur, \$24.95, 9780312381912

Kalamazoo Businesses Bring the Indie Message Home to Kids

November 19, 2008 -- Nicole Butz and Joanna Parzakonis, co-owners of Bookbug⁸⁹ in Kalamazoo, Michigan, have launched a promotion that unites a group of independent, locally owned businesses under the name "Indie Kids Kalamazoo." The program offers families a passport "to help them shop responsibly and save money at some of Kalamazoo's kid-friendliest businesses," the group said.

The "Holiday Passport," which entitles shoppers to discounts at 14 area retailers, can be picked up at any participating business, where customers will receive an immediate 10 percent off their purchase. They'll also receive an additional 10 percent discount when they shop at any of the other IndieKid businesses for the first time. Passports are stamped when each purchase is made, and customers whose passports bear nine stamps from at least five different businesses may redeem it at any IndieKid participant for \$5 worth of merchandise.

Among the participating businesses are a skate shop, art store, shoe shop, record store, cycle shop, food stores, and more. Butz and Parzakonis said that "businesses were approached to join based on their location, independent ownership, willingness to discount their products, family-friendliness, and commitment to community." Their hope is for membership to grow as new campaigns are developed to counter the struggling economy into the next year.

"We are keenly aware, not just as business owners, but as moms ourselves, that families are looking for ways to save this year," said Parzakonis in a statement. "Creating this passport is our way of saying that we understand and that we're committed to keeping Kalamazoo strong, unique, and vibrant in the midst of a tough economy. When parents choose to buy gifts locally, from independently owned businesses they're not only often buying better quality they're also supporting a more meaningful community for their kids. We know that this matters to many parents and that shopping online and with chain retailers doesn't 'save' money for them when a greater percentage of those profits go elsewhere. With this savings passport, we are now often beating our online and chain competitors' actual prices as well."

Though the passport can be stamped through December 24, 2008, and redeemed through the end of January 2009, Butz and Parzakonis expect that "IndieKids Kalamazoo" will continue to provide seasonal savings opportunities to families and marketing support for locally owned independent, kid-friendly businesses throughout the new year.

Happy Anniversary ...

November 19, 2008 -- With so much bad economic news clogging the airwaves, it's easy sometimes to forget the good. We're happy to report, however, that over the past few weeks a number of indie bookstores across the country have reached significant milestones that were certainly cause for celebration.

The Odyssey Bookshop Turns 45

Stephen King and Richard Russo attended the 45th anniversary party of The Odyssey Bookshop⁹⁰ in South Hadley, Massachusetts, and the event served as a fundraiser for The Food Bank of Western Massachusetts, as reported in the *NEIBA Bookstore News*. The bash was held at Chapin Hall on Mount Holyoke's campus.

About 1,200 people were there for the occasion, including customers, publishers, editors, relatives, authors, sales reps, and bookworms gathered "to eat, drink, and recall their own special memories of the Odyssey," *NEIBA Bookstore News* reported. The featured event was a conversation with King and Russo led by Joe Donahue, WAMC Northeast Public Radio host.

Accent on Books: 25 Years in Asheville

Accent on Books⁹¹ in Asheville, North Carolina, is celebrating its 25th anniversary this year. The *Ashville's Citizen-Times*⁹² noted that the store, which specializes in children's books, regional authors, and theological and spiritual titles, was opened by co-owners Lewis Sorrells and Patrick Covington in 1973. The two had met when they worked as booksellers for B. Dalton Book Store at the Asheville Mall, the article noted.

As for the secret of the store's success, Covington told the *Citizen-Times*, "I think some people come to us because we're convenient, others because they like the atmosphere and individual customer service here. We think we have the best selection of children's books in this part of the state." In addition, the bookstore does well in part because it's part of a "dedicated reading community," the article stated.

Brace Books & More Celebrates 25 Years

This fall marks the 25th anniversary of Brace Books & More⁹³ of Ponca City, Oklahoma. The bookstore, owned by Jean and Jerry Brace, occupies a 5,000-square-foot space that includes a coffee bar, as well as a broad variety of gift items. But first and foremost it offers "a large and diverse selection of books for all ages -- not just the bestsellers, but local authors, history, classics, Bibles, and children's favorites," said the owners.

Strong customer interest in the store's large cookbook selection led the Braces to add interesting kitchen gadgets, aprons, and cookware, which led the creation of a "cooking department." The store also offers a Book Angel Tree project to provide hundreds of books for needy children each year. Store patrons receive a discount on books they select for children whose names and reading levels are provided by the Salvation Army.

Katy Budget Books Turns 25

Katy Budget Books⁹⁴ in Katy, Texas, is celebrating 25 years in business throughout 2008. The business, owned by Tamre Dore, is marking its silver milestone with author appearances and special events.

In September of this year, Dore told *BTW* that the bookstore had escaped Hurricane Ike unscathed, but her chief concern was the resultant loss of business. (*Read more*⁹⁵.)

Outwrite Celebrates 15 Years

On Saturday, November 15, Outwrite Bookstore & Coffeehouse⁹⁶ in Atlanta, Georgia, celebrated President-elect Obama's historic victory and its 15th birthday party. The bookstore started as "an idea posted on a community bulletin board in 1993" and is now one of the south's premiere GLBT landmarks.

Perhaps fittingly for a store that has become a gathering spot for progressives both gay and straight, the store's celebration fell on the national day of protest against California's Proposition 8. That night, the store and two area restaurants allowed their parking lots

to be used for a candlelight vigil in support of gay marriage following the passage of Proposition 8 in California, as reported by *Atlanta Progressive News*⁹⁷.

Third Place Books Celebrates 10 Years, Plans a New Branch

Ron Sher opened Third Place Books⁹⁸ in Lake Forest Park, Washington, in November 1998. Some 10 years later, "the owners and staff of Third Place Books in Lake Forest Park are in a celebratory mood -- [its] location in a shopping mall is a magnet for book lovers, with an inventory of 200,000 new and used books and a full schedule of author readings and book events that draw overflow crowds, even on a weeknight," reported the *Seattle Times*⁹⁹. Sher also has a store in Seattle's Ravenna neighborhood and is planning to open another bookstore in Bremerton, the *Times* noted. The store threw itself a birthday party on November 10 with guests Garth Stein, Stephanie Kallos, Ivan Doig, Matt Ruff, Ann Rule, and Nancy Pearl.

Lyon Books and Learning Center Turns Five

Lyon Books and Learning Center¹⁰⁰ in downtown Chico, California, which celebrates its fifth anniversary this month, was recently profiled in *Chico Enterprise-Record*¹⁰¹. The store, which is filled with new and used books, CDs, games, magazines, and gifts, hosts about 40 events per year, reading groups, children's activities, and more.

Owner Heather Lyon told the newspaper that Lyon Books is more than a just store for her: "Family business is the backbone of American culture. It's a tough economy right now and independent bookselling is a troubled segment of the retail industry," she said. "I always hope that people will think of the small, locally-owned business. It's OK that Walmart is here, but we don't want it to be the only choice."

Lyon was honored this year with the City of Chico Mayor's Award for Achievement in the Arts, noted the *Enterprise-Record*.

Vroman's Turns 114

Any birthday over 100 is definitely cause for celebration, and on Friday, November 14, Vroman's Bookstore¹⁰² in Pasadena, California, celebrated its 114th. The birthday bash kicked off what is expected to be one of the store's busiest weeks of the year, with events featuring Martha Stewart, David Shannon, Lisa Leslie, and more.

This year, Vroman's was named *Publishers Weekly* Bookseller of the Year and publisher Peterson's awarded Vroman's a Peterson's Bookseller Travel Grant in recognition of its *PW* Bookseller of the Year honor.

*Have a big anniversary or other milestone coming up? Please*¹⁰³ let Bookselling This Week *know*¹⁰⁴.

A Holiday Sale on IndieBound Bags

November 19, 2008 -- From now until December 12, W.G. Ellerkamp is offering 10 to 15 percent discounts on IndieBound paper bags, reusable totes, and giftwrap. The sale, which company president Jack Ellerkamp said is their way of saying thanks to ABA members for their business, includes merchandise bags, handled shopping bags, and the very popular Peace. Love. Books. reusable tote. Three specialty giftwrap designs are also on sale: Classic

Books, Old World Map, and Globo (Faces of the World).

The Peace. Love. Books. reusable tote, which is great for resale and for promotional giveaways, is an ideal way to remind customers to keep coming back to the bookstore for a refill. The generic tote is now on sale for a \$1.62 per bag (usually \$1.80); personalized totes are now \$2.07 each (usually \$2.30).

Natural Kraft recycled "cafe" 10" x 5" x 10" handled shopping bags (250 per case) are on sale for \$86.70 (usually \$102). Sale prices on all styles of IndieBound bags, generic and personalized, can be found on downloadable ¹⁰⁵ and electronic order ¹⁰⁶ forms on BookWeb.org.

Sales at Bookstores Decline in September

November 18, 2008 -- Sales during September are estimated at \$1,494 million, compared to sales of \$1,564 million for the same period last year. For the year to date, bookstore sales are up 1.8 percent.

The Census Bureau also adjusted its preliminary estimates of August 2008 bookstore sales upward to \$2,462 million, putting them at 6.5 percent above August 2007.

Total retail and food service sales fared better than bookstores sales in September. Retail sales were \$357.7 billion in September 2008, compared to \$357.5 billion in September 2007, a slight increase of 0.6 percent.

Period	2007 Final (Millions Dollars)	2008 of (Millions Dollars)	% Change of 2008 Over 2007
January	2,195	2,285	4.1
February	1,030	1,144	11.1
March	1,019	1,019	0.0
April	926	1,002	8.2
May	1,125	1,154	2.6
June	1,152	1,074	(6.7)
July	1,213	1,124	(7.4)
August	2,311	2,462	6.5
September	1,564	1,494 (p)	(4.5)
YTD	12,535	12,760 (p)	1.8

(p) Preliminary figure

Note: Estimates reflect sales of all types of participating bookstore, including trade, college, religious, chain stores (including superstores), and others. A bookstore is defined as any retail establishment with sales comprised of more than 50 percent new books and periodicals, and estimates include sales of all products in these stores.

Bestseller Reporting Deadlines Remain Unchanged

November 18, 2008 -- Because of the Thanksgiving holiday, the Indie Bestseller List for the week ending November 23 will be published, along with our next edition of *Bookselling This Week*, on Wednesday, November 26. Bestseller reporting deadlines are as usual.

LIBRIS Is Local

November 18, 2008 -- ¹⁰⁷ Booksellers searching for affordable, comprehensive business insurance who want to stay true to the IndieBound movement need look no further than LIBRIS ¹⁰⁸, the property, liability, and workers' compensation insurance, developed by the American Booksellers Association to address the specific needs of independent bookstores. LIBRIS' (League of Independent Book Retailer Insurance Services ¹⁰⁹) specialized coverages may be purchased from licensed brokers in communities nationwide, and when a bookseller purchases LIBRIS insurance from a local agent that businessperson earns a commission, thus contributing to the local economy.

In addition to providing members with the broadest insurance coverage at the most competitive cost, LIBRIS offers quick, responsive service as well as the opportunity to share in dividends when they are declared. Policyholders are also eligible to obtain risk management and loss control assistance from knowledgeable bookstore insurance specialists.

A no-obligation quote can be obtained by calling LIBRIS at (888) 694-8585, e-mailing LIBRIS@beechercarlson.com ¹¹⁰, or visiting www.libris.org ¹¹¹.

MARKETPLACE

Classifieds

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122. See <http://www.springbookshow.com>
123. See <http://www.emeraldbookcompany.com/authors/mcdonnell/>
124. See <http://www.toyfairny.com>