

BOOKSELLING **THIS** Week

AMERICAN BOOKSELLERS ASSOCIATION

June 16, 2005

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Freedom to Read Supporters Celebrate Victory, Look to Redouble Efforts

June 16, 2005 -- On Wednesday, June 15, the U.S. House of Representatives passed Rep. Bernie Sanders' (I-VT) Freedom to Read Amendment to the Commerce, Justice, State (CJS) Appropriations Bill by a vote of 238 - 187, sending a clear message to the Bush administration that Section 215 of the USA Patriot Act needs to be amended to protect Americans' right to privacy. The amendment, which was co-sponsored by Reps. Butch Otter (R-ID), John Conyers (D-MI), Ron Paul (R-TX), Jerrold Nadler (D-NY), and Tom Udall (D-CO), cuts Justice Department funds for

bookstore and library searches under Section 215 of the USA Patriot Act.

"This is a tremendous victory that restores important constitutional rights to the American people," said Sanders. "The passage of this amendment helps reign in an Administration intent on chipping away at the very civil liberties that define us as a nation. We must do all we can to protect Americans from terrorism, but we must do it in a way that does not undermine the basic constitutional rights that makes us a free country. American citizens from across the political spectrum have made it clear that they do not want the government monitoring their reading habits. This amendment ensures that Big Brother will not be reading over our shoulders."

The vote represents a significant victory for Sanders and the many civil liberties advocates and free speech groups, including the Campaign for Reader Privacy, who believe that Section 215 is a dangerous erosion of constitutional rights. However, on Tuesday, the Bush Administration had warned that it would veto the House Appropriations Bill if it included any amendments that would weaken the Patriot Act.

"This victory once again clearly demonstrates the enormous power of booksellers to influence public policy," said ABA COO Oren Teicher. "The participation of booksellers in this effort was nothing short of extraordinary."

"We'd also like to congratulate and thank Rep. Sanders. As was said at ABA's Celebration of Bookselling 10 days ago, America's readers have never had a better friend or stronger supporter than we have in Bernie."

Teicher expressed appreciation to ABA's colleagues in the Campaign for Reader Privacy -- the American Library Association, the Association of American Publishers, and PEN American Center -- for their myriad efforts.

AAP President Pat Schroder congratulated Congressman Sanders and other members of the House Patriot Act Reform Caucus on last night's win and promised the publishing industry's continued support in the fight to restore safeguards to Section 215.

While the victory was significant, Teicher stressed that the fight to amend Section 215 is not over. The battle will now shift to the U.S. Senate and to the long-term reauthorization of the provisions of the Patriot Act that expire at the end of the year (including Section 215). "Yesterday's vote means we are well on our way to protecting the privacy of America's readers," he said. "With the House on record in opposition to Section 215, a clear and unambiguous message has been delivered that this provision goes too far ... and, if it's going to survive in the reauthorized version, it must be changed."

"While I hope everyone will stop for a minute and savor this incredible victory, yesterday's vote means we must redouble our myriad efforts with regard to Section 215."

To keep the momentum of the free expression victory going, Teicher urged Campaign for Reader Privacy supporters to:

- Keep collecting signatures on the petitions.
- Go to <http://clerk.house.gov/evs/2005/roll258.xml> ¹ to see how

their member of Congress voted. If the vote was "aye," send a short fax or e-mail of thanks today, saying something along these lines: "On behalf of _____ (the name of the store and its location), we want to thank you very much for supporting Rep. Sanders' amendment to the Patriot Act yesterday. We -- and America's readers -- really appreciate your vote." (Teicher noted, "It is particularly important to do this if your member of Congress happens to be one of the 38 Republicans who voted with us yesterday.")

- Send an e-mail today to Rep. Sanders to thank him for his efforts. (The e-mail may be sent in care of Sanders' legislative assistant, who helped shepherd this effort, Rebecca.Raiser@mail.house.gov².)

For more information about the Campaign for Reader Privacy, go to <http://www.bookweb.org/read/7679>³. Watch for further updates in upcoming editions of *BTW*. -- *David Grogan*

Lambda Literary Foundation Announces Major Changes

June 16, 2005 --⁴ In a press release issued immediately following BookExpo America and its own festive literary awards celebration, the Lambda Literary Foundation Board of Trustees announced dramatic changes regarding the future of the nonprofit organization devoted to the recognition and promotion of gay, lesbian, bisexual, and transgender (LGBT) writing. The changes, which include the resignation, on Monday, June 6, of the Foundation's executive director, Jim Marks, were precipitated by "the pending sale of the building housing [its] offices, combined with the consistently precarious financial state of the Foundation throughout its history," according to the Board's statement.

Other changes announced by the Board include the suspension of the 15-year-old *The James White Review*, a quarterly gay men's literary magazine, acquired by the Foundation in 1998. The *Lambda Book Report*, a monthly magazine with book reviews, interviews, and articles about LGBT publishing, will also suspend publication. The Board noted, however, that both will be reviewed for possible viability in the future, and the popular Lambda Literary Awards and showcase author readings will continue.

Lambda Literary Foundation Board member Katherine Forest told *BTW*, "The sale of the building closes today [Wednesday, June 15], as a matter of fact. It was a precipitating and urgent factor in very necessary discussions regarding the future of the Foundation."

In addition to working to "reconstitute [the Foundation's] publications," the Board's statement also noted its intention to "support other ventures along similar lines," including *Books to Watch Out For*, a literary review under the auspices of Carol Seajay and Richard LaBonte.

Forest said that, although *Books to Watch Out For* is an important and excellent review publication, "We need *more*, not fewer, review publications for the wide range of GLBT books today. We can't afford the loss of any entity that helps the dissemination and visibility of our books. We need and welcome the involvement of our writers and readers, and their support as we move forward to create a very solid base for a Foundation that's essential to us all."

The Lambda Literary Awards, or Lammies, Forest acknowledged, have grown in popularity and influence since their inception. "The Lambda Literary Awards are a substantial and significant presence on the literary map," she said. "They're the prime and most essential function of the Lambda Literary Foundation, because

they're key to the visibility of our books. Each year, this prestigious award provides a stage for showcasing and celebrating the range, depth, and excellence of our GLBT literature. The New York City event, under producer Ben Hodges and hosted by Lea DeLaria, was a splendid show, and the Awards will continue with Ben Hodges as the executive producer." -- *Nomi Schwartz*⁵

Utah Booksellers and ABFFE Join Challenge to Internet Law

June 16, 2005 -- On Thursday, June 9, Sam Weller's Zion Bookstore and The King's English, both of Salt Lake City, the American Booksellers Foundation for Free Expression (ABFFE), and the American Civil Liberties Union (ACLU) of Utah were part of a broad-based group of organizations that filed a federal lawsuit in the U.S. District Court of Utah challenging the constitutionality of a Utah law that seeks to restrict children's access to material on the Internet. The groups argue that the law, which was enacted in March 2005, is overly broad and imposes severe content-based restrictions on the availability, display, and dissemination of constitutionally protected speech on the Internet. In the past, similar Internet "harmful to minors" laws in six other states have been struck down.

"ABFFE is very pleased to join Sam Weller's and The King's English in challenging the new Internet censorship law in Utah," said Chris Finan, president of ABFFE. "With publishers, librarians, and other members of the Media Coalition, we have successfully challenged similar laws in more than a half-dozen states, and we will continue to fight to ensure that the American people enjoy their full First Amendment rights on the Web."

As noted in the challenge filed by the plaintiffs, among other things, the law requires Utah Internet content providers to self-evaluate and label the content of their speech at the risk of criminal punishment; requires the Utah Attorney General to create a public registry of Internet sites worldwide containing "material harmful to minors"; requires ISPs to either block access to websites included in the registry and other constitutionally protected content or to provide filtering software to users; and extends existing criminal restrictions on distribution of "harmful" materials to distribution on the Internet.

Catherine Weller of Sam Weller's told *BTW*, "There are a number of things [in the law] that concern us. One of them is that the definitions in the law are fairly ill-defined -- what is 'harmful to minors'? It's not exactly spelled out.... The law is asking the state to do what parents should be doing.... It's a no-win situation."

Overall, the Utah law could have a chilling effect on speech, said Betsy Burton of The King's English. "Because this is the Internet, there's no way to avoid getting into trouble with the law unless we quit promoting adult books that might have any kind of sexual content," she said. "We'd have to self-censor what's considered obscenity for children [but legal for adults]." She pointed out that, under the new law, it is likely that the cover of Margaret Atwood's new novel, *Oryx and Crake*, which features a mirrored image of a nude female, would "get me in trouble," she said. Burton added that the law apparently does not outline any appeals process, either.

Weller pointed out that the law would negatively impact the bookstore's business, too. "Twelve percent of our sales are over the Internet," she explained. "This has a potentially [significant] impact, particularly since businesses out-of-state are not impacted by the law. Amazon wouldn't be held responsible for [what's displayed on its website]."

In their challenge, the groups stated: "Since essentially all speech on the Internet is accessible in Utah, regardless of the geographical location of the person who posted it, the Act threatens Internet users nationwide and even worldwide. Moreover, because blocking a website often results in blocking wholly unrelated websites communicating constitutionally protected speech, the Act threatens an enormous array of websites and their users."

Other plaintiffs in the case are Nathan Florence; W. Andrew McCullough; Computer

Solutions International, Inc.; Mountain Wireless Utah, LLC; the Sexual Health Network, Inc.; Utah Progressive Network Education Fund, Inc.; the Association of American Publishers; the Comic Book Legal Defense Fund; the Freedom to Read Foundation; and the Publishers Marketing Association. --*David Grogan*⁶

ABA on the Move

June 15, 2005 -- Effective Monday, June 27, the American Booksellers Association's new address will be:

200 White Plains Road
Tarrytown, NY 10591

The association's general phone [(800) 637-0037; (914) 591-2665] and fax [(914) 591-2720] numbers will remain unchanged.

ABA announced its plans to move⁷ to the new office space, which is approximately a mile from its present location, in March. Last June, the association sold its headquarters property⁸ on South Broadway in Tarrytown to Diamond Properties of Valhalla, New York, and leased back its current space.

Booksellers at BEA Look to Improve Ambience

June 15, 2005 -- The well-attended session "Improving Ambience, Improving Sales" was held on Thursday, June 2, as part of ABA's daylong education program at BookExpo America. Presented by bookstore consultant Kate Whouley of Books in Common on Cape Cod, Massachusetts, the session was adapted from an all-day educational workshop Whouley created for the New England Booksellers Association. Early in her presentation, Whouley discussed how the "accumulation of stuff" can snowball into a major headache for booksellers if they are not careful. She compared the problem to what people sometimes experience in their own homes. "Personally, I have a stack of *New Yorker* magazines that I won't ever get to in this lifetime," Whouley said. "That's what happens in your retail space."

Finding ways to enhance "the overall look and feel of your store," especially the visual aspects, is key, she continued. Her engaging presentation, which utilized overhead slides, focused on case studies involving five NEBA-member stores. "We didn't go out and try to find 'problem stores,'" she said. "We tried to find ones that felt they had room for improvement."

First up was Bear Pond Books in Montpelier, Vermont. The store's problem areas included lighting, display windows, receiving, and the cash wrap area. And there was something that needed attention right away: "We were there in mid-August, and as you see [from the slide], that's a Fourth of July banner outside the store," Whouley said. Inside, the store offered a plentiful and wide-ranging selection of books, yet things were "cluttered," Whouley noted. "The customer can't handle all those book jackets [on display]. More is more, is not always true." Because the front window was

so cramped, the store was forfeiting its chance to get enough natural lighting, Whouley noted.

She then spoke about the use of contrasting colors, including regarding the books themselves. "Customers are going to see that red book you really want them to see better than the white or black book next to it."

Bear Pond wasn't providing enough aisle space, either, so the "butt-brush factor" had to be improved, Whouley said. "Make your store as comfortable and browseable as possible," she recommended.

Next up was Kate's Mystery Books in Cambridge, Massachusetts, whose stand-alone location demands that it be visible from all directions. But its sign was hidden to drivers heading down Massachusetts Avenue, while its name shared sign space with, well, a funeral home. Inside, boxes of books in front of sections got in the way of browsing, explained Whouley, who pointed out that "if your store is overflowing with books, there's a good chance your cash isn't flowing half so well."

She suggested the store cut non-sellers from the inventory, make room for the boxed books, replace its worn area rugs, and "play up [its] great wood floors." She handed out a handsome map that was created for Kate's. "Creating a map for customers forces you to think about your category choices and locations, and it can be a great marketing tool," she said.

Another store that was very much in need of a map was Toadstool Bookstore in Keene, New Hampshire, which Whouley described as a large "nooks and crannies kind of store." Toadstool was suffering from the effects of too much lighting. "After 20 minutes, my eyes really hurt," Whouley said. "For lighting issues, booksellers should consider calling in a professional."

Whouley also described improvements to Titcomb's Bookshop in East Sandwich, Massachusetts, and to Norwich Bookstore in Norwich, Vermont, as well as ways to improve ambience in general. These include painting inside walls; warming things up with wood and color accents; rearranging permanent displays and fixtures so customers can easily figure out how to navigate to the rear of the store; rearranging sections so they lead naturally from one related subject to another; and doing analysis to make sure you have the right amount of inventory dedicated to a particular section.

Asked about where to begin and how to prioritize improvements, Whouley suggested, "Ask different people to talk about what they see in your store, as different people will notice different things," but she warned, "If you take on big [projects], remember that it always takes longer than expected. Think big, but start small." --*Jeff Perlah*⁹

Children's Booksellers Find Much to Celebrate at BEA

June 15, 2005 -- The business of children's bookselling, award-winning authors and booksellers, and the best of publishers' children's lists were all part of Thursday's and Friday's program at this year's BookExpo America.

On Thursday, June 2, programming for children's booksellers began with the Association of Booksellers for Children's (ABC) annual meeting, which was followed by a 20th anniversary celebration luncheon. ABC's annual meeting provided members an opportunity to meet the organization's board of directors and officers, including President Ellen Davis of Dragonwings Bookstore in Waupaca, Wisconsin; Vice President Becky Anderson

of Anderson's Bookshops in Naperville, Illinois; Secretary Carol Moyer of Quail Ridge Books of Raleigh, North Carolina; and Treasurer Beth Puffer of Bank Street Bookstore in New York.

After taking care of business, ABC members convened for an anniversary lunch celebration featuring an appearance by Alexandra Day and Carl, the Rottweiler, who were also marking the 20th anniversary of the author/illustrator's popular *Good Dog Carl* series (FSG). Carl confined his remarks to a few very well chosen barks on command.

Anne Irish, executive director of ABC, told *BTW*, "I thought the whole convention was the best ever for ABC. It was a grand celebration of our 20th anniversary. The meeting went well -- and Alexandra Day and Carl were a perfect addition. I heard great things about the rest of the afternoon from everyone."

The afternoon of programming for children's booksellers following the luncheon was sponsored by the Children's Booksellers and Publishers Committee -- a cooperative committee of ABA, ABC, and the Children's Book Council (CBC). The programming was also part of ABA's Day of Education and was open to all BEA attendees.

Carol Chittenden of Eight Cousins in Falmouth, Massachusetts, and Steve Geck, executive editor of Greenwillow Books, both members of the Children's Booksellers and Publishers Committee, introduced featured speakers author Julie Ann Peters and Little, Brown vice president and editor Megan Tingley (Megan Tingley Books, Little, Brown). Peters, a 2005 National Book Award finalist for *Luna* and author of *Far From Xanadu* (both from Megan Tingley Books) and Tingley engaged in a lively dialogue about the author/editor relationship.

Much enthusiasm was generated by the subsequent Children's Book Buzz Workshop, where editors and marketing staff from a variety of publishing houses presented new titles in small roundtable discussions with booksellers. Participating publishers included Atheneum; Bloomsbury; Candlewick; Charlesbridge; Clarion; Dial; DK; Dutton; Eerdmans; Farrar, Straus & Giroux; Greenwillow Books; Gingerbread House; Harcourt; HarperCollins; Henry Holt; Hyperion; Innovative Kids; Little, Brown and Company; Margaret K. McElderry; National Geographic; Patria Press; Puffin; Putnam; Random House; Raven Tree Press; Roaring Brook; Scholastic; Shadow Mountain; Viking; Walker & Company; and Paula Wiseman Books/Simon & Schuster.

Books presented ranged from the subdued, such as *The Song of Francis and the Animals* by Pat Mora, illustrated with woodcuts by David Frampton (Eerdman's Books for Young Readers) to the anticipated blockbuster from Bloomsbury by Rick Yancey, *The Extraordinary Adventures of Alfred Kropp*. Described by the publisher as part *Da Vinci Code*, part *Monty Python and the Holy Grail*, part *Holes*, and part *Indiana Jones*, the latter impressed booksellers Kathleen Millard and Pamela Nesbett from Elm Street Books in New Canaan, Connecticut, as a possible 'big' book for their store. Tyndall Otto of Hillside Pharmacy in Manhattan Beach, California, took note of *The Song of Francis and the Animals'* unusual illustrations and the book's lightly handled religious message.

Booksellers were also interested in the first of what is now an open-ended series from Greenwillow Books, *The Last Apprentice: Revenge of the Witch*, by Joseph Delaney. From Henry Holt comes the new book, *Rosa*, about Rosa Parks by Nikki Giovanni, with striking cut-paper images by Bryan Collier. The book will be released in the fall to mark December's 50th anniversary of the

beginning of the Alabama bus boycott.

Christopher Paolini's second installment of the Inheritance Trilogy, *Eldred* (Knopf), already has a huge fan base eagerly waiting for the follow-up to *Eragon*. On August 23, one million copies of the book will be released. The marketing of the book will include extensive online communication with official and unofficial fan sites, possible midnight bookstore events, and consumer contests. Booksellers can look forward to a contest offering a book signing with the author, and a merchandising kit available six weeks prior to the release date.

ABC's dinner and silent auction at the Copacabana, the legendary nightclub minutes from the Javits Center, capped a busy day for children's booksellers. According to Irish, "The evening went so well I almost couldn't believe it. The auction raised a record amount, then the dinner was festive and went off without a hitch."

At the dinner, ABC's second annual E.B. White Read Aloud Award was presented to *Wild About Books*, written by Judy Sierra and illustrated by Marc Brown (Random House). The 2004 winner, *Skippyjon Jones* by Judy Schachner (Dutton), was also recognized at the dinner. The awards were presented by independent bookseller favorites author Kate DiCamillo and author/illustrator Kevin Henkes.

Friday's Children's Book & Author Breakfast

On Friday morning, the 27th annual Children's Book & Author Breakfast, presented in cooperation with the Children's Booksellers and Publishers Committee and featuring award-winning booksellers and authors, filled the Special Events Hall of the Javits Convention Center.

The Lucile Micheels Pannell Awards were presented by the Women's National Book Association's (WNBA) Eileen Hanning and Jill Tardiff to BookPeople of Austin, Texas, for best general bookstore, and to Reading Reptile of Kansas City, Missouri, for best children's bookstore. Honorable mention was given to Wonderland Books and Toys of Rockford Illinois.

Accepting the award on behalf of BookPeople was Jill Bailey, who managed the store's large children's department, which she described as "a store within a store." Bailey told the audience about the accommodations and improvements BookPeople's staff had made to make the children's area welcoming to young readers of all ages: An array of story times were created for children with different needs -- in Spanish, French, and sign language, and one even incorporated yoga. Since teenagers didn't want to walk through the younger kids' area, they were furnished with a separate entrance, and the store's use of an online Yahoo group has been "fantastic for teens," Bailey said. "It's a secure group and it offers instant communication. Kids can report on their reading as soon as they shut the book. Best of all, it's absolutely free."

Also of great interest to many booksellers was her description of the department's "Post-It" staff solution. Store staff is encouraged to read as many prospective advance reader's copies and galleys as possible and to leave their comments on Post-It notes in a folder. That way, Bailey said, staff feedback is factored in when the buyer meets with reps.

Accepting the Pannell Award to Reading Reptile: Books & Tapes for Young Mammals were Pete Cowdin and his spouse and co-owner, Debbie Pettid, who carried their fifth child on her back. During his speech, Cowdin criticized celebrity authors, chain bookstores, and the "over production" and marketing of certain books to children. "Publishers have an obligation to nurture the

minds of young readers. At our store, it's all about the kids," he said. The owners received loud applause when they presented future winners of the Pannell Award their unique "Stanley Cup," renamed the "Flat Stanley Cup." Booksellers laughed with recognition at the large plaque based on the image from the classic series by Jeff Brown, originally published in 1964.

Jim Dale, stage actor and voice of the Harry Potter audio series and the new Listening Library version of *Around the World in 80 Days*, introduced the guest speakers, Daniel Handler and Pam Munoz Ryan. Scheduled speaker Alice Provinsen (*Klondike Gold*, S&S Books for Young Children), was unable to attend due a recent accident.

The mysterious Handler, legal, literary, and social representative of Lemony Snicket, author of *A Series of Unfortunate Events* (HarperCollins Children's Books), entertained the group with mock accusations of malfeasance by fellow speaker Pam Munoz Ryan; a sharp response to "a certain television personality who has a 'Factor'" -- referring to Bill O'Reilly, who had apparently recently termed those with a preference for the literary arts over pop culture as 'elitists'; followed by the reading of a fascinating, if hard-to-believe, letter from Wilhelm Grimm, explaining that dark fairy tales help children accept reality because real life contains much evil.

Pam Munoz Ryan (*Nacho and Lolita*, Scholastic Press) used real world examples of letters from her readers to describe why she writes children's books, and why most of the attendees sell children's books, instead of "doing things that would make more money," as one of her young correspondents expressed it.

Commenting to *BTW* in the week after BEA, ABC's Irish said, "The Children's Breakfast [was] a perfect kickoff to the convention. It is always one of my favorite events. The different authors always make you laugh and make your eyes fill up with tears." --*Nomi Schwartz*¹⁰

Community Support Gives Second Story a Happy Outcome

June 15, 2005 -- As of last Friday, the news is good for Second Story Book Shop in Chappaqua, New York. Owner Joan Ripley has signed a two-year lease for the 32-year-old bookstore, which was threatened with eviction when a new landlord informed her of his intention to terminate her month-to-month tenancy in favor of a new lease with a law firm.

Ripley had initially declined the landlord's offer of a lease that would raise her rent 100 percent, but she ultimately decided that the store would suffer more if it had to leave its current building. She is relieved that her location is secure for the next two years, with a two-year option. The experienced bookseller and former ABA president was gratified by the widespread support for the store, which influenced the positive outcome.

"Between 2,000 to 3,000 people signed petitions to keep the store here," Ripley told *BTW*. That's particularly impressive for the Westchester County town, which has a population of about 12,000. But others also offered support. Ripley explained, "The Chubb Group of Insurance Companies is helping us out with financing for a new author series. Also, people involved in Westchester Medical Center's new children's hospital are hoping to develop a program where people buy books at our store and donate them to the hospital."

These partnerships evolved through the networking of customers

and their business and community affiliations. The landlord also received numerous calls on the store's behalf, including calls from city officials and members of the chamber of commerce.

Ripley and staff have been busy revamping the store's displays, signage, and lighting. "We've reduced our inventory a lot, we can't be everything to everybody. We are hoping that our customers can live with next-day delivery. So far, they can. It feels good that so many people supported us and signed the petitions -- now they also have to be willing to shop here." --*Nomi Schwartz*¹¹

Booksellers Win in ABA/Book Sense Lounge

June 15, 2005 -- The ABA/Book Sense lounge at BookExpo America 2005 was very rewarding for all booksellers who visited -- demonstrations of BookSense.com and gift cards, comfortable chairs, computers with Internet access, opportunities to network with other booksellers and with ABA affiliates, exotic teas, and less exotic candy bars were just some of the benefits offered.

For six visiting booksellers, there was an additional reward: they each won a new color inkjet printer in a random drawing of business cards. The lucky booksellers are Fran Keilty of the Hickory Stick Bookshop in Washington Depot, Connecticut; Kerry Slattery of Skylight Books in Los Angeles; Andrea Avantage of Maria's Bookshop in Durango, Colorado; Laurie Benner of Reader's Choice in Centerville, Ohio; Joci Tilsen of Valley Booksellers in Stillwater, Minnesota; and Kate Branch of Branch's Chapel Hill Bookshop, Chapel Hill, North Carolina.

In a random drawing for the Book Sense Book of the Year winners and honor books displayed in the center of lounge and provided by Ingram Book Company, the winner was Linda Berentsen of Orca Books in Olympia, Washington.

In a raffle conducted by ABA affiliate Bank of America, the two winners of \$50 Visa gift certificates were Kathryn Henderson of Market Street Books & Maps in Chapel Hill, North Carolina, and Ann Burlingham, owner of the soon-to-open Burlingham Books in Perry, New York.

BEA on BookTV

June 14, 2005 -- For those who would like to relive some of the experiences of BookExpo America 2005, and for others who would like to get a sense of what it was like, C-SPAN2's "BookTV" will be broadcasting programming from this year's show on Saturday, June 18, and on Sunday, June 19.

At press time, the Saturday lineup, according to BookTV's website, www.booktv.org¹², is:

- 8:00 a.m. BEA Sunday Author Breakfast with Umberto Eco, Barbara Ehrenreich, John Irving, and Bob Herbert
- 8:50 a.m. Fred Siegel, *Prince of the City: Giuliani, New York, and the Genius of American Life*
- 9:00 a.m. Laurence Kirshbaum, Time Warner Book Group
- 9:30 a.m. BEA Saturday Author Luncheon with Nick Hornby, Simon Winchester, Doris Kearns Goodwin, and Michael Cunningham
- 10:45 a.m. Julie Just, Deputy Editor, *New York Times Book Review*

Sunday's BEA programming includes:

- 1:00 p.m. BEA Saturday Author Breakfast with Paul Theroux, Mike Wallace, Myla Goldberg, and Randi Rhodes
- 1:55 p.m. David Dark, *Gospel According to America*
- 2:05 p.m. Sen. Barbara Boxer (D-CA), *A Time to Run*
- 2:15 p.m. Jeff Abraham, Book Industry Study Group
- 2:30 p.m. The Broken Standard of Embargoed Reviews: Who Benefits?
- 3:30 p.m. Doreen Cronin, *Duck for President*
- 3:45 p.m. Generation Next: The New Hybrid Young Editor

BISG to Offer ISBN-13 "Webinars"

June 14, 2005 -- On January 1, 2007, the ISBN agency will begin issuing 13-digit ISBNs; publishers must assign only 13-digit ISBNs to their books; and retailers' POS systems must accept 13-digit ISBNs. To help book industry professionals navigate the switch from the 10-digit to the 13-digit ISBN, the Book Industry Study Group (BISG) will be holding online seminars, or "webinars," designed to unravel the complexities of the ISBN transition.

The hour-long sessions will cost \$35 and will cover why the change is being implemented and what actions to take, among other issues. Sessions are being held on Tuesday, June 28, at 2:00 p.m. (EST) and Wednesday, June 29, at 10:00 a.m. (EST).

BISG has also made a PDF document available, "ISBN-13 for Dummies," published by Wiley, which addresses what an ISBN is, transitioning to the ISBN-13, becoming ISBN-13 compliant, and more. To access "ISBN-13 for Dummies" and an FAQ about issues related to the ISBN-13 transition, and to register for the webinars, go to bisg.org¹³ or contact BISG at (646) 336-7141 or info@bisg.org¹⁴.

BEA Releases Attendance Figures

June 14, 2005 -- On Tuesday, June 14, BookExpo America (BEA) released its final report on attendance at this year's show, which was held from June 2 - 5 at New York City's Jacob Javits Convention Center. Industry professionals registered for the show numbered 34,966, and 27, 421 attendees were verified with scanners at the show entrances, according to the BEA report. Of those in attendance 7,701 were estimated to be book buyers.

BEA noted that the show had a 10 percent increase in people who registered and a nine percent increase in the number of book buyers, compared to BEA 2002, the last time the event was held in New York City. Attendance at BEA has been relatively consistent over the past few years, according to show management, which noted, however, that the presence of so many book professionals in New York provides a "boost to attendance."

BEA 2006 will be held from Thursday, May 18 - Sunday, May 21, in Washington, D.C.

April Bookstore Sales Fall

June 14, 2005 -- After a flat performance in March, April retail sales at bookstores were down five percent from the same period last year. Preliminary April 2005 bookstore sales were \$938 million, compared to \$987 million in April 2004. For the first quarter of 2005, retail sales at bookstores were 3.7 percent below 2004 figures.

Overall retail sales continue to outperform bookstore sales. Overall retail sales of \$343 billion for April 2005 were 7.5 percent ahead of the \$319 billion reported in April of 2004.

2004-2005 RETAIL SALES for BOOKSTORES (unadjusted)

Period	2004 Final (Millions Dollars)	of	2005 (Millions Dollars)	of	% Change 2005 over 2004
January	2,070		1,969		(4.9)
February	1,072		1,027		(4.2)
March	1,036		1,038		0.2
April	987		938 (p)		(5.0)
YTD	5,165		4,972		(3.7)

(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.

Source: Bureau of the Census, Current Retail Trade Branch.

BOOK SENSE THIS WEEK

BookSense.com Servers Up in New Location

June 16, 2005 -- On Friday, June 10, BookSense.com¹⁵ moved its servers to a new location, closer to ABA's office, allowing for easier maintenance and resulting in significant cost savings. BookSense.com sites were brought down at approximately 2:30 Eastern Time on Friday afternoon and were made live again at about midnight on the same day. Total down time was just under 10 hours.

The move resulted in the suspension of wholesaler fulfillment to allow for rerouting of secure e-commerce communications to the new facility. It is expected that wholesaler fulfillment will be restored within the next several days. In the meantime, booksellers are seeing an increase in the number of store-fulfilled orders.

"We believe virtually all sites are now working properly," said BookSense.com Director Len Vlahos, "but if booksellers are still getting a 'Page Not Found' error, they should let us know immediately."

Vlahos can be reached at len@booksense.com¹⁶ or (800) 637-0037,

ext. 1215.

A Great White Box Kicks Off the Summer Selling Season

June 15, 2005 -- For those of you who have survived an amazing BookExpo America 2005, we salute you.... And for others, there is a wealth of material for your consideration in this June White Box....

Please remember to contact Dan Cullen at dan@booksense.com¹⁷ with your nominations for upcoming Book Sense Picks Lists, and don't be shy about communicating directly with the publishers about the items they've chosen to share with you here. Among them:

Galleys, ARCs, Finished Copies:

- **MEN OF BRONZE**, by Scott Oden, Medallion Press
- **THE INTELLIGENCER: A Thriller**, by Leslie Silbert, Washington Square Press (trade paperback)
- **THE MASTER** by Colm Toibin, Scribner (trade paperback)
- **TERRIFIC** by Jon Agee, Michael diCapua Books, Hyperion Books for Children
- **INSULT TO INJURY: Insurance, Fraud, and the Big Business of Bad Faith** by Ray Bourhis, Berrett-Koehler Publishers (PGW)
- **COOKING WITH FERNAT BRANCA** by James Hamilton-Paterson, Europa Editions (Consortium Book Sales and Distribution)
- **THE DAYS OF ABANDONMENT** by Elena Ferrante, Europa Editions (Consortium Book Sales and Distribution)
- **POISON STUDY** by Maria V. Snyder, Luna, Harlequin Books
- **THE PEOPLE'S ACT OF LOVE** by James Meek, Canongate, Grove Atlantic, (PGW)
- **THE AMPHORA PROJECT** by William Kotzwinkle, Grove Atlantic, (PGW)
- **A SHORT HISTORY OF MYTH** by Karen Armstrong, Canongate, Grove Atlantic, (PGW), the introduction to a major new series, **THE MYTHS**, launching in October 2005
- **THE ART OF UNCONTROLLED FLIGHT** by Kim Ponders, HarperCollins
- **THE PAINTED DRUM** by Louise Erdrich, HarperCollins
- **SEEING EMILY** by Joyce Lee Wong, Amulet (Harry N. Abrams)
- **SACRED LINK: Joining Fortunes With the Unknown** by Kay Cordell Whitaker, Writers' Collective (Midpoint Trade Books)
- **THE BOOK WITHOUT WORDS: A Fable of Medieval Magic** by Avi, Hyperion Books for Children

Bookmarks, catalogs, CD samplers, F&G's, sales kits, excerpt booklets, newsletters, and more from:

- Tor/Forge
- Harlequin
- Europa Editions (Consortium)
- Collins
- William Morrow
- The Disinformation Company (Consortium)
- Too Far
- HarperPerennial
- Hyperion Books for Children
- Unbridled Books
- Marion Street Press

Sell Sheets, shelf-talkers, postcards, and more from:

- Random House
- HarperCollins (all divisions)
- Scribner
- New World Library (PGW)
- Dial Press (Random House)

It was a great treat to meet many of you face-to-face at the recent BEA show. Please keep up your wonderful efforts in sending in nominations to the various Book Sense Picks Lists, and reporting regularly to the weekly Book Sense National Bestseller List.

Best wishes for a great summer selling season to all!

Cheers,

Mark Nichols

Director, Book Sense Marketing

mark@booksense.com

¹⁸ (800) 637-0037, ext. 1240

The Book Sense Sports & Hobbies Bestseller List

June 13, 2005 -- Based on sales from hundreds of independent bookstores with Book Sense across the U.S., for the eight-week period ending June 12, 2005.

Past Category Bestseller lists are available at www.bookweb.org/read/5677¹⁹.

Attention Media: Please contact Meg Smith at meg@booksense.com²⁰ for reprint guidelines for your newspaper or magazine.

The Book Sense Sports & Hobbies Bestseller List

- | | |
|----|---|
| 1. | Three Nights in August: Strategy, Heartbreak, and Joy Inside the Mind of a Manager
Buzz Bissinger, Houghton Mifflin, \$25, 0618405445 |
| 2. | Coach: Lessons on the Game of Life
Michael Lewis, Norton, \$12.95, 0393060918 |
| 3. | Luckiest Man: The Life and Death of Lou Gehrig
Jonathan Eig, S&S, \$26, 0743245911 |
| 4. | It's Not About the Bike
Lance Armstrong, Berkley, \$14, 0425179613 |
| 5. | Idiot: Beating "The Curse" and Enjoying the Game of Life
Johnny Damon, Crown, \$24, 030723763X |
| 6. | Moneyball
Michael M. Lewis, Norton, \$13.95, 0393324818 |
| 7. | The Perfect Mile: Three Athletes, One Goal, and Less Than Four Minutes to Achieve It
Neal Bascomb, Mariner, \$14, 0618562095 |
| 8. | Ultramarathon Man
Dean Karnazes, Tarcher/Penguin, \$19.95, 1585422789 |

9.	A Year at the Races: Reflections on Horses, Humans, Love, Money, and Luck Jane Smiley, Anchor, \$13.95, 1400033179	26.	The Secret of Golf: A Century of Groundbreaking, Innovative, and Occasionally Outlandish Ways to Master the World's Most Vexing Game George Peper, Mary Tiegreen, Workman, \$18.95, 0761136134
10.	Cinderella Man: James Braddock, Max Baer, and the Greatest Upset in Boxing History Jeremy Schaap, Houghton Mifflin, \$24, 0618551174	27.	The Last Best League: One Summer, One Season, One Dream Jim Collins, Da Capo, \$14.95, 0306814188
11.	Swimming to Antarctica: Tales of a Long-Distance Swimmer Lynne Cox, Harvest, \$14, 0156031302	28.	Lost Balls: Great Holes, Tough Shots, and Bad Lies Charles Lindsay, Bulfinch, \$29.95, 0821261851
12.	The Old Ball Game: How John McGraw, Christy Mathewson, and the New York Giants Created Modern Baseball Frank Deford, Atlantic Monthly, \$24, 0871138859	29.	Still Life With Brook Trout John Gierach, S&S, \$23, 0743229940
13.	Friday Night Lights H.G. Bissinger, Da Capo, \$15.95, 0306813742	30.	Beautiful Jim Key: The Lost History of a Horse and a Man Who Changed the World Mim E. Rivas, William Morrow, \$25.95, 0060567031
14.	Into Thin Air: A Personal Account of the Mount Everest Disaster Jon Krakauer, Anchor, \$13.95, 0385494785	31.	Between a Rock and a Hard Place Aron Ralston, Atria, \$26, 0743492811
15.	Reversing the Curse: Inside the 2004 Boston Red Sox Dan Shaughnessy, Houghton Mifflin, \$23, 0618517480	32.	The Grand Slam: Bobby Jones, America, and the Story of Golf Mark Frost, Hyperion, \$30, 1401301088
16.	Deep Survival: Who Lives, Who Dies, and Why Laurence Gonzales, Norton, \$14.95, 0393326152	33.	Season of Life: A Football Star, a Boy, a Journey to Manhood Jeffrey Marx, S&S, \$19.95, 0743269748
17.	Juiced Jose Canseco, ReganBooks, \$25.95, 0060746408	34.	Every Second Counts Lance Armstrong, Broadway, \$14, 0767914481
18.	Cork Boat: A True Story of the Unlikeliest Boat Ever Built John Pollack, Anchor, \$13.95, 1400034906	35.	The Greatest Game Ever Played: Harry Vardon, Francis Ouimet, and the Birth of Modern Golf Mark Frost, Hyperion, \$15.95, 0786888008
19.	Sunday Money: Speed! Lust! Madness! Death! A Hot Lap Around America With NASCAR Jeff MacGregor, HarperCollins, \$25.95, 0060094710	36.	Touching the Void Joe Simpson, Perennial, \$12.95, 0060730552
20.	Slim and None Dan Jenkins, Doubleday, \$24.95, 0385508522	37.	101 Reasons to Love the Red Sox: And 10 Reasons to Hate the Yankees Dave Green, Stewart, Tabori and Chang, \$14.95, 158479402X
21.	No Mountain High Enough: Raising Lance, Raising Me Linda Armstrong Kelly, Broadway, \$24.95, 076791855X	38.	Who's Your Caddy? Rick Reilly, Broadway, \$14.95, 0767917405
22.	One Magical Sunday: But Winning Isn't Everything Phil Mickelson, Warner, \$22.95, 0446578576	39.	Grand Old Game: 365 Days of Baseball Joe Wallace, Harry N. Abrams, \$29.95, 0810955946
23.	Caddy for Life: The Bruce Edwards Story John Feinstein, Back Bay, \$14.95, 0316010863	40.	Tour de France Companion 2005 Bob Roll, Dan Koeppel, Workman, \$10.95, 076113798X
24.	Faithful Stewart O'Nan, Stephen King, Scribner, \$26, 0743267524	41.	Foghorn Outdoors California Camping: The Complete Guide to More Than 1,500 Tent and RV Campgrounds Tom Stienstra, Avalon Travel, \$21.95, 1566916879
25.	Ladies and Gentlemen, the Bronx Is Burning: 1977, Baseball, Politics, and the Battle for the Soul of a City Jonathan Mahler, FSG, \$25, 0374175284	42.	Fever Pitch Nick Hornby, Riverhead, \$14, 1573226882

43.	The Numbers Game: Baseball's Lifelong Fascination With Statistics Alan Schwarz, Thomas Dunne, \$13.95, 0312322232
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46.	Favre Brett Favre, Bonita Favre, Rugged Land, \$29.95, 1590710363
47.	Ted Williams: The Biography of an American Hero Leigh Montville, Broadway, \$16.95, 0767913205
48.	All Those Mornings ... at the Post: The 20th Century in Sports From Famed Washington Post Columnist Shirley Povich Shirley Povich, PublicAffairs, \$27.50, 1586483153
49.	Catch and Release: Trout Fishing and the Meaning of Life Mark Kingwell, Penguin, \$15, 0143035142
50.	Beloved Dawgs: Memories of the Four Magical Years of the Davids and Some of Their Friends Loran Smith, Longstreet Press, \$29.95, 1563527480

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The Mayor of Lexington Avenue by James Sheehan (Yorkville Press, 097674421X, \$14.95, Aug. 2005)

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