

# BOOKSELLING **THIS** Week

AMERICAN BOOKSELLERS ASSOCIATION

May 07, 2009

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## SBA Chief of Staff to Speak at New ABA Session at BEA

May 07, 2009 -- Ana M. Ma, chief of staff at the U.S. Small Business Administration, will be one of the featured speakers at a new ABA session at BookExpo America, "How SBA and the Federal Stimulus Package Can Help Your Business," to be held Saturday, May 30, from 10:30 a.m. - noon, at the Javits Convention Center.

"Ms. Ma is looking forward to talking with the members of the American Booksellers Association," said SBA spokesman Jonathan Swain. "Ms. Ma will share what the SBA is doing as part of the Recovery Act to help small businesses get access to much-needed capital in these tough economic times, and how SBA is working to be a real partner with small businesses across the country in creating jobs and driving our nation's economic recovery."

"We're delighted to have someone as knowledgeable about small business issues as Ana Ma speak at this very important educational session," said ABA COO Oren Teicher, who will serve as moderator. "In these difficult economic times, it is crucial that booksellers are aware of the many ways the Small Business Administration and the federal stimulus package can provide them with access to capital and help their bookstores succeed. I strongly encourage our member bookstores to attend this informative panel." (Watch upcoming editions of *BTW* for announcements about other panel participants.)

Ma, a native of Tucson, Arizona, was appointed by the Obama-Biden Presidential Transition Team to serve as chief of staff at SBA. Prior to her appointment, she was senior counsel to Congressman Raul Grijalva (D-AZ) for two terms.

Ma has been involved in grassroots organizing for more than 20 years, and has participated in the electoral process at all levels -- from school boards to the last five presidential campaigns. In 1996, Ma was asked by the Clinton/Gore Presidential Campaign and the Democratic National Committee to serve as their Southern Arizona Coordinator.

In 1997, the Clinton Administration selected Ma to join the U.S. Department of Labor under Secretary Alexis Herman as the Intergovernmental Affairs Officer and Special Assistant to the Assistant Secretary for Employment and Training Administration. During her tenure at the Department of Labor, Ma worked on issues such as welfare to work, youth employment and training, and unemployment insurance. She also served as a liaison to county and municipal officials across the country.

In 2001, then newly elected Chairman of the Democratic Party, Terry McAuliffe, hired Ma to serve as the Western Political Director for the DNC where she oversaw 13 states and territories from Montana, to New Mexico, to Guam. From January through September of 2008, Ma was on leave from Congressman Grijalva's staff to serve as the Director of Party Affairs and VIPs for the Democratic National Convention Committee in Denver, Colorado.

Upcoming editions of *BTW* will have more information regarding

this important panel on the Federal economic stimulus package and its provisions designed to help America's small businesses get back on their feet. Among the initiatives are the elimination of fees on popular SBA loan programs and an increase in loan guarantees; new funding for SBA's Microloan Program; and provisions that enable some small businesses to "carry back" their losses for up to five years, effectively allowing them a rebate on taxes paid in previous years. --David Grogan<sup>1</sup>

## ABA Annual Meeting to Include Vote to Amend Bylaws

May 07, 2009 -- This year's Board of Directors elections, whose results will be announced next 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>2</sup> are written, this year members had to opt in to the process. 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 will be put to a vote by membership at the ABA Annual Membership Meeting at BookExpo America.

The amendment approved by the Board 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.

"E-mail has become the communications method of choice for the vast majority of our members, and the formal move to electronic notification about important governance issues -- as well as for balloting -- is a logical next step for ABA," explained ABA President Gayle Shanks in a letter to members. "Obviously, when these Bylaws were written (almost 10 years ago), no one anticipated the massive growth in electronic communications, and the current Bylaws require that notification and elections be conducted through the 'mail.' If the amendment is passed this year, it will allow next year's process to go forward electronically -- without the need for you to opt in."

The 2009 ABA Annual Meeting agenda will also include the formal announcement of the election results for new officers and Board directors; 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.

Prior to the Annual Membership meeting, ABA will hold an open, town hall-style meeting where members can express their thoughts and concerns to the Board in a less formal setting. The Town Hall meeting will start at 3:00 p.m. in Room 1E11 of the Javits Center. The Annual Meeting will follow at 4:00 p.m. in Room 1E09.

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.]**

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## IndieBound on the Rise!

May 07, 2009 -- <sup>3</sup>This has been a banner week for the IndieBound application for iPhone. It's now at #2 in iTunes Free Book Apps list, and was recently featured on the front page of the iTunes App Store <sup>4</sup>, viewable both in the iTunes program and in the iPhone's native App Store.

Due to its front-page placement, the IndieBound app jumped to 4,500 downloads in one day and moved up to #2 in the Top Free Books Apps list, just below Amazon's Kindle app and ahead of their newly acquired Stanza reader.

Since its April 20 launch <sup>5</sup>, the IndieBound for iPhone application has had hundreds of downloads and received great reviews from users. (For more information about the app and its many features, see developer Matt Supko's blog entry <sup>6</sup>.)

And here's a look at some more impressive IndieBound numbers:

- IndieBound.org is the #1 search result on Google for:

find a bookstore  
bookstore finder  
independent bookstore  
local bookstore  
indie bookseller  
book picks

...and nearly any permutation of these you can imagine.

- The IndieBound Facebook page has gained nearly 4,500 fans so far, and there's always interesting discussion on the Wall from indie enthusiasts.
- ABA members have visited the Bookseller DIY over 32,000 times for IndieBound downloadable materials for reprint and customization. See the fruits of their labor in the IndieBound slideshow <sup>7</sup> (PowerPoint file).

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## Wine Guru Gary Vaynerchuk to Lead Social Media Session at BEA

May 07, 2009 -- Booksellers and others who use the social media sites Facebook, Twitter, or Flickr but want to use them smarter are invited to come hear author Gary Vaynerchuk ( *Crush It!* , HarperStudio) present "Crush It! Why Now Is the Time for Independent Booksellers to Cash In on Their Passion" at BookExpo America. Vaynerchuk will share his multifaceted approach to personal branding and business, which has grown the family company's wine sales to more than \$60 million a year.

"Gary Vaynerchuk knows what it means to be an indie competing with the chains, because that's what he has done in the wine business," said HarperStudio President and Publisher Bob Miller. "His story about how he used social networking to level the playing field -- and win -- will be of enormous practical use to booksellers."

At BEA, Vaynerchuk, who has become a YouTube wine guru <sup>8</sup>, will talk about his philosophy of branding via different channels. After using traditional advertising techniques to build the family business, Vaynerchuk then ramped up sales exponentially by capitalizing on social media tools such as Twitter and Facebook to promote Wine Library TV <sup>9</sup>, his (well worth watching) video blog about wine. Viewership increased to more than 80,000 a day, and the company's wine sales topped \$60 million a year.

Vaynerchuk will offer his strategy for using free sites to build a brand, which he summed up in his keynote speech at the 2008 Web 2.0 Expo in New York <sup>10</sup>, as "hustle," the most important word out there.

Vaynerchuk has been written about in *Time* magazine, the *Wall Street Journal*, the *L.A. Times*, *New York* magazine, the *Washington Post*, and other publications.

All BEA attendees are invited to "Crush It! Why Now Is the Time for Independent Booksellers to Cash In on Their Passion," at 2:00 p.m. on Saturday, May 30, in Room 1E14 of the Javits Center. -- *Karen Schechner* <sup>11</sup>

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## ABA Announces Details of New CEO Contract

May 07, 2009 -- Last month, when ABA President Gayle Shanks announced the appointment of Oren J. Teicher as ABA's new CEO, she noted that the details surrounding the new CEO contract would be made available to the membership when they were finalized. This week, Shanks and ABA Vice President Michael Tucker are reporting to members the details concerning Teicher's contract.

The ABA Board has entered into a five-year contract with Teicher, and the contract begins on June 1, 2009. His annual salary will be \$275,000. The contract also provides for Teicher to be eligible for the ABA employee benefit package. (Given current economic conditions, ABA has temporarily suspended SEP and 401(K) contributions <sup>12</sup>.)

President Shanks and Vice President Tucker said that the new CEO contract reflects current economic realities and that it puts the chief executive's compensation in the appropriate range for associations the size of ABA. Regarding the new contract, they said, "We are delighted to have fashioned with Oren -- the Board's unanimous choice for the job -- an agreement that will serve ABA very well in the years to come and one with which he is pleased."

The call for a full disclosure of the particulars of the CEO contract was included in the recommendations made several years ago by the Governance Review Committee to the Board. Shanks and Tucker added, "The search committee and the Board wanted to be certain that the entire process of selecting a new CEO, and the terms of the contract, would be as open and as transparent as possible. We believe we have fully lived up to that commitment."

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## Trade Associations Call on Minnesota Governor to Support E-Fairness Bill

May 07, 2009 -- <sup>13</sup>This week, a group of independent trade associations joined to urge Minnesota Gov. Tim Pawlenty to

support Internet sales tax legislation included in the omnibus tax bills currently being considered in conference committee <sup>14</sup>.

"This legislation clarifies existing sales tax laws," said ABA COO Oren Teicher. "Any for-profit retailer or sales agent in Minnesota that sells to a Minnesota resident is bound by law to collect and remit sales tax on that sale. A business in the state should not be allowed to practice sales tax avoidance by filtering the orders they solicit and receive commission for through an out-of-state entity. Allowing these companies to skirt existing laws is devastating to all of Minnesota's retailing start-ups and the local shops on Main Street, which are put at a competitive disadvantage right out of the gate. Furthermore, the current inequitable situation deprives communities throughout the state of sales tax money that goes to help support fire fighters, police officers, and teachers. "

In the letter to Gov. Pawlenty, the groups -- the American Booksellers Association, American Specialty Toy Retailing Association, Music Dealers Buying Group, Music for Everyone Association of Independent Music Centers, National Bicycle Dealers Association, and the NORCAL Music Coalition -- noted that in the current economic crisis Minnesota faces a projected mid-year budget gap of \$426 million and stressed that, now more than ever, it's the state's obligation to ensure sales tax equity.

In their letter to the governor, the trade groups noted: "The results of sales tax inequity can be seen in the many empty storefronts on Main Streets throughout Minnesota. Sometimes, however, it doesn't result in a store closure, but, rather, in lost sales tax through decreased sales and lost income tax through job cuts. A downturn on Main Street creates a ripple effect that echoes throughout our state's economy. In the end, it's the residents of Minnesota who shoulder this burden through higher property or school taxes. So it's important to understand that when out-of-state retailers with affiliates in our state shirk their responsibility to collect and remit sales tax, it doesn't just affect a few small businesses here or there, it hurts the state's entire economy." (Read the full text of the letter.)

The trade groups are also calling on their member retailers in Minnesota to e-mail the governor to encourage the enforcement of existing sales tax laws.

To make this communication easier, ABA has prepared a template letter <sup>15</sup> that can be adapted and sent. The association asks businesses that contact their governors to send a copy of the letter to ABA Public Policy Liaison David Grogan at [dave@bookweb.org](mailto:dave@bookweb.org) <sup>16</sup>.

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May 7, 2009

The Honorable Tim Pawlenty  
Office of the Governor  
130 State Capitol  
75 Rev. Dr. Martin Luther King Jr. Blvd.  
St. Paul, MN 55155

Dear Governor Pawlenty:

This is not a typical letter from a special interest group. As trade associations representing thousands of Minnesota businesses, we are not asking for money or requesting that you do anything. In fact, we are writing to let you know how the state can garner a projected \$11.2 million in new revenue in FY 2010, and over \$13 million next year -- without raising taxes and by simply enforcing the law. The state can do so by closing a tax loophole by supporting the Internet sales tax legislation currently under consideration in

the omnibus tax bill.

Considering the current economic crisis, coupled with the state's projected mid-year FY 2009 budget gap of \$426 million, we believe that, now, more than ever, it's the state's obligation to ensure sales tax equity. We are asking that you address a serious issue of business equity and fiscal prudence as it relates to the collection of state sales tax for online sales. Currently, some out-of-state retailers with nexus in Minnesota refuse to comply with existing state sales tax law and are not collecting and remitting state sales tax for sales to residents of Minnesota. We are urging you to close this tax loophole now by supporting the Internet sales tax legislation currently under consideration in the omnibus tax bill.

The tax avoidance being practiced by these out-of-state retailers is unfair to those retailers throughout Minnesota that are collecting sales tax for online sales. And it has clear economic implications for the state, especially considering the current economic climate. According to the Center on Budget and Policy Priorities, at least 47 states faced or are facing shortfalls in their budgets in 2009 or 2010, and severe fiscal problems are highly likely to continue into the following year as well. Combined budget gaps for the remainder of this fiscal year and state fiscal years 2010 and 2011 are estimated to total more than \$350 billion, according to the center.

These numbers are only going to get worse if states unintentionally continue to subsidize out-of-state businesses by allowing remote merchants with nexus in the state to skirt existing tax laws, thereby letting millions of dollars in sales tax revenue go uncollected. Now more than ever, Minnesota has an obligation to ensure sales tax equity.

Federal law clearly defines nexus as a retail store, warehouse, office, or sales agent. We believe it is indisputable that any out-of-state online retailer that has one or more affiliates based in Minnesota -- affiliates that clearly act as solicitors on the online retailer's behalf and earn commissions based on sales -- has nexus in our state. These out-of-state online retailers should therefore be charging sales tax. Minnesota merchants with e-commerce operations collect and remit sales tax, and so should out-of-state retailers with nexus in the state through online affiliates.

When the state allows these out-of-state online retailers to continue their sales tax avoidance practices, Minnesota's citizens are the primary losers, as potential tax revenue is uncollected -- monies that fund such essential services as schools and first-responders. According to a recently published University of Tennessee study, *State and Local Government Sales Tax Revenue Losses From Electronic Commerce*, in 2008, the total state and local sales and use tax revenue loss resulting from failure to collect current taxes on e-commerce sales in Minnesota was \$159.6 million in 2008. As online shopping continues its robust growth, this figure is expected to balloon to more than \$235.3 million in 2012. Furthermore, the study stressed that this failure to collect taxes that are due has put local retailers at a competitive disadvantage to e-commerce competitors as "consumers browse on Main Street but then make their purchases online to evade the tax."

In 2008, New York State signed into law a provision that required out-of-state merchants that have clear nexus in the state to collect and remit sales tax. Though the provision was initially challenged by Amazon.com, a New York State Supreme Court judge

dismissed the online retailer's lawsuit. Amazon.com is currently collecting New York sales tax and has maintained its affiliate network in the state.

The time for Minnesota to act is now. The results of sales tax inequity can be seen in the many empty storefronts on Main Streets throughout Minnesota. Sometimes, however, it doesn't result in a store closure, but, rather, in lost sales tax through decreased sales and lost income tax through job cuts. A downturn on Main Street creates a ripple effect that echoes throughout our state's economy. In the end, it's the residents of Minnesota who shoulder this burden through higher property or school taxes. So it's important to understand that when out-of-state retailers with affiliates in our state shirk their responsibility to collect and remit sales tax, it doesn't just affect a few small businesses here or there, it hurts the state's entire economy.

The bottom line is, I am simply asking for a level playing field while out-of-state, online giants wish to maintain an unfair competitive advantage. At present, by not enforcing sales tax laws, our state is providing out-of-state retailers with a 6.5 percent advantage right out of the gate.

Thank you for your consideration.

Sincerely,

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

Kathleen McHugh, CAE, President  
American Specialty Toy Retailing Association  
116 West Illinois Street, 5E  
Chicago, IL 60654

William Stevens  
Music Dealers Buying Group Inc., &  
NORCAL Music Coalition  
730 29th St., Apt 208  
Oakland, CA 94609-3590

Johnny Thompson, Chair  
Music for Everyone (MFE)  
Association of Independent Music Centers  
c/o Johnny Thompson Music  
222 East Garvey Avenue  
Monterey Park, Ca 91755

Fred Clements, Executive Director  
National Bicycle Dealers Association  
3176 Pullman St. #117  
Costa Mesa, CA 92626  
949-722-6909

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## North Carolina Latest State to Introduce Internet Sales Tax Provision

May 07, 2009 -- <sup>17</sup>The American Booksellers Association is calling on member bookstores in North Carolina to urge their legislators to support Internet sales tax legislation currently under consideration in the state Assembly.

Introduced earlier this year, the Internet sales tax legislation would require out-of-state companies that have affiliates in their states to collect and remit tax on sales made to in-state residents over the

Internet. The legislation was introduced by Sen. Daniel G. Clodfelter (D-37) [Senate Bill 487] and by Reps. Jennifer Weiss (D-37) and Pryor Gibson (D-69) [House Bill 558]. The bills are being considered in their respective finance committees.

ABA COO Oren Teicher stressed the importance of booksellers contacting their state legislators and urging them to support the bill. "It is imperative that both your state senator and representative understand that locally owned retailers support this provision. We are urging our members in North Carolina to please take a moment to write their lawmakers," Teicher said. "We expect the debate over this bill to be intense -- so, it's crucial that booksellers make sure their voice is heard." Teicher also recommended that booksellers ask like-minded retailers, businesses, and residents in their communities to write lawmakers, as well.

To help in this important advocacy outreach, ABA has prepared template letters <sup>18</sup> that booksellers can adapt and send to their local state senators <sup>19</sup> and representatives <sup>20</sup>.

ABA also asks that you notify David Grogan, ABA public policy liaison, at [dave@bookweb.org](mailto:dave@bookweb.org) <sup>21</sup>, when you have sent your letter. This will help ABA compile information to support this lobbying effort.

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## ABACUS Survey Works to Increase Participation: How Bookstores Benefit

May 07, 2009 -- With data gathering for the 2009 ABACUS Survey <sup>22</sup> now underway, *BTW* talked to ABA's industry consultant, David Walker, about the value of participating in the survey, last year's ABACUS results, and the need for a greater number of stores to participate.

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### ***BTW* : We reported recently that participation in ABACUS has declined for two years in a row. What would you say to booksellers who want to know why they should participate?**

**David Walker:** ABACUS tells you which areas you need to focus on to improve your bottom line. 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."

Aside from using the data as a roadmap to improve your business, you can also use it to negotiate with your landlord if you think you're paying too much rent. And you can use it to show your bank how your business compares to industry averages when you apply for financing. As a bookseller recently told me, banks love benchmarks.

But perhaps the best argument for participating is last year's survey results: The core group of stores that participate every year reported an average net income that was almost one percent higher than the overall average. That's a significant difference, but not nearly as significant as the difference between the core group and the stores that only participated in last year's survey, which was close to three percent.

Of course, I'm not suggesting that simply participating in ABACUS makes a store more profitable. I think it's reasonable to assume that the bookstores in the core group pay close attention to their financial performance in general. Participating in ABACUS is part of that process.

**BTW : Why do you think that participation in ABACUS has declined?**

**DW:** I can only assume that not enough booksellers see the value in the survey. To be fair, the past couple of years have been difficult for many stores; so, some booksellers may think that they can't spare the time to participate. But it's during the difficult times that ABACUS has the most value.

I spoke recently with a bookseller who has been through some very difficult times, including bankruptcy, and he said that when his store was struggling to survive ABACUS gave him a picture of what a profitable bookstore looked like. In other words, it told him what areas he needed to focus on. By the way, his store is now profitable.

**BTW : How has the decline in bookstore participation affected the survey results?**

**DW:** It's had an enormous impact. As Avin [Mark Domnitz, ABA CEO] said in the recent *BTW* article [<http://news.bookweb.org/read/6768>], the reliability of the survey results and ABA's ability to provide in-depth analysis depend entirely on the number of participants.

Unfortunately, last year the number of participants was so low that we were unable to give participating stores the type of analysis that we usually provide, such as comparisons by sales level, store size, years in business, etc.

**BTW : Does the low participation mean that the 2008 survey results are unreliable?**

**DW:** The results are statistically reliable for the year that the 2008 survey covered, which was fiscal year 2007. But comparisons with previous years' survey results are likely to be misleading.

**BTW : Why are comparisons with previous years' results not valid?**

**DW:** There is a group of about 80 stores that participate in the ABACUS survey every year, the core group that I referred to. The results for these stores tend to vary from survey averages. Because of the low participation last year, the core group represented an unusually high percentage of the overall sample, which skewed the survey results.

**BTW : What do you mean when you say that results for stores in the core group vary from the survey averages?**

**DW:** The most significant difference is that they tend to be more profitable.

**BTW : If bookstores want to participate in this year's survey, what should they do?**

**DW:** Bookstore members of ABA can now submit their 2008 financial data to the 2009 ABACUS Survey via a secure and confidential electronic survey form on [BookWeb.org](http://BookWeb.org) <sup>23</sup>.

**BTW : What's the deadline for submissions?**

**DW:** This year's deadline is Friday, August 15.

**BTW : If booksellers have questions about ABACUS, whom****should they contact?**

**DW:** They should feel free to contact either me <sup>24</sup> or Avin Domnitz <sup>25</sup>.

**BTW Talks With New AAP Head Tom Allen**

*May 07, 2009* -- On May 1, Tom Allen succeeded Pat Schroeder as president and CEO of the Association of American Publishers <sup>26</sup>. As Allen settles into his new role as head of AAP, the book industry is facing a number of challenges and opportunities, among them the growing role of digital technology, the Google copyright case, the development of standards to reduce publishing's impact on the environment, and the revival of efforts to repeal Section 215 of the Patriot Act.

As a former six-term congressman from Maine and a Rhodes Scholar with a law degree from Harvard, Allen is well-versed in the ways of Washington politics and appears ready for the challenges that await him. "I'm thrilled to be here," Allen told *BTW* in a recent telephone interview. "I know Congress, and I know how it works. I can bring a high level of knowledge of the underlying issues and the personalities. I spent 12 years serving the public. It's a real advantage having lived through a whole host of issues and shifting moods."

Perhaps the most high profile issue now facing the publishing industry is the challenge to the settlement in the Google copyright case. In October 2008, the Authors Guild, AAP, and Google announced a settlement agreement <sup>27</sup> in a class-action suit brought by book authors and the Authors Guild and a separate lawsuit filed by five publishers representing AAP's membership. The lawsuits, filed in fall 2005, challenged Google's plan to digitize, search, and show snippets of in-copyright books and to share digital copies with libraries without the explicit permission of the copyright owner.

The settlement would allow Google to display books online and sell access to individual texts as well as subscriptions to its collection. Proceeds would be divided among Google, authors, and publishers. Last month, however, the Justice Department launched an inquiry into the antitrust implications of the suit, although, as the *New York Times* <sup>28</sup> noted, this does not mean the Justice Department will oppose the settlement, which is subject to a court review. In addition, the deadline for authors to opt out of the settlement and for other parties to oppose it or file briefs was extended for four months beyond the prior May 5 deadline.

Allen said that finalizing approval of the Google settlement is an important priority. He stressed that the settlement would provide the public with access to books that have been out of print and would keep them more easily available.

"The delay is not really a surprise given the complexity of the settlement," Allen said. "The more authors and other rights holders understand it, the more comfortable they will be with the settlement. People can look at it and say, I don't like one point here or there, but Google has the capacity to make an extraordinary number of books available to the public.... There were bound to be objections, there were bound to be concerns, but this is a good, solid agreement between the three parties. I think it works."

Another key initiative for AAP is the repeal of Section 215 of the USA Patriot Act, said Allen. In early April, AAP joined its sister organizations in the Campaign for Reader Privacy <sup>29</sup> in launching

the latest phase in a five-year campaign to restore reader privacy safeguards that were stripped away by the USA Patriot Act. (Other campaign members are the American Booksellers Association, the American Library Association, and PEN American Center.) Since 2003, the Department of Justice has used its expanded power under the Patriot Act to issue more than 200 secret search orders under Section 215 and more than 190,000 NSLs. "I always supported getting rid of [Section 215] as a member of Congress," Allen said.

Protecting free speech is a core initiative of AAP, Allen continued. The Freedom to Read Committee, which protects the free marketplace of ideas for American publishers, and the International Freedom to Publish Committee, which was one of the first groups in the world formed specifically to defend and broaden the freedom of the written word, are "central to who we are and what we believe in," he said. "We will continue to work on that."

How the publishing world adapts to changing technology is another key, long-term initiative for AAP, said Allen. As more content is delivered and read in a digital format, it brings up challenges like piracy, marketing, and how people take in content. "Will it be the Kindle or the Sony e-Reader or in another form?" he said. "The world is changing, and going forward it creates some interesting challenges for the publishing industry on how to adapt."

AAP is also focused on creating a greener publishing industry. In June 2005, AAP established the Paper Issues Working Group to provide its members with a forum to discuss environmental issues relating to the production of paper used in books, and a conduit for obtaining concise and accurate information in this area. The group meets regularly with various constituents with interests in book production and the environment, and last year "created the *Handbook on Book Paper and the Environment*, which contained a variety of suggestions on how to be more eco-friendly," Allen said. "There are a number of ways to drive down waste."

Overall, a diverse publishing industry is a healthy industry, Allen said, which is why small and independent presses are important to the well-being of publishing and the free flow of information. "Any industry that is concentrated among a few large [companies] will lack diversity," Allen explained. "Small publishers have a diversity of titles that is fundamental. Independent booksellers are the same way, they are vital for the industry -- they create an enormous amount of interest and buzz among the books they sell." -- *David Grogan*<sup>30</sup>

## Edelweiss to Demo Publisher eCatalogs at BEA

May 07, 2009 -- John Rubin, the founder and CEO of Above the Treeline<sup>31</sup>, will hold demonstrations of Edelweiss, an online, interactive catalog system developed by Above the Treeline, at BookExpo America.

"We're excited to be able to show booksellers at BEA what we think is a great time-saver and improvement to the new title buying process," said Rubin. "There is no doubt that publishers are moving to eCatalogs -- and we look at Edelweiss as a way to provide a better solution to publishers that keeps the interests of the bookseller front and center. If each publisher develops their own eCatalog, the overall usability and features for booksellers will be significantly less than in a cross-publisher platform like Edelweiss."

Ongoing Edelweiss demonstrations will be presented at the Above the Treeline booth (#4130) on the exhibit floor. Additional demonstrations will be held on Friday and Saturday mornings from

9:00 a.m. - 10:00 a.m. in Room 1E02 on the lower concourse (just down the hall from the ABA Lounge).

Edelweiss is available at no charge to book buyers, regardless of their current Above the Treeline affiliation, as well as to other industry catalog users such as publicists, bloggers, and agents. It works across participating publishers so that booksellers need learn only one system.

Publishers currently working with Edelweiss for the fall season are Cambridge University Press, Chronicle Books, Columbia University Press, Hachette Book Group, HarperCollins, Ingram Publisher Services, Penguin Group (USA), Random House, Thomas Nelson, and Workman. And, Rubin said, more publishers are expected to come on board soon.

For more information about Edelweiss, read this interview<sup>32</sup> of Rubin by Mark Nichols, ABA's senior director of publisher initiatives. --*Karen Schechner*<sup>33</sup>

## Spotlight on Children's Programming at BEA

May 07, 2009 -- BTW asked ABC Executive Director Kristen McLean to share her thoughts on some of the highlights of programming for children's booksellers at BEA.

**By Kristen McLean, Executive Director, Association of Booksellers for Children**

I'm actually very excited about some of the changes and additions to our children's programming this year at BEA.

First, we've moved the ABC home base off the floor and into the ABA Lounge, which is going to make it much easier to meet new booksellers who are interested in focusing on their children's business, and to connect with members away from the hubbub of the show floor. We'll have all our materials and our website live so people can see what we've been working on. We'll even be offering a membership special for new stores that join at the show.

Second, we've added a brand new program that's particularly exciting. Co-sponsored by the American Booksellers Association and the Children's Book Council, it's called Tea With Children's Authors and will be held on Friday, May 29, from 1:45 p.m. - 2:45 p.m., in Room 1E10 of the Javits Center. It's free and open to all booksellers and librarians, although advanced registration is required.

Basically, we invited a bunch of really fantastic authors to come sit and chat with booklovers over some tea and cookies. The goal was to create an opportunity to have a relaxed and open-ended talk with established artists about their work, their experiences, and anything else that comes along.

Scheduled to appear are Dave Barry and Ridley Pearson (Disney), Libba Bray (Random House), Kristin Cashore (Penguin), Suzanne Collins (Scholastic), Christopher and Walter Dean Myers (Egmont), Kate DiCamillo (Candlewick Press), Tomie DePaola (Penguin), Sarah Dessen (Penguin), Mary Downing Hahn (Clarion), Ann M. Martin (Macmillan), Herman Parrish (HarperCollins), Jon Scieszka (Simon & Schuster), Trenton Lee Stewart (Little, Brown), Rosemary Wells (Candlewick Press), Mo Willems (Disney), and Jane Yolen and Mark Teague (Scholastic). Yowza!

We tried this on a smaller scale last year in L.A. with Newbery Medalist Susan Patron, and it was such a wonderful experience for

everyone that we decided to expand it.

Of course, we have all our regular programming as well, including the ABC New Voices Lunch on Thursday featuring our top 2009 projects from brand new authors; The Children's Books and Author Breakfast on Friday morning; and the perennial favorite Speed Dating with Children's Authors on Saturday afternoon.

The New Voices event offers a boxed lunch (\$15.95 inclusive with three menu choices), and booksellers will get to hear from four fantastic YA authors: Kristen Cashore, brother and sister Daniel and Dina Nayeri, and David Whitley. There will also be a galley grab for 10 more great new works chosen by ABC booksellers. Food for the tummy and for the mind! (And a great alternative to having to forage for lunch.)

Last, but certainly not least, we invite everyone to join us for ABC's gala Not-a-Dinner and (Mostly) Silent Auction at Hotel ABA on Friday, May 29. Now in its 16th year, this is the premier children's event at BEA, where ABC and ABA booksellers get to rub elbows with some of the hottest names in the children's book literati. There is a special discount for ABC and ABA members buying tickets for themselves or their staff, so we invite everyone to come eat, drink, and be merry!

It's going to be a fantastic BEA, and we hope to see everyone there!

Learn more about ABC/ABA/CBC programming at BEA <sup>34</sup>, including the Day of Education session "Give It Away to Get It Back: Using 'Thought Leadership' Marketing to Build Your Children's Business."

Register for all children's events <sup>35</sup>, except the Children's Breakfast.

Register through BEA for the Friday Children's Breakfast <sup>36</sup>, featuring Meg Cabot, Tomie de Paola, and Amy Krouse Rosenthal, and hosted by Julie Andrews Edwards.

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## International Booksellers Organizations to Convene at Hotel ABA

May 07, 2009 -- The European Booksellers Federation <sup>37</sup> (EBF) and the International Booksellers Federation <sup>38</sup> (IBF) will be holding a combined annual conference at Hotel ABA, the New York Marriott at the Brooklyn Bridge in Brooklyn, from Monday, May 25, through Thursday, May 28. Booksellers from 21 countries, including Finland, South Africa, France, Denmark, Germany, Latvia, Russia, Belgium, Ireland, and Spain, will take part in the program, which will focus on the digitization of books and its effect on bookshops. The international visitors will also take part in ABA's Day of Education <sup>39</sup> on Thursday at the Javits Center, meet with the ABA Board, visit the BookExpo America trade show floor, and tour New York City bookstores.

The EBF and IBF opted for New York as their conference site at the suggestion of ABA CEO Avin Mark Domnitz. "Two years ago Avin Domnitz invited EBF to come to BEA to hold its annual conference, which EBF accepted with great pleasure," said Francoise Dubruille, the organizations' director. "Our objective is to provide attendees with a good view of what is happening on the American book market." The conference will include decision makers, mainly from Europe, directors of national booksellers associations, CEOs, and others.

"We're happy that our international bookselling colleagues decided to join ABA members at this year's BEA," said Domnitz, "and we look forward to sharing experiences and concerns."

EBF/IBF booksellers want to get a firsthand look at how the U.S.

book industry is evolving, said Dubruille. "To learn what is happening in the book trade and, in particular, in bookselling in the U.S. is hugely interesting to booksellers and directors from national booksellers associations from other countries, as it is likely to help them build up strategies in their own countries."

EBF/IBF members will also be visiting several area bookstores. Dubruille said, "We are delighted to be in touch with the Independent Booksellers of New York City (IBNYC) who kindly offered to organize three short bookstore tours in three different neighborhoods around NYC in Brooklyn, lower Manhattan, and upper Manhattan.

"All this has been made possible thanks to the excellent relationship IBF has with its member, ABA, and its very efficient and committed staff," said Dubruille. "We are looking forward to meeting and thanking them in person at the end of this month."

On the conference's agenda for Tuesday, May 26, are an IBF General Assembly, an EBF General Assembly, and two education sessions -- "Digitization: Where Do Americans Stand," presented by Len Vlahos, ABA chief program officer, and Mark Nelson, digital content strategist for the National Association of College Stores, and an examination of the IndieBound movement, presented by ABA's Domnitz.

ABA members are welcome to attend the conference on May 26. Interested booksellers should make a reservation via e-mail to [eurobooks@skynet.be](mailto:eurobooks@skynet.be) <sup>40</sup>. --Karen Schechner <sup>41</sup>

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## Author Kevin Baker to Lead Brooklyn Bridge Walking Tour

May 07, 2009 -- There are few structures in America with a history and an aura matching that of the legendary Brooklyn Bridge. On Wednesday, May 27, booksellers at Hotel ABA will have a unique opportunity to join author and New York City expert Kevin Baker on a walking tour over the Brooklyn Bridge. (The event is free, but reservations are required.)

BTW caught up with Baker via e-mail to talk about The Bridge, The City, and ... baseball, naturally.

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### BTW : What can booksellers look forward to on the walking tour over the Brooklyn Bridge?

**Kevin Baker:** We will cross the entire span of the bridge, past its two, enormous towers -- at the time, the largest structures ever built in North America. We'll see the magnificent vista of New York Harbor, and the view up the East River; the boroughs of Manhattan and Brooklyn, the Statue of Liberty, Governor's Island, and everything that moves along the great waterways of New York.

We'll talk about how the bridge was built, the tragic story of the Roeblings, its builders, and the terrible task of fighting the bends to put the bridge towers in place. We'll talk about the bridge's revolutionary design, and how a dishonest, Tammany-connected contractor almost wrecked it with his faulty cables; about the fatal riot that broke out on the bridge's opening day, and the great American who was one of the first people to cross it. And we'll talk about the role of the bridge in American (and New York) culture, how it was celebrated by great writers and artists, from Whitman to Hart Crane, Joseph Stella to David Hockney ... and why one man (Henry Kames) despised it.

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### BTW : Why do you think the Brooklyn Bridge holds such a

### special place in the history of New York City and, in fact, the history of our country?

The bridge was one of the first, and one of the greatest, of many enormous projects designed to tie New York City together, and in this it worked tremendously well. As a city of such colossal size, New York is always threatening to fly apart -- to become "ungovernable." The bridge went a long way to making its critical, 1898 consolidation possible. It greatly facilitated the growth of Brooklyn into what it has been since the 1920s, which is our most populous borough. And by enabling consolidation, it enabled New York to become what it is today, instead of what so many other American cities have become, which is an inner, urban core, imperious or desperate, ringed by smaller, resentful entities, which either envy or fear it. The bridge ensured that New York would remain *big* -- big enough to at least partly control its own destiny.

Beyond that, it was something that was new, that was spectacular, that was unprecedented. New Yorkers love being the best, and the first. As for the rest of the country, well, the bridge heralded an era in which American ingenuity, American commerce was coming into its own -- an age in which we would become the biggest economy, the most modern country in the world. It was a statement that we weren't just this provincial backwater, but a nation comparable to any in Europe.

Beyond all *that*, it's simply beautiful.

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### BTW : Aside from your gig as a Brooklyn Bridge tour guide, what else can booksellers look forward to from Kevin Baker?

Presently, I am working on a history of New York City baseball for Pantheon, tentatively entitled *The New York Game*, a story of the city and the sport. I'm hoping to finish it before the end of the year. Although baseball has many antecedents, what we think of as the modern game was developed here, and it has even been intricately connected to the city ever since.

I also have a graphic novel, *Luna Park*, coming out from the Vertigo imprint of DC Comics in November. And when the baseball book is done, I will eagerly turn my attention to a historical novel, and another (nonfiction) history I have a contract for with Houghton Mifflin.

**Editor's Note: Space on the tour, which begins at 4:00 p.m. on Wednesday, May 27, is limited, so booksellers should sign up now by sending an e-mail to Sarah Rettger <sup>42</sup>.**

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*Kevin Baker is the author of Dreamland <sup>43</sup>, Paradise Alley <sup>44</sup>, and Strivers Row <sup>45</sup>, all from Harper Perennial.*

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## BTW News Briefs

May 07, 2009 --

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### Connecticut Bookseller Fatally Shot

A bookseller and Wesleyan University student working at Broad Street Books in Middletown, Connecticut, was fatally shot by a gunman on Wednesday, May 6. According to the *Associated Press*, the victim was Johanna Justin-Jinich, who was working at the cafe in the bookstore when the suspect, Stephen Morgan, shot her multiple times. She was pronounced dead at a hospital. Morgan, who has been described in some media reports as Justin-Jinich's ex-boyfriend, is still at large. Authorities are asking that Wesleyan students remain "extra vigilant." "This is a devastating loss for

Johanna's family, friends, and for the entire Wesleyan Community," Wesleyan University said in a statement. "Our hearts go out to all those who grieve for Johanna, and we hope all can find comfort in the support of friends, teachers, and classmates."

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### San Francisco Bay Guardian Honors Green Apple Books and NCIBA's Hut Landon

In the *San Francisco Bay Guardian*'s annual salute to small business, the paper honored both Green Apple Books <sup>46</sup> and Northern California Independent Booksellers Association <sup>47</sup> (NICIBA) Executive Director Hut Landon for their community work. The bookstore received the Golden Survivor Award, and Landon received the Chain Alternative Award. The *Guardian* said the 42-year-old bookstore creates "an atmosphere for interactions that might seem impossible in a big-box store." The paper quoted owner Pete Mulvihill, who said of his store, "Frankly, we're invested in the community. [We] love San Francisco, and we don't want to go anywhere."

The same article described Landon's work in "helping direct millions of dollars into small business in San Francisco and beyond, and millions more into the local economy." Also, as executive director of San Francisco Locally Owned Merchants Alliance <sup>48</sup> (SFLOMA), Landon was cited for his involvement with the 2007 study commissioned by both SFLOMA and NCIBA <sup>49</sup>, that showed the value of locally owned businesses in the city.

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### J. Michael Martinez Receives the Walt Whitman Award

On May 5, the Academy of American Poets named J. Michael Martinez the recipient of the 2009 Walt Whitman Award. The award publishes a first collection by an American poet who has never before published a book of poetry and distributes the book to thousands of members of the Academy. The Whitman Award also includes a \$5,000 cash prize and a one-month residency at the Vermont Studio Center.

J. Michael Martinez received the Award for his book-length collection of poems, *Heredities*, which will be published in the spring of 2010 by Louisiana State University Press. The winning manuscript was chosen by the poet Juan Felipe Herrera from nearly 1,000 anonymous entries.

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### Economy Drives Online Retail Companies to Shift Marketing Focus

The economy is forcing online retailers to change their marketing tactics in order to acquire and retain customers, according to findings from The State of Retailing Online 2009, the 12th annual Shop.org study conducted by Forrester Research Inc. <sup>50</sup> The survey of 117 online retailers also found that, while the number of companies focusing on customer retention has nearly doubled in the past year, many retailers see the recession as an opportunity to capture market share from weakened competition.

While Internet sales continue to outpace traditional retail sales, half of respondents (54 percent) expect overall retail growth to slow during the next 12 months. Still, four out of five retailers think the web is better suited than other channels to withstand the recession and one-third say the downturn has enabled them to capture greater market share. According to the survey, a majority of retailers (88 percent) list e-mail as a high priority for the year, largely to retain customers. Almost three-fourths of retailers (71 percent) plan to send segmented emails to customers based on stated preferences or

purchase data. In addition, more than half will use emails that highlight new product availability (55 percent), extend invitations to participate in surveys or garner customer feedback (55 percent), and feature online-only promotions (53 percent).

## The June 2009 Indie Next List Preview

May 07, 2009 -- Here's a preview of the June Indie Next List, now on its way to ABA member stores in the IndieBound movement, and a reminder that May Notable titles are now featured in a flier<sup>51</sup> and shelf-talkers<sup>52</sup>, downloadable here and from BookWeb.org<sup>53</sup>.

### The June 2009 Next List Great Reads

#### ***The Physick Book of Deliverance Dane: A Novel by Katherine Howe***

(voice, \$25.95, 9781401340902 / 1401340903)

"Connie Goodwin should be writing her Ph.D. dissertation. Instead, her mother has asked her to handle the sale of Connie's grandmother's abandoned home near Salem, Massachusetts. While cleaning up the years of dust and cobwebs, Connie makes discoveries that lead her back to the world of the Salem witch trials. Howe does a superb job at combining modern day language with the 17th century voices, pulling you even deeper into a story of mystery and witches. Marvelous and terrifying at the same time. I loved it!" --Annie Philbrick, Bank Square Books, Mystic, CT

#### ***Last Night in Montreal: A Novel by Emily St. John Mandel***

(Unbridled, \$24.95, 9781932961683 / 1932961682)

"*Last Night in Montreal* is a rare achievement, a gripping, mysterious, and original literary novel about family secrets and the unbearable weight they place on young shoulders. Emily St. John Mandel is a wonderful and refreshingly unorthodox writer, and this should be the start of a brilliant career." --Rich Rennicks, Malaprop's Bookstore/Cafe, Asheville, NC

#### ***The Strain by Guillermo Del Toro, Chuck Hogan***

(Morrow, \$26.99, 9780061558238 / 0061558230)

"*The Strain* begins with a newly landed plane stopping dead on the runway. When the rescue crews arrive, they discover that all the passengers and crew are dead in their seats, with their necks cut and their bodies devoid of blood. This utterly original novel is absolutely fantastic and like no vampire novel I've read. You will love it!" --Jon Tobin, Saturn Booksellers, Gaylord, MI

#### ***Crazy for the Storm: A Memoir of Survival by Norman Ollestad***

(Ecco, \$25.99, 9780061766725 / 0061766720)

"*Crazy for the Storm* is a riveting account of survival. Norman Ollestad weaves the story of his unconventional early childhood and the details of a horrible airplane crash into a brilliant tribute to his adventurous father." --Jamie Robinson, Bestsellers Books & Coffee Co., Mason, MI

#### ***Far Bright Star: A Novel by Robert Olmstead***

(Algonquin, \$23.95, 9781565125926 / 1565125924)

"Napoleon Childs, a veteran soldier, is on the hunt for Pancho Villa in the rough terrain of northern Mexico. Accompanying him is a group of young soldiers who have not yet seen the brutality of war. After a terrible encounter with a band of renegade soldiers in search of vengeance, Napoleon, beaten and shot, is left stranded to try to survive on his own. Olmstead is incredibly adept at describing the horrors of battle contrasted with the beauty of

reflection and hope, and he is at his best in *Far Bright Star*." --Sherri Gallentine, Vroman's Bookstore, Pasadena, CA

#### ***The Dark Horse: A Walt Longmire Mystery by Craig Johnson***

(Viking, \$24.95, 9780670020874 / 0670020877)

"Mary Barsad is accused of having shot her husband six times as partial retribution for his setting fire to their barn and killing her horses. But Sheriff Walt Longmire is not convinced she did it, and he sets off to see if he's right. Craig Johnson's latest is another winner in this compelling western mystery series." --Sue Tank, Paulina Springs Books, Sisters, OR

#### ***The Signal: A Novel by Ron Carlson***

(Viking, \$25.95, 9780670021000 / 0670021008)

"A fishing and back-packing trip into the mountains had become a ritual for Mack and his one-time wife, Vonnie -- however, their reunion not only engenders old feelings and personal troubles, but the probability of danger. This glorious novel encompasses the beauty of the outdoors while also portraying the dark side of human behavior." --Kathleen Dixon, Islandtime Books & More, Washington Island, WI

#### ***The Earth Hums in B Flat by Mari Strachan***

(Canongate, \$14 paper, 9781847671929 / 1847671926)

"Twelve-year-old Gwenni can fly in her sleep, and, from this unusual perspective, she sees many things that others overlook. When her neighbor in a small Welsh village disappears, Gwenni begins an investigation to find him. Along the way, she uncovers her own family's secrets, but she never wavers from her determination to discover the truth. Gwenni is an unforgettable character and seeing life through her eyes is the true magic in this novel." --Erica Caldwell, Present Tense, Batavia, NY

#### ***Into the Beautiful North: A Novel by Luis Alberto Urrea***

(Little, Brown, \$24.99, 9780316025270 / 0316025275)

"What do you do if the men have left your village? Nayeli and her friends leave their Mexican village on a quest to bring a few good men home. Luis Alberto Urrea's latest novel is beautifully written, and is full of humor and humanity." --Deon Stonehouse, Sunriver Books, Sunriver, OR

#### ***In the Sanctuary of Outcasts: A Memoir by Neil White***

(Morrow, \$25.99, 9780061351600 / 0061351601)

"Mississippi wheeler-dealer Neil White, after years of snowballing financial deals and deceptions, finds himself assigned to a year in a Federal correction facility in Carville, Louisiana, home to the last people in the continental U.S. with Hansen's Disease -- better known as leprosy. From the unlikely combination of inmates and patients, White struggles to discover new values and to understand a little-known world." --Carolyn Chesser, Bayou Book Company, Niceville, FL

#### ***Shanghai Girls: A Novel by Lisa See***

(Random House, \$25, 9781400067114 / 1400067111)

"Beginning in prewar Shanghai of the 1930s, *Shanghai Girls* tells an emotional story of two sisters who are 'pawned' in arranged marriages and sent to America as payment for a family debt. Lisa See has written a novel of sacrifice and newfound dreams that you must read." --Carol Hicks, Bookshelf at Hooligan Rocks, Truckee, CA

#### ***The City & the City by China Mieville***

(Del Rey, \$26, 9780345497512 / 0345497511)

"A labyrinthine mystery as well as a visionary look at identity, politics, and geography, *The City & the City* is simply stunning. Mieville juggles a murder, two cities' mysterious pasts, and a tense

political situation with deft prose and compelling characters. Mieville's latest is utterly enthralling, absorbing, and, ultimately, unforgettable." --Jenn Northington, The King's English, Salt Lake City, UT

***The Disappearance of Irene Dos Santos* by Margaret Mascarenhas**

(Grand Central Publishing, \$13.99 paper, 9780446541107 / 0446541109)

"Set against the backdrop of political upheaval in contemporary Venezuela, this debut novel is entertaining yet profoundly serious, rich with religious and cultural mythology, and peopled with lovable, flawed characters -- poets, rebels, maids, and midwives -- who reveal the complex strata of Venezuelan society as well as their own humanity. Margaret Mascarenhas has arrived on the literary scene with a sizzle." --Linda Bubon, Women & Children First, Chicago, IL

***The Walking People: A Novel* by Mary Beth Keane**

(Houghton, \$25, 9780547126524 / 0547126522)

"As a child in her beloved Ireland, Greta Cahill is so awkward she's called 'Goose.' In her new home of America, she blossoms into a young woman of self-worth, finding love and family. While she longs to return to Ireland, a secret from her former life prevents the trip back, until her children decide to reunite her two lives, much to Greta's fear. Mary Beth Keane has given us an impressive debut novel." --Kathleen Creamer, Maine Coast Book Shop, Damariscotta, ME

***Gone Tomorrow: A Reacher Novel* by Lee Child**

(Delacorte, \$27, 9780385340571 / 0385340575)

"Jack Reacher is back. It's 2:00 a.m. on a New York City subway, and something is not quite right, as Jack spots a passenger who might not be what she seems. In his most intensely gripping novel yet, Lee Child takes us on the ride of a lifetime through the dark warrens of NYC." --Jennie Turner-Collins, Joseph-Beth Booksellers, Cincinnati, OH

***Wanting: A Novel* by Richard Flanagan**

(Atlantic, \$24, 9780802119001 / 080211900X)

"Richard Flanagan has now written five great novels including the stunning, highly praised *Gould's Book of Fish*. His latest is a simple tale based in history, in which Flanagan takes three sensational events, well-known to Victorian England, and imagines how they were played out by the iconic characters involved: Sir John Franklin, governor of the penal colony of Van Diemen's Land and later a doomed Arctic explorer; Charles Dickens; and Mathinna, a beautiful, charismatic aboriginal child adopted by the Franklins in an infamous experiment. *Wanting* is about desire, and about lack, and the very real tragedy of colonization. How Flanagan brings these events and themes to life is genius." --Lisa Howorth, Square Books, Oxford, MS

***Vanessa & Virginia: A Novel* by Susan Sellers**

(Houghton, \$23, 9780151014743 / 0151014744)

"*Vanessa & Virginia* is written from the point of view of Vanessa Bell, Virginia Woolf's sister, and the novel reads as a lyrical account of their relationship. Sibling rivalries, artistic collaborations, and tender moments between the sisters are contrasted by the individual events (both good and bad) that influence their moods, their relationships, and their works." --Roni K. Devlin, Literary Life Bookstore & More, Grand Rapids, MI

***I'm Down: A Memoir* by Mishna Wolff**

(St. Martin's, \$23.95, 9780312378554 / 0312378556)

"Mishna Wolff's father totally immersed himself and his daughters in black culture. (They are totally white....) Her memoir tells of her

trials trying to please her father and stay afloat in different worlds. You will not stop reading *I'm Down* once you have read the first page." --Judith Lafitte, Octavia Books, New Orleans, LA

***Home Game: An Accidental Guide to Fatherhood* by Michael Lewis**

(Norton, \$23.95, 9780393069013 / 039306901X)

"Michael Lewis has written a hilarious, yet moving account of his coming to terms with fatherhood. No mushy tribute to the joys of fatherhood, Lewis' book addresses the good, the bad, and the merely baffling about having kids. A wonderful read." --Mitch Gaslin, Food For Thought Books, Amherst, MA

***East of the Sun: A Novel* by Julia Gregson**

(Touchstone, \$16 paper, 9781439101124 / 1439101124)

"Julia Gregson's second novel is set in the late 1920s and tells the story of three women traveling to India as part of the 'Fishing Fleet,' English women in search of husbands. A fascinating novel." --Lilo Eder, Fort Ashby Books, Fort Ashby, WV

The June 2009 Indie Next List Notables

**Fiction**

***The Brothers Boswell* by Philip Baruth** (Soho, \$24, 9781569475591 / 1569475598)

***Buffalo Lockjaw* by Greg Ames** (Hyperion, \$14.95 paper, 9781401309800 / 1401309801)

***The Devlin Diary* by Christi Phillips** (Pocket, \$25, 9781416527398 / 1416527397)

***The Family Man* by Elinor Lipman** (Houghton, \$25, 9780618644667 / 0618644660)

***The Great Perhaps* by Joe Meno** (Norton, \$24.95, 9780393067965 / 0393067963)

***The Last Prince of the Mexican Empire* by C.M. Mayo** (Unbridled, \$26.95, 9781932961645 / 193296164X)

***Nikolski* by Nicolas Dickner, Lazer Lederhendler (trans.)** (Trumpeter, \$14.95 paper, 9781590307144 / 1590307143)

***Right of Thirst* by Frank Huyler** (Harper Perennial, \$14.99 paper, 9780061687549 / 0061687545)

***Rooftops of Tehran* by Mahbod Seraji** (NAL, \$15 paper, 9780451226815 / 045122681X)

***Stone's Fall* by Iain Pears** (Spiegel & Grau, \$27.95, 9780385522847 / 0385522843)

***A Thread of Truth* by Marie Bostwick** (Kensington, \$15 paper, 9780758232151 / 0758232152)

***Trouble* by Kate Christensen** (Doubleday, \$26, 9780385527309 / 0385527306)

**Nonfiction**

***After America: Narratives for the Next Global Age* by Paul Starobin** (Viking, \$26.95, 9780670020942 / 067002094X)

***Eiffel's Tower: And the World's Fair Where Buffalo Bill Beguiled Paris, the Artists Quarreled, and Thomas Edison Became a Count* by Jill Jonnes** (Viking, \$27.95, 9780670020607 / 0670020605)

***The Indifferent Stars Above: The Harrowing Saga of a Donner Party Bride* by Daniel James Brown** (Morrow, \$25.99, 9780061348105 / 0061348104)

***Love in Condition Yellow: A Memoir of an Unlikely Marriage* by Sophia Raday** (Beacon, \$23.95, 9780807072837 / 0807072834)

***The Mad Ones: Crazy Joe Gallo and the Revolution at the Edge of the Underworld* by Tom Folsom** (Weinstein, \$24.95,

9781602860810 / 1602860815)

**Retail Superstars: Inside the 25 Best Independent Stores in America** by George Whalin (Portfolio, \$26.95, 9781591842606 / 1591842603)

**Tales of Wonder: Adventures Chasing the Divine, an Autobiography** by Huston Smith, with Jeffery Paine (HarperOne, \$25.99, 9780061154263 / 0061154261)

**Wicked Plants: The Weed That Killed Lincoln's Mother and Other Botanical Atrocities** by Amy Stewart, Briony Morrow-Cribbs (illus.) (Algonquin, \$18.95, 9781565126831 / 1565126831)

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## Sign Up Required for Day of Education Bookstore Tours

May 06, 2009 -- As part of this year's Day of Education at BookExpo America, booksellers have the opportunity to go on afternoon bookstore tours. Two tours are being offered from 1:15 p.m. - 4:00 p.m. on Thursday, May 28: one to Soho's McNally Jackson Booksellers<sup>54</sup> and another heading uptown to Bank Street Bookstore<sup>55</sup> and Book Culture<sup>56</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>57</sup>.

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## A Preview of African-American Programming at BEA

May 06, 2009 --

BookExpo America will once again feature free education and networking opportunities developed specifically for African-American book industry professionals. The program, which begins at 1:00 p.m. on Thursday, May 28, at the Javits Convention Center, is open to all BEA registered attendees; pre-registration for the African-American program is not required.

"We are excited about our program this year," said Clara Villarosa, organizer of the 12th annual event. "We are not having a luncheon because of the challenge of getting a sponsor. But we are starting at 1:00 with the keynote and, as usual, are having our workshops and reception. The workshops will provide good information about new ways of using the latest in social networking to promote books. The panel on African Americans in graphic novels and comics should be very enlightening. This is something that is not highlighted enough, and we have pulled together those in the field, giving them an opportunity to share their work and experiences."

Here's a look at the schedule, speakers, and sponsors to date:

### 1:00 p.m.: Welcome and Keynote Address (Room 1A07)

Clara Villarosa, *Down to Business: The First 10 Steps to Entrepreneurship for Women* (Avery/Penguin USA)

### 2:15 p.m.: Using Social Networks to Promote and Sell Books: FaceBook, Blogs, and Twitter (Room 1A07)

Panelists: Carleen Brice, *Children of the Waters*, *Orange Mint and Honey* (One World/Ballantine); Abiola Abrams, *Dare* (Pocket/Simon and Schuster); Felicia Pride, *The Message: 100 Life Lessons From Hip-Hop's Greatest Songs* (Running Press); and Daaimah S. Poole, *Somebody Else's Man* (Kensington/Dafina) **3:30 p.m.: African Americans in Graphic Novels and Comics (Room 1A07)**

Panelists: Jeremy Love, DC Comics; Carol Burell, Lerner Graphic

Universe; Shawn Martinborough, Watson-Guptill and DC comics; Kyle Baker, Abrams and Image; Alex Simmons, Archie Kids, Kids Comic-con. Moderator: Calvin Reid, *Publishers Weekly*

### 5:00 p.m.: Reception and Networking With Cash Bar (Room 1A10)

Sponsors include:

#### One World/Ballantine

Nikki Turner, *Ghetto Superstar: A Nikki Turner Original*; Dana Dane, *Numbers: A Nikki Turner Presents Novel*

Distribution of advance reader's edition of *A Mighty Long Way: My Journey to Justice at Little Rock Central High School* (Carlotta Walls Lanier and Lisa Frazier Page)

#### Avery/Penguin Group USA

Clara Villarosa, *Down to Business: The First 10 Steps to Entrepreneurship for Women*

#### Kimani Press/Harlequin

Brenda Jackson, *Secret Love*; Earl Sewell, *Love, Lies, and Scandal*; Rochelle Alers, *Naughty*; Michelle Monkou, *Only in Paradise*; Donna Hill, *Seduction and Lies*; Gwynne Forster, *Private Lives*

#### Kensington/Dafina

Daaimah S. Poole, *Somebody Else's Man*; Lutishia Lovely, *Heaven Right Here*; Pat G'Orge-Walker, *Somebody's Sinning in My Bed*; L. Divine, *Drama High: Keep It Movin'*; Dawn Marie Daniels and Candice Sandy, *Tears to Triumph*

Distribution of advance galley: *God Ain't Blind*, *Unconditionally Single*, *Maneater*, *Playing Dirty*, and *A Different Kind of Blues*

#### Baker Publishing Group

Booker T. Mattison, *Unsigned Hype*

#### Just Us Books, Inc.

Omar Tyree, *12 Brown Boys*

Questions about the program for African-American book industry professionals should be addressed to Clara Villarosa at [huemanrdr@aol.com](mailto:huemanrdr@aol.com)<sup>58</sup>.

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## Author Sets Out to Visit 100 Independent Bookstores

May 06, 2009 --<sup>59</sup> Marc Fitten, author of the new novel *Valeria's Last Stand*<sup>60</sup> (Bloomsbury), is "spicing up" his U.S. book tour by visiting 100 independent bookstores along the way. On April 29, he started chronicling his journey -- christened the Indie 100 -- on his WordPress.com weblog<sup>61</sup>, with occasional updates on IndieBound.org<sup>62</sup>, and via Twitter<sup>63</sup>.

Fitten, who expects to average four or five hours on the road daily until the end of July, reported, "I've visited some fabulous stores already, including, A Cappella Books in Atlanta; Harvard Bookstore in Cambridge, Porter Square Books on the Cambridge/Somerville border, Titcomb's on Cape Cod, and Eight Cousins in Falmouth, Massachusetts; The Vermont Bookshop in Middlebury and the Norwich Bookstore in Norwich, Vermont. Those are only a few."

Fitten is on a quest to document what makes each of the stores on his travels unique. Harvard Bookstore's new eco-friendly delivery is one of the innovations that caught his eye. "It was really amazing to see," he explained. "Specifically, their green delivery program, which was a response to Amazon. All ordered books are delivered by bike messengers and the cost is cheaper than UPS. Very exciting."

Fitten, who participated in the Author Reception at the January 2009 ABA Winter Institute in Salt Lake City, said the event was "an eye-opener. Book lovers wanting to sell books and putting themselves in business against corporations just seemed so cool." While at the Institute, he asked if booksellers knew of any touring authors who'd written about the bookstores they'd been to while on tour. "I was surprised nobody had ever gone on a tour of stores and documented it," he said. "It seemed like such an obvious thing to do."

Since Bloomsbury was already sending him on tour for *Valeria's Last Stand* (a comic story of late love in a Hungarian village), Fitten figured he'd stay a few extra days at various stops, on his own dime, and check out area bookstores. "It's my own little project, separate from my formal tour," he said. "I'm curious to see what I learn."

Stops on Fitten's U.S. tour for the most part range up and down the East and West coasts. He will also be touring in Germany and France, but he isn't counting those bookstores towards his 100-bookstore goal.

Whatever he does learn on the way, Fitten wants to share with booksellers. "I know booksellers meet annually and have their conferences and talk about things, but I thought a systematic look at the trenches might be useful," he said. "One of my goals is to collect the best 25 ideas and maybe present them to booksellers at a conference. Why not? I've already seen a handful."

Meanwhile, whether he's at one of the last feminist bookstores, Charis Books & More <sup>64</sup> in Atlanta, Georgia, or talking about the cyclical nature of retail with Carol Chittenden at Eight Cousins, "meeting bookstore nerds is fun," he said. "The innovation they're bringing to bookselling is astounding. I've never looked at a bookstore the way they are looking at it, and I'll never be able to look at a bookstore the same way again."

Other stops on Fitten's itinerary include RiverRun Bookstore in Portsmouth, New Hampshire; University Bookstore in Seattle; Powell's Books in Portland, Oregon; Book Soup in Los Angeles; and 90-plus more. --Karen Schechner <sup>65</sup>

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## BALLE Conference to Focus on Economic Models Built on Local Ownership

May 05, 2009 -- <sup>66</sup> The Business Alliance for Local Living Economies <sup>67</sup> (BALLE) will hold its seventh annual conference, Rising to the Challenge: Entrepreneurs Building Living Economies, from Thursday, May 21, through Saturday, May 23, in Denver, Colorado. As in years past, the event is expected to draw hundreds of entrepreneurs, business owners, community investors, economic development experts, and sustainability leaders, who will share best practices, discover new connections, and set the course for building local living economies.

"The current economic and environmental climate makes this year's conference the essential event for business, civic, and community leaders," said Doug Hammond, BALLE's executive director, in a statement. "Key strategies for the new economy will be woven throughout every session."

The conference will highlight a broad range of practical tools and inspirational voices, as well as showcase the impact that BALLE's 65 networks, and their member entrepreneurs, are having on local communities. In addition to three full days of educational sessions, leading experts will provide one-on-one consultation sessions

throughout the conference.

Among those on a long roster of keynote speakers are Melissa Bradley-Burns, senior strategist, Green for All <sup>68</sup>; Melissa Hardy, worker-owner, BioFuel Oasis <sup>69</sup>; Elliot Hoffman, co-founder and CEO, New Voice of Business <sup>70</sup>; June Holley, co-founder, Network Weaving, <sup>71</sup> and co-founder, ACEnet <sup>72</sup>; David Korten, Yes! Magazine <sup>73</sup>; Michael Shuman, research and policy director, BALLE <sup>74</sup>; and more.

Three pre-conference seminars will begin events on May 21: the 4th Annual Local First Conference, the Third Annual Manufacturers Summit, and the Third Annual Economic Development Pre-Conference.

Full programming details and a registration form for Rising to the Challenge: Entrepreneurs Building Living Economies are available at [www.livingeconomies.org/conference](http://www.livingeconomies.org/conference) <sup>75</sup>.

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## Llama Llama Gift Cards Celebrate Someone Special

May 05, 2009 -- There's still time for ABA Gift Card stores to order a free, limited edition gift card and matching holder featuring Anna Dewdney's Llama Llama and Mama Llama (*Llama Llama Misses Mama*). The new card, courtesy of Penguin Young Readers Group, proclaims "You're so special to me" and is perfect for customers of all ages who are looking for a unique way to acknowledge a special someone.

Penguin Young Readers Group is covering the cost of the card (22 cents), the transaction fee (50 cents per card), and the holder (12 cents). Quantities are limited per ABA member to 100 generic cards and matching holders or 250 imprinted cards and holders. The usual fee for imprinting will be charged as will all other ABA Gift Card Program costs and fees, including increments and shipping and handling fees.

The card and holder are available now on the ABA gift card order site <sup>78</sup>. Orders for generic cards are usually filled within two days and imprinted cards within three to five working days. Orders will be filled on a first-come, first-served basis until supplies run out.

Questions about the "You're so special to me" gift card should be addressed to [aba@givex.com](mailto:aba@givex.com) <sup>79</sup>. Booksellers must be current ABA members and have a signed ABA Gift Card Program Letter of Agreement <sup>80</sup> on file to be eligible for this offer.

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## Celebration Luncheon Booked to Capacity

May 05, 2009 -- **Waiting List Now Forming**

The Celebration of Bookselling Luncheon, which is open exclusively to the owners and staff at ABA member stores, is booked to capacity. Booksellers can add their names to a waiting list for the Friday, May 29, event by completing an electronic form on BookWeb.org <sup>81</sup>.

Fifty of independent bookseller's favorite authors <sup>82</sup> are scheduled to participate in the luncheon, which will feature the presentation of the inaugural Indies Choice Book Awards <sup>83</sup>.

Any bookseller with a Celebration luncheon reservation that is no longer needed is asked to contact Mark Nichols <sup>84</sup>, ABA senior director of publisher initiatives, as soon as possible. As cancellations are received, seats at the luncheon will be filled from the waiting list on a first-come, first-served basis.

Reservations are limited to two people per bookstore. Questions regarding the luncheon should also be addressed to Nichols <sup>85</sup>.

## WNBA Names 2009 Pannell Winners

May 01, 2009 -- The Women's National Book Association <sup>86</sup> has announced the winners of the 2009 WNBA Pannell Awards, given annually since 1983, to two bookstores that excel in contributing to their communities in ways that bring books and young people together. This year's winner in the General Bookstore category is Joseph-Beth Booksellers <sup>87</sup> in Cincinnati, Ohio. In the Children's Specialty store category winner, the winner is Mrs. Nelson's Toy and Book Shop <sup>88</sup> in LaVerne, California.

That Bookstore in Blytheville <sup>89</sup> in Blytheville, Arkansas, was recognized with an honorable mention in the General Bookstore category.

The winners were chosen by the WNBA's jury of five industry professionals based on creativity, responsiveness to community needs, and an understanding of young readers. Joseph-Beth was cited for, among other things, its citywide reading project, *Small Fries: A Kids' Cookbook*, whose proceeds benefited a children's hospital, and its Reading Reindeer gift tree. The jury noted that citywide reading project was an example of what could be done "without a lot of funds."

At a time when money is scarce for literacy outreach, "Mrs. Nelson's Young Authors contest and use of outside venues (libraries, churches, etc.) to reach more children were noted [by the jury] as being exceptional."

That Bookstore in Blytheville was honored for its Head Start classroom reading program and its outreach to community members of all ages through different venues.

Each winning store will receive a check for \$1,000 and framed original art donated this year by Barry Moser and Anna Dewdney. The awards will be presented at the Children's Book and Author Breakfast on Friday, May 29, at BookExpo America <sup>90</sup>.

## 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 <sup>97</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 <sup>98</sup>.

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#### BOOKSTORE MANAGER WITH PASSION

Books Inc is seeking a strong manager for placement in the San Francisco area. You should demonstrate the ability to lead, be intensely aware of customer needs, and exhibit exemplary geniality. The abilities to motivate and communicate are essential. Initiative and extraordinary merchandising skills are imperative in this high-profile Bookstore. Last, but in no way least, skill at staging special events and establishing community presence is very important.

Primary areas of responsibility:

- Generating sales by modeling, teaching, and maintaining a high service standard
- All store operations including expense management, administrative duties, inventory control, and loss prevention
- Personnel management including scheduling, hiring, training, and counseling
- Event/product merchandising and marketing

Two years as a retail manager experience is a minimum. Full benefit package including, medical, dental, 401k, and an exceptional sales bonus incentive.

Submit resumes to lpawlicki@booksinc.net <sup>100</sup> or (fax) 415-643-2043.

**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 <sup>101</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 *Bookselling This Week* at no charge (50-word limit). For more information on booking a classified ad, click here <sup>102</sup>.**

### Other Advertising

#### Great American Bargain Book Show

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