

# BOOKSELLING **THIS** Week

AMERICAN BOOKSELLERS ASSOCIATION

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## Small Business Administration Rolls Out New Loan Program

May 20, 2009 -- *Booksellers can hear about the ways that they can gain access to capital at BEA session on the Economic Stimulus Package*

<sup>1</sup> This week, the Small Business Administration (SBA) announced

that it has launched a new program to help businesses in this difficult economic climate, the America's Recovery Capital (ARC) loan program, which carries a 100-percent guarantee from the SBA to the lender. Small businesses suffering financial hardship as a result of the slow economy may be eligible to receive temporary relief to keep their doors open and get their cash flow back on track through the program, which was announced this week by SBA Administrator Karen G. Mills.

Booksellers can find out how to take advantage of ARC loans and other small business programs in the Recovery Act to garner much needed capital at ABA's session, "How SBA and the Federal Stimulus Package Can Help Your Business," to be held at BookExpo America on Saturday, May 30, from 10:30 a.m. - noon, at the Javits Convention Center. The featured speaker at this important event is Ana M. Ma, chief of staff at SBA.

ABA encourages any bookseller who has taken advantage of SBA loans via the Recovery Act and who would like to share the experience with other booksellers at SBA session at BookExpo America or in *Bookselling This Week* to contact ABA Public Policy Liaison David Grogan at [dave@bookweb.org](mailto:dave@bookweb.org)<sup>2</sup>.

Regarding the ARC loan program, beginning on June 15, SBA will start guaranteeing ARC loans. ARC loans are deferred-payment loans of up to \$35,000 available to established, viable, for-profit small businesses that need short-term help to make their principal and interest payments on existing qualifying debt. ARC loans are interest-free to the borrower, 100 percent guaranteed by the SBA, and have no SBA fees associated with them.

"These ARC loans can provide the critical capital and support many small businesses need to make it through these tough economic times," said Administrator Mills in a statement. "Together with other provisions of the Recovery Act, ARC loans will free up capital and put more money in the hands of small business owners when they need it the most. This will help viable small businesses continue to grow and thrive and create new jobs in communities across the country."

As part of the Recovery Act, the ARC program was created as a no-interest, deferred payment loan to help small businesses that have a history of good performance, but as a result of the tough economy, are struggling to make debt payments.

ARC loans will be disbursed within a period of up to six months and will provide funds to be used for payments of principal and interest for existing, qualifying small business debt including mortgages, term and revolving lines of credit, capital leases, credit card obligations and notes payable to vendors, suppliers, and utilities. Repayment will not begin until 12 months after the final disbursement. Borrowers don't have to pay interest on ARC loans. After the 12-month deferral period, borrowers will pay back the loan principal over a period of five years. ARC loans will be made by commercial lenders, not SBA directly.

## Hawaii Internet Sales Tax Bill Passes Legislature; MN Governor Says No to

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## Internet Sales Tax Legislation

May 20, 2009 --<sup>3</sup> In Hawaii, H.B.1405 -- which was introduced in the Hawaii House of Representatives by Rep. Isaac W. Choy (D-24) -- would require out-of-state online retailers with affiliates in the state to collect and remit sales tax. Recently, the bill passed both Hawaii's House and Senate, as reported by the *Honolulu Advertiser*.

"We are pleased that Hawaii's legislature passed the Internet sales tax bill," said Oren Teicher, ABA COO. "As yet another state moves closer to passing e-fairness legislation, this is a tremendous victory for independent retailers everywhere. We strongly urge Governor Lingle to sign this important bill, which will help the state's long-term economic health by putting a halt to the sales tax avoidance practices of out-of-state online retailers with affiliates in the state."

Choy's legislation applies to those out-of-state retailers whose gross receipts from affiliate sales to customers in Hawaii exceed \$10,000 during the preceding four quarterly periods. Governor Linda Lingle has until June 30 to provide a notification of objection to the bill and until July 15 to sign the bill, according to Choy's office. At present, it is unclear whether the governor will veto Choy's bill.

In Minnesota, the sales tax story included a good deal of last-minute politicking. In the early hours of Tuesday, May 19, Minnesota Governor Tim Pawlenty announced that he would veto an omnibus tax bill, after what media reports described as a very contentious legislative session late Monday. The omnibus tax bill had contained an Internet sales tax provision that would have required out-of-state online retailers with nexus in the state to collect and remit sales tax. However, at some point on Monday, the provision had been removed from the bill, presumably as legislators scrambled to create a tax bill that they thought the governor would not veto. The governor had already vetoed an earlier version of the tax bill over the weekend, according to *Forbes*.

"We are disheartened to learn of Governor's Pawlenty's opposition to the Internet sales tax legislation," Teicher said. "However, our e-fairness campaign in Minnesota is far from over. Our cause has widespread support among Minnesota's businesses and from the state legislature, and the governor's unfortunate response will in no way lessen our commitment to working with the Midwest Booksellers Association and indie booksellers and retailers throughout the state on behalf of e-fairness. Our efforts will continue in Minnesota, and we remain optimistic that we will be successful."

Pawlenty said he plans to balance the budget through unilateral cuts, or unallotments, according to press reports. "[Democratic legislators'] plans to increase income taxes, sales taxes, remove the property tax cap, create a new Internet download tax, eliminate deductions for mortgage interest, charitable giving, and even organ donation were deeply misguided," Pawlenty said in a statement, as reported by the *Home Town Source*.

Watch future issues of *Bookselling This Week*<sup>4</sup> for important updates on the campaigns for e-fairness in both Hawaii and Minnesota.

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## Get Going With Digital Content at BEA

May 20, 2009 -- As part of ABA's Day of Education, at the Javits Convention Center on Thursday, May 28, in Room 1E12 in the

Javits Center from 1:15 p.m. - 2:30 p.m., a panel of e-content experts will discuss trends in digital content, including e-books and audio books, and their impact on independent bookstores in "Going Digital: An Industry Discussion on Selling E-Content."

ABA Chief Program Officer Len Vlahos will moderate a discussion with panelists Mark Nelson, digital content strategist, National Association of College Stores (NACS); Jenn Northington, events and marketing manager, The King's English Bookshop, Salt Lake City, Utah; and Andrew Savikas, vice president of digital initiatives, O'Reilly Media.

Along with serving as the digital content strategist at NACS, Nelson is vice president for strategy and development for NACS Media Solutions. He recently completed a five-year term as a research fellow for the EDUCAUSE Center for Applied Research, assisting with studies and publications on several topics related to technology in higher education.

Nelson will discuss publishing industry shake-ups and how indie booksellers can take advantage of them. "There are some commonalities that we can observe that may help the independent stores better understand and navigate the shifting landscape," he said. The commonalities he'll be covering on the panel include staying tech current, partnering with other organizations, and innovating productively. Nelson said, "Innovation in response to radical change and emerging technology is a common theme for me. Right now there is a strong message to be given about market share over margin, and the evolving nature of our competitive landscape."

Northington, who started her career in books after college "because it sounded like more fun than grad school" worked for Changing Hands Bookstore in Tempe, Arizona, and is currently managing events and marketing at The King's English. She is also the Mountains and Plains Independent Booksellers Association representative for the Emerging Leaders Council. She said one focus for her will be identifying possible relationships between physical bookstores and digital content.

"There's a lot of spaghetti being thrown at the wall right now as far as what form digital content is taking and how you get it, and one thing I'm particularly interested in is content bundling," Northington said. "I also am intrigued by Stephanie Anderson's [of WORD bookstore in Brooklyn] notion of stories versus books and booksellers' role as curators of those stories, as well as the role of geographic community in the digital age."

Andrew Savikas, the vice president O'Reilly Media, has worked on several key publishing technology initiatives at O'Reilly, including the design and deployment of an open-standards-based XML content distribution platform. Savikas is also an advisor to Safari Books Online, O'Reilly's joint venture with Pearson Technology Group.

Savikas will be pointing to data gathered at O'Reilly to underscore where digital content is heading, including that O'Reilly Media now sells more digital books than print books on their website. He'll also talk about how "readers value a choice of multiple DRM-free formats for ebooks" and that while he notes that e-reader devices are important, he believes that "the real opportunity for digital books and reading is on mobile phones." -- *Karen Schechner*<sup>5</sup>

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## Wholesaler Fulfillment Now Available on IndieCommerce Sites

May 20, 2009 --

This week, ABA announced that wholesaler fulfillment is now available to member sites using the new IndieCommerce solution. The added functionality means a store can now have a wholesaler automatically fulfill an order directly to a customer and IndieCommerce will process the payment. In addition, the association announced that intuitive, easy-to-use e-Book functionality should be available sometime in June, accommodating three different e-book formats: Adobe, Microsoft, and the Palm Reader.

"Wholesaler fulfillment and e-Book functionality represent the last two functionalities we are moving over to the new system," said IndieCommerce Director Ricky Leung. "With these last pieces of the puzzle in place, it will mean that booksellers can do everything with the new Drupal system that they did before with the old system, and, importantly, also much more. IndieCommerce's open-source platform is practical, intuitive, and adaptable, and it provides our members with more robust administrative tools. IndieCommerce allows users to have much greater control over the look and feel of their websites, and allows ABA staff to roll out new features more quickly."

ABA is now offering training sessions and step-by-step instructions to current IndieCommerce stores to guide their site migration to the Drupal platform. Stores that haven't already set up a training session should send an e-mail to [scott@bookweb.org](mailto:scott@bookweb.org)<sup>6</sup> offering several possible Monday dates in May, June, or July.

Training sessions are generally scheduled for Mondays at noon Eastern Time to allow stores in different time zones to participate at the same time and to afford enough time for participants to finish a session, which can run anywhere from 90 minutes to three hours.

In order to give stores an idea of how the site and the training will work, ABA staff has created instructional videos<sup>7</sup>, which can be accessed with a BookWeb log-in. When a bookseller feels comfortable with the system's controls, ABA arranges for the store's existing content to be migrated to the new site. More advanced follow-up training will then be offered on Thursdays or Fridays.

Furthermore, Leung and ABA Chief Program Officer Len Vlahos will present "ABA IndieCommerce Solution: The New System," a demonstration and Q&A session, as part of ABA's Day of Education at BEA. The session, at 10:45 a.m. on Thursday, May 28, is aimed at owners, managers, webmasters, and frontline booksellers from stores not currently using the product.

And on Friday, May 29, members can attend the ABA's IndieCommerce Users Group in Room 1E09, from 9:30 a.m. - 10:30 a.m. This session provides attending booksellers with a great opportunity to meet with and provide feedback to ABA staff on IndieCommerce.

Those interested in seeing examples of IndieCommerce sites can check out any one of these live sites:

<http://www.nantucketbookworks.com/><sup>8</sup>

<http://www.villagebooks.com/><sup>9</sup>

<http://www.thebookloft.com/><sup>10</sup>

## E-Fairness Op-Ed: Internet tax avoidance hurts jobs, public

*May 20, 2009 -- This column by Lenny Goldberg, executive director of the California Tax Reform Association<sup>11</sup>, and Hut Landon, executive director of the Northern California Independent Booksellers Association<sup>12</sup>, originally appeared in the San*

*Francisco Chronicle on May 17, 2009.*

The demise of Cody's Books in Berkeley and Stacey's in San Francisco is a symptom of one of the key changes of our new era: the shift to the massive use of Internet sales instead of community businesses.

We are in a difficult period of transition for retailing in general and booksellers in particular. But it's particularly frustrating when the state's tax policies conspire with out-of-state sellers to inflict major damage on local businesses.

State-sanctioned tax avoidance is in fact what has been happening as a result of the failure of the state Legislature and of the state's sales tax agency, the Board of Equalization, to collect taxes on sales into California by companies with substantial presence in the state. Not only is Amazon.com abusing the law with regard to its massive sales into California, but a whole Web-based cottage industry has grown up based heavily on a business model of avoiding sales tax.

The issue has come to a head over a bill by Assemblywoman Nancy Skinner, D-Berkeley, whose legislation, AB178, is really about enforcing the sales tax law, which the Board of Equalization has failed to enforce. It says, simply, that Internet sellers with agents or representatives in the state have presence sufficient for them to be obligated to collect tax on sales to California and send it to the state.

The business model used by Amazon for years, and now by other businesses, is their "affiliate" program, by which thousands of California organizations and individuals solicit sales under a contractual relationship and receive a commission on the sales. Amazon's long-standing approach has been to gain a competitive advantage over other businesses by avoiding the collection of tax.

Founder Jeff Bezos has said he originally wanted to locate in Alameda rather than Seattle but wanted to sell tax-free into the huge California market. And somehow the company has managed to avoid the law that says that if it has representatives in the state -- its affiliates -- it must collect the tax.

California is not on the cutting edge of this issue. New York passed legislation that serves as the basis for Skinner's bill. Amazon did two things in response: It started collecting the tax from New York purchasers immediately, because it did not want to be liable for the money; and it filed suit. A New York court dismissed the suit, holding that Amazon had a presence in New York, and upheld the state. As a result, a number of states, California included, are attempting to follow the New York law.

However, in California, home to high-tech industries, legislators have been hammered by lobbying from the likes of Google and Yahoo, even though their click-through advertising businesses would not be affected. Worse, an "AstroTurf" campaign of small sellers with Web-based businesses affiliated with a national Web company also has pressured the Legislature. This group serves as a Web-based representative of out-of-state retailers, giving them entry into the California market without collecting any tax on sales. Skinner's bill, they say, will do harm to their businesses, which cannot exist if tax avoidance is ended.

But let's talk about the long-standing harm, caused by an unlevel playing field, to California's existing Main Street retailers. Stacey's and Cody's alone employed about 200 people, generated revenue of \$20 million and paid \$2 million in sales tax each year. That's \$2 million more than Amazon has collected on its book sales. And



these small businesses are at the heart of what makes our communities into livable neighborhoods. Yet the state provides what is effectively a 10 percent subsidy for these out-of-state sellers.

Obviously, given the state's fiscal dilemma and the legitimate needs of California businesses, these practices are untenable. Whether traditional booksellers can survive the next wave of electronic book downloads is an open question. Similarly, music sellers have faced the difficulty of competing with digital downloads (which also, unfairly, are untaxed in California and most, though not all, states).

For a brief time in the 1990s, major national retailers of electronics, sporting equipment and books flirted with separating their companies into dot-com subsidiaries so they, too, could avoid tax. Not only was this self-defeating, but it quite possibly was illegal, so that retailers such as Target.com now collect tax on all Internet and store purchases.

But there are, in fact, billions in out-of-state sales into California that unfairly compete with all of our domestic retailers by avoiding taxes, a situation Congress ultimately will need to resolve.

Skinner's bill is estimated to bring about \$150 million to California and its cities and counties. It's not going to solve our budget dilemma, but neither can the state afford to let tax revenue that is legally due go uncollected. Hopefully, legislators also will understand that subsidizing Amazon at the cost of our communities is bad economics in severe economic times.

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## Indie Bookstore Tours Part of This Year's Day of Education

May 20, 2009 -- As part of this year's Day of Education at BookExpo America, booksellers can check out a few New York City indie bookstores on afternoon tours. On Thursday, May 28, two tours are being offered from 1:15 p.m. - 4:00 p.m.: one to SoHo's McNally Jackson Booksellers <sup>13</sup> and another heading uptown to Bank Street Bookstore <sup>14</sup> and Book Culture <sup>15</sup> (near Columbia University).

Each tour is limited to 25 participants. Booksellers who are interested in going on a bookstore tour, which will originate from the Javits Convention Center, should contact ABA's Sarah Rettger <sup>16</sup>.

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## Hotel ABA the Place to BEA for Evening Receptions

May 20, 2009 -- All ABA members are invited to a welcome reception, sponsored by Random House and BookExpo America, on Wednesday, May 27, from 9:00 p.m. to midnight in the Grand Ballroom at Hotel ABA, the New York Marriott at the Brooklyn Bridge in Brooklyn.

On Thursday night, May 28, all BEA badge holders are invited to "An Evening in Honor of Avin Mark Domnitz" in the Marriott's Legends Ballroom, also from 9:00 p.m. to midnight. Thursday's reception is sponsored by ABA, BEA, Hachette Book Group, HarperCollins, Harry N. Abrams, Hyperion, Ingram Book Company, Macmillan, Penguin Group USA, Random House, Simon & Schuster, and Workman. Supporting sponsors are Grove/Atlantic and Scholastic. Music will be provided by Putumayo world music artist and Hindi songstress Falu <sup>17</sup>.

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## Paperback Dreams Director Beckstead to Present Multimedia Session at Day of Education

May 20, 2009 -- On Thursday, May 28, as part of ABA's Day of Education at this year's BookExpo America in New York City, Alex Beckstead, the director of *Paperback Dreams* <sup>18</sup> and the owner of 4SP Films, will present the education program "Using Multimedia to Market Your Store." The session, which will build upon the popular, eponymous ABA Winter Institute 4 [Wi4] program <sup>19</sup>, will take place in Room 1E10 of the Javits Center.

"I think a lot of the value in this session will come from booksellers responding to what they see and asking questions," Beckstead told *BTW* via e-mail. "It's not likely that the best ideas in that session will come from my brain, and I have a feeling that there will be a much deeper pool of knowledge and experience from the audience than even in January [at Wi4]. I hope the folks who are making videos show up not just with questions but with stories from the trenches."

At the session, attendees will learn how to tell the story of their store -- store history, staff and owner bios, place in the community -- in a way that will capture the imagination of customers. The program will instruct booksellers on how to use sight and sound to make their stores interesting, exciting, and a place consumers will want to visit over and over again. Attendees will also see concrete examples from booksellers who have already taken the multimedia plunge.

Beckstead said the session "is really an overview of the landscape of web video, and the opportunities it provides for bookstores."

The Internet has revolutionized the possibilities of what can be done with video, Beckstead noted. "Traditionally video has been a very expensive way to reach a very broad audience," he explained. "But now it's also a way to put your personality front and center. As Seth Godin has pointed out, in the golden age of TV media was expensive, but attention was free. You could put a prime-time commercial on a national network and be guaranteed an audience. That's now reversed: In the age of YouTube, media is free, but attention is not. The good news for independent bookstores and other small businesses is that the bar to entry is not millions of dollars anymore, it's creativity and human connection."

This fact is "really huge for independent bookstores -- the key difference between an independent bookseller and a large retail corporation is the bookseller. In indie stores, people sell books, not algorithms. And web video is probably the single best way to make a human connection with people outside your store."

Beckstead said many more booksellers have embraced the multimedia concept, in the few short months since Wi4. "When I did this session at Wi4, I had to reach out to bookstores and encourage them to put together videos, because there weren't a lot out there," he said. "Several booksellers have really gotten into videos now, and they are doing some really good work that is worth critiquing and that will, hopefully, spark ideas for attendees."

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## IBNYC Provides NY Indie Bookstore Guide for Booksellers Attending BookExpo America

May 20, 2009 -- <sup>20</sup> The IBNYC (Independent Booksellers of New York City) is profiling New York City IndieBound bookstores on

their blog <sup>21</sup> throughout May. The series, which also includes bookseller tips for other nearby indie businesses listed on IndieBound.org <sup>22</sup>, is a guide for visiting NYC booksellers during BookExpo America.

"I'm doing this to help beef up IndieBound profiles, raise awareness of the site and the bookstores at the same time, and, also, as a way to create a visitor guide for folks attending BEA," said Kelly Amabile, events coordinator for WORD in Greenpoint, Brooklyn.

Amabile volunteers for IBNYC, an alliance of independent booksellers working to promote the cultural, literary, and economic benefits of shopping at New York City's diverse collection of bookstores. The profiles also serve to promote bookstores' indie neighbors. "During the month of May, IBNYC booksellers helped add over 50 local businesses to the IndieBound website <sup>23</sup>," said Amabile. "Booksellers... each shared a list of their favorite indie businesses located near their bookshops. The lists were posted on our blog to help spread the word about other great places folks can visit and support while they are out shopping for books. It's a great guide for folks who already live here, and for people visiting the city -- not just for BEA, but anyone who is coming to town."

Each bio gives background information about the store and includes several bookseller recommendations for cafés and other venues. Terry McCoy of St. Mark's Bookshop, in the East Village, recommends Life Café <sup>24</sup>, one of the settings in *Rent*; Veniero's <sup>25</sup>; an 1894 neighborhood institution for Italian pastries and coffee; and the Bowery Poetry Club <sup>26</sup>. In Brooklyn, WORD owner Christine Onorati points out Permanent Records <sup>27</sup> for new and used CDs and vinyl and Greenpoint Coffee House <sup>28</sup>.

Posted bookstore profiles are of Book Court <sup>29</sup>, Freebird Books and Goods <sup>30</sup>, Powerhouse Arena <sup>31</sup>, McNally Jackson Booksellers <sup>32</sup>, St. Mark's Bookshop <sup>33</sup>, Three Lives and Company <sup>34</sup>, and WORD <sup>35</sup>. And here's a consolidated list of the profiles: <http://ibnyc.wordpress.com/2009/05/20/visit-nyc-indie-bookstores-other> <sup>36</sup>.

Each month, the IBNYC blog posts "Upcoming 25," highlighting 25 literary events happening at (or in partnership) with 25 different indie bookstores around NYC. This month's version is a special edition, which will focus on 25 things happening during BEA and the last week of May -- especially helpful for people who may be coming to NYC a few days early or staying a few days later. The special BEA edition will be posted on the IBNYC blog <sup>37</sup>.

IBNYC will have a booth at BEA -- Booth # 3384. Booksellers are encouraged to stop by, get copies of a bookstore map, a handout summary of the IndieBound spotlights, and info on Indie Bookstore Week NYC, planned for November 2009. For a full list of all IBNYC stores, see the list here: <http://www.ibnyc.org/stores.html> <sup>38</sup>. -- Karen Schechner <sup>39</sup>

## Spotlight on Roundtable Discussions at BookExpo America

May 20, 2009 -- At ABA's Day of Education, to be held at BookExpo America on Thursday, May 28, at the Jacob K. Javits Center in New York City, ABA members will find roundtable discussions available for all store sizes. In addition, on Saturday, May 30, ABA members are invited to attend informal roundtable discussions covering an array of topics.

On Thursday, from 10:45 a.m. - 12:15 p.m., Cathy Langer, lead buyer for the Tattered Cover Bookstore in Denver, will moderate the "Large-Store Roundtable" in Room 1E09 at the Javits Center.

This session is for owners and managers of large stores. Space is limited and on a first-come, first-served basis. Those interested in attending should send an e-mail to ABA's marketing coordinator, Sarah Rettger <sup>40</sup> with "Large-Store Roundtable" in the subject line.

Also on Thursday, from 2:45 p.m. - 4:00 p.m., Sue Boucher, owner of Lake Forest Book Store in Lake Forest, Illinois, will moderate the "Small & Mid-Size Store Roundtable," in Room 1E09. This discussion is aimed at owners and managers of small- to mid-sized stores. Space is limited and on a first-come, first-served basis. Those interested in attending should send an e-mail to ABA's marketing coordinator, Sarah Rettger <sup>41</sup>, with "Small-Store Roundtable" in the subject line.

And on Saturday, following on the success of the "Sunday Morning Booksellers Café" at Winter Institute, ABA members are invited to attend "Booksellers Connect: Bookseller Topical Discussions," informal roundtable discussions in Room 1E10 at the Javits Center. Tables will be organized by a wide variety of topics, including events coordinators, children's stores, technology, frontline booksellers, IndieBound, digital issues, social media, and more. This is a great way to capitalize on the material presented at ABA's Day of Education -- as well as your overall experience at BEA over the preceding two days -- with your fellow booksellers from across the country. Open to ABA member booksellers only. No sign-up is required.

## Bestseller List Deadline Unchanged for Memorial Day Holiday

May 20, 2009 -- The deadlines for reporting sales to the Indie Bestseller List next week remain unchanged; the deadlines will *not* be extended for the Memorial Day holiday.

The Indie Bestseller List will be compiled and sent to booksellers, as usual, on Tuesday, May 26, and the printable PDF will be posted on ABA's trade website, BookWeb.org, on Wednesday afternoon. The American Booksellers Association is urging all bookstores to report during the holiday weekend to ensure that the Bestseller List reflects the true range and influence of indies nationwide.

Questions about the lists should be addressed to Meg Smith, ABA chief marketing officer at [meg@bookweb.org](mailto:meg@bookweb.org) <sup>42</sup>.

## Former ABA President Joins Peace Corps

May 20, 2009 -- Next month, Russ Lawrence and Jean Matthews, soon-to-be former owners of Chapter One Book Store <sup>43</sup> in Hamilton, Montana, are leaving the States and starting a two-year Peace Corps assignment in Peru.

"The word is out, so I might as well spring the news on the world at large -- my wife, Jean Matthews, and I are selling our interest in Chapter One Book Store to our partner, Shawn Wathen, on or about June 1," said Lawrence, a former ABA president. "On June 3, we will leave for Peru for 27 months with the Peace Corps as Small Business Development volunteers."

After about three months of job, language, and cultural sensitivity training outside Lima, they'll head to their work site. Where in Peru that will be or what they'll be doing, they don't know, Lawrence said. "The Peace Corps application process is designed to screen for people who are comfortable with uncertainty," he noted. "After 23 years in the independent bookselling business, we feel that we nailed that one."

While Lawrence didn't yet have the details of his assignment, he did have an idea of the type of work and attitude that would be required. "The development philosophy of the Peace Corps is not to do things for our hosts, but to help them learn to do for themselves," he explained. "We may be teaching business skills to members of artisan co-ops, or helping a group of farmers with marketing their products, or even working in tourism development. In each, our real-world small business experience will be more useful than any classroom learning could be."

Lawrence and Matthews were accepted to join the Peace Corps in 1979. At that time Lawrence decided to take another job, but it's something they've always kept in mind. "One of the dominant themes of my life is the concept of 'service,'" said Lawrence. "Face it -- I'm a Boy Scout, always have been. That impulse to help is how I ended up on the ABA Board (and as President) and so involved in our community. Further, both my parents lived abroad before I was born, and both Jean and I want the experience of living in another culture for a long enough period to truly get a sense of it."

Peru was chosen because they're both fascinated by South America. They've also been looking to lighten their carbon footprint on the planet, and in Peru, they believe it will decrease significantly.

As far as returning to bookselling, Lawrence said he and Matthews "will remain evangelists of the written word and the joys of reading, and may be involved in literacy as part of our assignments, at least on a secondary level." He can't give a more concrete answer than that. "We don't really know who we'll be after 27 months of service in Peru, so we're not making any firm plans for our return."

Lawrence and Matthews have started a blog <http://jeanrusspcperu.blogspot.com><sup>44</sup> about their adventure, although Lawrence said he doesn't know how often he'll be able to update it since they "may not have Internet access -- or running water, or electricity, or phone service."

Everyone at Chapter One is preparing the store to operate without them. That prep involves "lists," said Lawrence. "Lots, and lots of lists." He also noted that Wathen has been with Chapter One for 12 years, and a partner for six. "He's pretty well cross-trained in everything, but he can't be doing it all, so it's a great opportunity for some of our other staff to step up a level and take on new responsibilities, and they're ready. It's really fun to see the growth and excitement as they redefine what the store is all about."

Their excitement, however, didn't lessen their disappointment at not being able to visit with fellow booksellers at this year's BookExpo America. "Obviously, our preparations preclude us from attending BEA, and we regret that we will miss out on our last opportunity to see all our friends in the indie bookselling universe for a while."

Joining the Peace Corps is "truly the culmination of a lifelong desire for both Jean and myself," he said, "while we're still young and healthy enough to enjoy it, and young enough when we return to be able to use what we learn in a new setting." -- *Karen Schechner*<sup>45</sup>

### Wonder what Lawrence will be reading while in Peru? Here is his "partial" reading list:

"Lonely Planet's Peru guide, of course (thanks to Bob Harrison, our LP rep). *501 Spanish Verbs*, too. Peru is classified by the PC as a 'cold-weather destination,' so our baggage allowance is 100 pounds each, instead of the typical 80. We're thinking--Great, that's 20 pounds more books; if we get cold we can buy sweaters when we

get there!"

"We're beefing up our Andean literature background. I just read *The Andean Express*, by a Bolivian author, Juan de Recocoechea, just published by Akashic, and we just got the ARC of the historical novel, *City of Silver*, by Annamaria Alfieri (St. Martin's), due out in August. We've long been fans of Mario Vargas Llosa, (who was running for president of Peru when we visited in 1990), and Marie Arana. Several people have mentioned Jose Maria Arguedes as a native Peruvian author we should read.

"We've even been using a bi-lingual edition of Pablo Neruda poetry to sharpen up our Spanish.

"In general, though, we're just high-grading the ARC pile at home, looking for a variety of books we'll *both* want to read. Fortunately, we both enjoy a broad range of fiction and nonfiction, but it's still going to get tough when we get to the final sort.

"And I want to give a shout out to my Penguin Trade Paperback rep, Tammy Brant, who got me a manuscript of *Doing Business in Latin America: A Pocket Guide to the Culture, Customs & Etiquette*, by Dr. Kevin Michael Diran, Prentice Hall Press, due in September, I believe. I'll be packing that -- great timing!"

## ABFFE to Benefit from Sale of Reading Glasses

May 20, 2009 --<sup>50</sup> On May 21, the American Booksellers Foundation for Free Expression announced that 2020 Vision USA, a Sarasota, Florida, direct importer of reading glasses and sunglasses, has agreed to contribute \$1 to ABFFE for every pair of glasses it sells to independent bookstores.

<sup>51</sup> "We are very excited to have the support of 2020 Vision USA," ABFFE President Chris Finan said. "We hope that contributions from 2020 Vision and other sideline vendors will provide an important new source of the money we need to protect the First Amendment rights of booksellers and their customers."

Representatives of 2020 Vision will display their products and answer questions during BookExpo America. They will be located next to ABFFE in the ABA Lounge, Room 1E07-1E08, in the Jacob Javits Convention Center.

A family business founded in 1996, 2020 Vision<sup>52</sup> offers a huge inventory of high fashion Italian designs. Its customers include bookstores across the country, including Books & Books in Miami, which sells several thousand pairs of 2020 Vision's designs annually. Its customers include bookstores across the country, including Books & Books<sup>53</sup> in Miami, which sells several thousand pairs of 2020 Vision's designs annually.

It was Mitchell Kaplan, the owner of Books & Books and a member of the ABFFE board, who came up with the idea of approaching sideline vendors to see if they might be interested in contributing to ABFFE. He received an enthusiastic response from Phil Meyer, the founder of 2020 Vision, and his daughter, Denise Foster.

## BTW News Briefs

May 20, 2009 -- **ABA Members at BEA Invited to Attend Launch of Brooklyn Book Festival**

Brooklyn Borough President Marty Markowitz and the Brooklyn Literary Council invite ABA member booksellers to a Literary Mingle and Reception on Thursday, May 28, from 6:00 p.m. - 8:00



p.m., at the Rotunda, Brooklyn Borough Hall, 209 Joralemon Street (Between Court & Adams Streets). The Brooklyn Borough Hall is steps away from Hotel ABA, the New York Marriott at the Brooklyn Bridge, in Brooklyn. The Literary Mingle celebrates the launch of the 2009 Brooklyn Book Festival. ABA members are invited, but must RSVP in order to attend.

To RSVP call (718) 802-3530 or e-mail [bookfestival@visitbrooklyn.org](mailto:bookfestival@visitbrooklyn.org)<sup>54</sup>. Festive attire.

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### President Obama: Small Businesses the "Engine of Our Economy"

The nation's top entrepreneurs are being hailed this week at the U.S. Small Business Administration's National Small Business Week events May 17 - 19, in Washington, D.C. This marks the 56th anniversary of the agency, and the 46th annual proclamation of National Small Business Week. National Small Business Week runs from May 17 - May 23.

On May 15, in a proclamation given by President Barack Obama, he stated that entrepreneurs and small business owners are "the engine of our economy." Citing the importance of small businesses to the U.S. economy, Obama said, "Small businesses are the lifeblood of cities and towns across the country. Over the last decade, small businesses created 70 percent of new jobs, and they are responsible for half of all jobs in the private sector... Small businesses will lead the way to prosperity, particularly in today's challenging economic environment."

The president called upon government officials, industry leaders, and advocates across the nation to encourage citizens to celebrate the achievements of small business owners and support the creation of new businesses.

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### New Media Zone at BEA

BookExpo America (BEA) has announced details of its New Media Zone -- a dedicated area in the center of the show floor that is designed to attract attendees who are interested in learning about new media technology as well as to provide a home for lit bloggers who may be looking for a place to sit down, plug in, and blog about their experience at BEA. The New Media Zone will be located in the heart of the show floor, directly through the main entrance, and halfway back.

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### Librarians "Shout and Share" Their Top BEA Picks

The Association of American Publishers' Trade Libraries Committee is offering a first-of-its-kind program at BookExpo America 2009. Eight librarians from across the country will "buzz" about their picks for the hottest books of 2009. Entitled "Librarian's Book Shout and Share," the librarians will scour BEA and then present the titles they think patrons will be lining up for at libraries nationwide. Librarians in the audience are encouraged to weigh in. The program will be held on Saturday, May 30, from 3:30 p.m. - 5:00 p.m. in room IE14 at the Javits Center. The program is open to all BEA Attendees.

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## Reminder: ABACUS Consultations Available at BookExpo America

May 19, 2009 -- Booksellers who would like help completing the 2009 ABACUS Survey<sup>55</sup> can now set up appointments to meet one-on-one with David Walker, ABA's industry consultant, at

BookExpo America. Walker is available for meetings in the ABA Booksellers Lounge (Room 1E07/08 of the Javits Convention Center) beginning Friday, May 29.

The return for booksellers who spend the approximate hour it takes to complete the ABACUS Survey's online form<sup>56</sup> is a customized analysis of the bookstore's financial results that can be used to evaluate and improve performance.

"ABACUS tells you which areas you need to focus on to improve your bottom line," Walker recently explained<sup>57</sup>. "For example, how do you know whether your gross profit margin is good unless you have something to compare it with? How do you know whether your rent is too high, or you're spending too much on payroll? I think [former ABA president] Russ Lawrence put it best when he said, 'Running a store without the ABACUS data is like driving at night without headlights.'"

To set up an appointment for a meeting at BEA, booksellers should contact Walker at [davidw@bookweb.org](mailto:davidw@bookweb.org)<sup>58</sup> or (202) 425-5393.

Booksellers with questions about ABACUS can also contact Walker<sup>59</sup> or ABA CEO Avin Mark Domnitz<sup>60</sup> at any time.

All information provided to the ABACUS study is kept strictly confidential.

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## ABA to Hold Town Hall & Annual Membership Meetings on Friday, May 29

May 19, 2009 -- This year's American Booksellers Association Town Hall and Annual Membership meetings will be held on Friday, May 29, at the Javits Convention Center in New York City in conjunction with BookExpo America<sup>61</sup>.

Led by outgoing ABA President Gayle Shanks and incoming President Michael Tucker, ABA's Annual Town Hall Meeting, from 3:00 p.m. to 4:00 p.m. in Room 1E11, offers ABA member booksellers the opportunity to express opinions, ask questions, and share ideas in a less formal setting than the ABA Membership Meeting, which follows. Booksellers are encouraged to ask questions and make suggestions on any topic of concern.

In order to provide the opportunity for as many members as possible to speak during the Town Hall meeting, a sign-up sheet will be prominently displayed in the ABA Booksellers Lounge (Room 1E07/08 of the Javits Convention Center) beginning Thursday morning, May 28. Sign up is on a first-come, first-served basis, though the Board will do its best to make sure all members with questions or issues have the opportunity to speak. Booksellers will be called upon in the order in which they have signed up.

Current members of ABA's Board of Directors and those just elected<sup>62</sup> will be at the association's Annual Membership Meeting, to be held from 4:00 p.m. - 5:00 p.m. in Room 1E09 of the convention center. The agenda includes the formal announcement of this year's election results for new officers and Board members, reports from the president and the CEO on the past year's activities, a membership and financial update, and the opportunity for members to bring old and/or new business to the Board's attention.

This year, membership will also be asked to vote on proposed changes to Articles IV and VIII of the ABA Bylaws to allow the association to use electronic means to notify members about governance issues and for ballot distribution and voting. Currently, bookstore members must opt in to receive electronic notifications. The Bylaws were written almost 10 years ago, before the massive growth in electronic communications, and they require that

notification about governance issues and elections be conducted through the "mail."

To allow for future electronic voting without the need for members to opt in, the Board of Directors has approved an amendment to the ABA Bylaws that changes the language in Articles IV and VIII of the Bylaws to permit both voting by electronic means and the use of e-mail to notify members of the location and agenda of the Annual Membership Meeting without the extra step of having members opt in, and this amendment will be put to a vote by membership at the ABA Annual Membership Meeting at BEA. If the amendment is passed this year, it will allow next year's process to go forward electronically -- without the need for members to opt in.

This year's Board of Directors elections <sup>63</sup>, whose results were announced last week, was the first in which many ABA member bookstores voted electronically. The new voting procedure significantly cut printing and mailing expenses and helped ABA become a more environmentally friendly organization. Before ABA could send bookstores a ballot via electronic means, however, due to the way ABA's Bylaws <sup>64</sup> are written, this year members had to opt in to the process.

Voting cards will be available outside Room 1E09 two hours prior to the Annual Membership Meeting.

Proposed Revision to ABA Bylaws  
to Allow for Ballot Distribution and Voting  
by Electronic Means  
(Changes highlighted in brackets and bold, red type)

ARTICLE IV (DIRECTORS)

3. Election and Term of Office. Prior to each annual meeting of the Association, an election shall be held to choose three members of the Board of Directors and, if necessary, to fill any other vacancies. Directors serve staggered terms of three years. At least one Director elected each year shall not have served previously on the Board. Directors shall take office at the Board meeting held in conjunction with the Association's annual meeting. No Director shall have total service of more than two terms on the Board, i.e., total service of six years, after which such person shall be ineligible to serve as a Director again for six years.
  - a. Nominating Committee. The President, with the approval of the Board, shall select the Nominating Committee as a standing committee of the Association. The Nominating Committee shall present the Director candidates (including at least one alternate Director candidate) to the Board for its approval, which shall not be withheld absent good cause, and shall then present the candidates to the Bookstore Members in accordance with these Bylaws and policies and procedures adopted by the Board. The Committee shall be comprised of five booksellers from member bookstores and shall include two current Directors, none of whom shall be nominated for a current vacancy on the Board. The Committee term is one year. One of the Board members shall be appointed as Chair of the Committee. Approximately one hundred and twenty days prior to the annual meeting, the Nominating Committee shall nominate candidates for the Board of Directors and shall announce the nominations to the Bookstore Members.
  - b. Petitions. Any Bookstore Member may submit a petition for a Director candidate. Each petition shall present only one candidate. Petitions shall be received by the Nominating Committee on a date set by the Committee, approximately ninety days prior to the annual meeting. The names on the petition shall reflect at least two percent of the Bookstore Members as of January 1 of the year in which the election is to be held and contain original signatures, names, addresses, and telephone numbers for the Bookstore Members in at least five states (with representatives of no one state constituting

more than fifty percent of the total number of petition signatures). Upon receipt of a valid petition, the Nominating Committee shall add the petitioned candidate's name to the Director ballot.

- c. Director Ballot. The Nominating Committee shall [change "mail" to "distribute"] ballots to all Bookstore Members at least sixty days prior to the Association's annual meeting. The ballots shall be returned at least thirty days prior to the annual meeting. Bookstore Members may write in candidates for the Director positions.
- d. Election Results. The Director candidates receiving the most votes for the Director positions available out of the total number of ballots marked and returned shall be elected, subject to verification by the Inspector of Elections who has been appointed by the Board.

ARTICLE VIII (ADMINISTRATION)

1. Chief Executive Officer. The Board of Directors selects a Chief Executive Officer, who is the principal manager and administrator of the Association and is responsible for the day-to-day operation of the Association and all of its employees, including hiring and firing of Association employees. The Chief Executive Officer may engage staff and/or outside consultants. The Board shall engage the Association's General Counsel.
2. Policies and Procedures. The Board of Directors may establish policies and procedures that are consistent with these Bylaws. Robert's Rules of Order shall govern unless otherwise provided for by the Certificate of Incorporation, the Bylaws, or applicable law.
3. Amendments. Amendments to these Bylaws may be made upon proper notice at any regular or special meeting of the Bookstore Members, or without a meeting in accordance with New York Not-For-Profit Corporation Law. In either case, amendments to these Bylaws may be made if the entire Board of Directors first approves the proposed amendments by a two-thirds vote and then submits such amendments for approval by the Bookstore Members, either at a meeting or by [change "mail" to "written"] ballot in accordance with the Bylaws and policies and procedures adopted by the Board. Action to amend these Bylaws may be taken either at a meeting or without a meeting, i.e., by [change "mail" to "written"] ballot, and requires a majority vote of Bookstore Members, as set forth in Article VI, Section 4.
4. Indemnification. Directors, Officers, and other authorized employees or agents of the Association shall be indemnified against claims for liability arising in connection with their positions or activities on behalf of the Association to the full extent permitted by law.
5. Fiscal Year. The fiscal year for the Association shall be set by the Board of Directors.
6. [Electronic Notification and Voting. Notices and written ballots required or permitted under these Bylaws may be distributed to Bookstore Members and voting may be conducted by Bookstore Members by U.S. mail or by electronic means, or both, in accordance with procedures approved by the Board of Directors.]

## MARKETPLACE

### Classifieds

#### BOOKSTORE FOR SALE

**Children's Bookstore for sale!** The Briar Patch has been thriving for 21 years in downtown Bangor Maine. Owner wants to retire! Great customer support and business relationships. Store sells good



toys and creative playthings also. \$50,000 plus inventory. Will meet with serious buyers at Book Expo. (207) 941-0255. [catbriarpatch@aol.com](mailto:catbriarpatch@aol.com) <sup>73</sup>.

### Read All About It Bookstore for Sale

Beautiful Hill Country Location (Boerne, Texas)

14 Years in Business

Main Street Storefront Lease

Turnkey Operation

Website with Online Shopping ([www.ReadItTexas.com](http://www.ReadItTexas.com) <sup>74</sup>)

Established Customer Base

Contact: Darla or Rebecca (830) 249-7323 or e-mail [readit@gvtc.com](mailto:readit@gvtc.com) <sup>75</sup>.

### FOR SALE

**Custom retail bookstore shelving**, excellent condition, manufactured by *Franklin Fixtures*. Available in cherry or maple finish. Each cherry unit measures 7ft. tall by 43 in. wide and has adjustable shelves. Maple finish units measures 48" x 48" or 29" x 48". Must arrange for pick-up in Key Largo, Florida. Contact [coverbks@aol.com](mailto:coverbks@aol.com) <sup>76</sup>.

**Store closing in Bergen County, New Jersey**. Two-year-old custom-made Franklin Fixtures bookshelves, sales counter, and jewelry/glass display for sale. Bookshelves are 4ft wide with counters; some have doors on bottom. Color is off-white. Please call Debbi at (201) 664-5188 or e-mail [debbiatpeace@gmail.com](mailto:debbiatpeace@gmail.com) <sup>77</sup>.

### POSITIONS AVAILABLE

**Book buyer opening at Brookline Booksmith**, 48-year-old healthy, independent, general bookstore in Boston, MA area. Frontlist, backlist, floor work, and customer service are part of the job. Good benefits. Salary depends on experience. E-mail [dana@brooklinebooksmith.com](mailto:dana@brooklinebooksmith.com) <sup>78</sup>.

**The Kenyon College Bookstore seeks applications for an Inventory Manager.** This is a full time position that includes a generous benefits package, reports to the General Manager, is a member of the Bookstore Management Team, and oversees buying and inventory management for all merchandise for sale in the Bookstore (excluding technology products). The Inventory Manager's primary function is the management of Trade and Text Book buying and returns. Salary range for this position is \$36,000 - 42,000. To apply go to: [employment.kenyon.edu](http://employment.kenyon.edu) <sup>79</sup> and click on Administrative Positions.

**All Regular ABA Member Bookstores in good standing may have up to four 2-week Classified Ad insertions per year in**

Links in this document:

1. See <http://www.sba.gov>
2. See <mailto:dave@bookweb.org>
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8. See <http://www.nantucketbookworks.com/>
9. See <http://www.villagebooks.com/>
10. See <http://www.thebookloft.com/>
11. See <http://caltaxreform.org/>

**Bookselling This Week at no charge (50-word limit). For more information on booking a classified ad, click here** <sup>80</sup>.

## Other Advertising

### Great American Bargain Book Show

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29. See <http://ibnyc.wordpress.com/2009/05/20/indiebound-spotlight-bookcourt/>
30. See <http://ibnyc.wordpress.com/2009/05/18/indiebound-spotlight-freebird-books-goods/>
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35. See <http://ibnyc.wordpress.com/2009/05/13/indiebound-spotlight-word/>
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37. See <http://ibnyc.wordpress.com/>
38. See <http://www.ibnyc.org/stores.html>
39. See <mailto:karen@bookweb.org>
40. See <mailto:sarah@bookweb.org>
41. See <mailto:sarah@bookweb.org>
42. See <mailto:meg@bookweb.org>
43. See <http://chapter1.booksense.com>
44. See <http://jeanrusspcperu.blogspot.com/>
45. See <mailto:karen@bookweb.org>
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56. See <http://www.bookweb.org/files/bookstore/files/abacusform/Abacus2009.pdf>
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61. See <http://www.bookexpoamerica.com>
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64. See <http://www.bookweb.org/about/govern/bylaws.html>
65. See <mailto:catbriarpatch@aol.com>
66. See <http://www.ReadItTexas.com>
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70. See <mailto:dana@brooklinebooksmith.com>
71. See <http://employment.kenyon.edu>
72. See <http://www.bookweb.org/about/ads/booksellers.html>
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79. See <http://employment.kenyon.edu>
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