

BOOKSELLING THIS Week

AMERICAN BOOKSELLERS ASSOCIATION

July 31, 2008

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Editors to Present Winter Picks Via Webcasts

July 31, 2008 -- The Association of American Publishers ¹ has announced a pilot program featuring some of today's top editors presenting and previewing their Winter 2009 book picks for an online audience of booksellers and members of the media. Book Editors Online and Unscripted, a series of interactive webcasts, will launch in September.

AAP said it created the program in response to the realities of a tight economy, which demands that publishers find new and innovative ways of bringing forthcoming titles to the attention of booksellers and the media.

Book Editors Online and Unscripted, which will be presented over a two-week period in September, will feature two editors a day

presenting upcoming titles that have inspired them, followed by a Q&A moderated by Sara Nelson, editor-in-chief of *Publishers Weekly*. AAP said that the 30-minute presentations will be webcast live, in real time, and interested booksellers and the media will be able to call in or type questions to participating editors immediately following the interview.

AAP announced the following schedule, which it noted is subject to change. (All times are Eastern Standard Time.)

Tuesday, September 16

- Noon - 12:30 p.m.: Rebecca Saletan, Senior Vice President, Publisher, Houghton Mifflin Harcourt Trade Books
- 3:00 p.m. - 3:30 p.m. Tom Miller, Executive Editor, John Wiley & Sons

Wednesday, September 17

- Noon - 12:30 p.m.: Bill Thomas, Editor-in-Chief and Publisher, Doubleday Publishing Group
- 3:00 p.m. - 3:30 p.m.: Geoff Shandler, Editor-in-Chief, Little, Brown

Thursday, September 18

- Noon - 12:30 p.m.: Cindy Spiegel, Senior Vice President and Publisher, Spiegel & Grau
- 3:00 p.m. - 3:30 p.m.: Amy Einhorn, Vice President and Publisher, Amy Einhorn Books (A Division of G.P. Putnam & Sons)

Tuesday, September 23

- Noon - 12:30 p.m.: George Witte, Editor, St. Martin's Press
- 3:00 p.m. - 3:30 p.m. Eric Raab, Editor/Manager of Science Fiction, Tor/Forge

Wednesday, September 24

- Noon - 12:30 p.m.: Gillian Blake, Executive Editor, Collins (A Division of HarperCollins USA)
- 3:00 p.m. - 3:30 p.m.: Helen Atsma, Editor, Henry Holt & Company

Thursday, September 25

- Noon - 12:30 p.m.: Chuck Adams, Editor, Algonquin
- 3:00 p.m. - 3:30 p.m.: Deb Futter, Vice President, Editor-in-Chief, Grand Central Publishing

Registration for the webcasts is via publishers.webex.com ². Additional information is available from AAP Vice President Tina Jordan at tjordan@publishers.org ³.

ABA to Offer Education at Regional Shows

July 31, 2008 -- This fall, the American Booksellers Association will be presenting education sessions at each of the nine regional booksellers association gatherings. At the top of the list at every show is IndieBound, the new ABA initiative that celebrates independents and supports localism. Other ABA sessions vary from

show to show, but here's a first look at what's on the agenda at each. Updates and complete details, including times and presenters, will be provided in the coming weeks in *BTW*'s fall regional trade show previews.

Pacific Northwest Booksellers Association Trade Show

⁴ Monday, September 15 - Wednesday, September 17, at the Airport Holiday Inn, Portland, Oregon

- **Connecting to Your Customers and Community With IndieBound** -- There is a clear sentiment in favor of localism that is revolutionizing consumer behavior. People are renewing their ties to friends, neighbors, and institutions in their cities and towns, choosing Main Street over malls, and embracing localism and sustainability movements of all types. This presents an extraordinary opportunity for independent booksellers and other independent retailers. IndieBound taps into this growing movement, creating new and interesting ways for independent booksellers and other independent businesses to better communicate their core strengths -- independence, passion, community -- to their customers. Share what you have done in your store with IndieBound promotional material, ways that you have connected with other independent businesses in your community, and hear about creative ways your colleagues have used IndieBound.

- **Creating Killer Events** -- With books sold in more and more outlets each year, independent booksellers are finding new and innovative ways to distinguish themselves from the competition. One of the most effective tools to set yourself apart is a schedule of compelling events. In this session, you'll review an event prep checklist and hear experienced booksellers describe what makes a killer event. This session focuses on events for small- and medium-sized stores.

- **Green Retailing** -- Booksellers have known about the importance of being environmentally conscious since at least 1962, when Rachel Carson published *Silent Spring*. But we also operate in an industry that uses metric ton upon metric ton of paper, and barrel after barrel of gasoline to transport goods from the warehouse to the store -- not to mention air conditioning, lighting, and all of the other modern conveniences we take for granted. This session will look at how we all can be smarter, cleaner, more efficient retailers, and how we can save money by going green!

Mountains & Plains Independent Booksellers Association Trade Show

⁵ Wednesday, September 17 - Saturday, September 20, at the Crowne Plaza Hotel in Colorado Springs, Colorado

- **Connecting to Your Customers and Community With IndieBound** -- There is a clear sentiment in favor of localism that is revolutionizing consumer behavior. People are renewing their ties to friends, neighbors, and institutions in their cities and towns, choosing Main Street over malls, and embracing localism and sustainability movements of all types. This presents an extraordinary opportunity for independent booksellers and other independent retailers. IndieBound taps into this growing movement, creating new and interesting ways for independent booksellers and other independent businesses to better communicate their core strengths -- independence, passion, community -- to their customers. Share what you have done in your store with IndieBound promotional material, ways that you have connected with other independent businesses in your community, and hear about creative ways your colleagues have

used IndieBound.

- **Build an ABA E-commerce Site**, part of MPIBA's "Bring Your Laptop" session.

New England Independent Booksellers Association Trade Show

⁶ Thursday, September 18 - Saturday, 20, at the Hynes Convention Center, Boston, Massachusetts

- **Connecting to Your Customers and Community With IndieBound** -- There is a clear sentiment in favor of localism that is revolutionizing consumer behavior. People are renewing their ties to friends, neighbors, and institutions in their cities and towns, choosing Main Street over malls, and embracing localism and sustainability movements of all types. This presents an extraordinary opportunity for independent booksellers and other independent retailers. IndieBound taps into this growing movement, creating new and interesting ways for independent booksellers and other independent businesses to better communicate their core strengths -- independence, passion, community -- to their customers. Share what you have done in your store with IndieBound promotional material, ways that you have connected with other independent businesses in your community, and hear about creative ways your colleagues have used IndieBound.

- **Consumer Behavior Revealed** -- Getting close to your customers is a lot like dating them: the better you know one another, the more successful your relationship will be. Studies show that the same consumer behaves differently at different times. Sometimes customers are price conscious, sometimes brand conscious, sometimes seeking a unique experience. This informative, entertaining session will show you how to better identify and understand who your customers *really* are.

- **Surviving Tough Times** -- Independent bookstores are facing a multitude of challenges this coming season, and they'll most likely continue in the year ahead. This workshop will focus on specific areas that will help store owners and managers survive these tough times. This content-rich session will include discussions about cash management, inventory control, reducing costs, and the importance of leadership and being proactive rather than reactive.

New Atlantic Independent Booksellers Association Conference

⁷ Sunday, September 21 - Monday, September 22, at the Holiday Inn Crowne Plaza in Cherry Hill, New Jersey

- **Connecting to Your Customers and Community With IndieBound** -- There is a clear sentiment in favor of localism that is revolutionizing consumer behavior. People are renewing their ties to friends, neighbors, and institutions in their cities and towns, choosing Main Street over malls, and embracing localism and sustainability movements of all types. This presents an extraordinary opportunity for independent booksellers and other independent retailers. IndieBound taps into this growing movement, creating new and interesting ways for independent booksellers and other independent businesses to better communicate their core strengths -- independence, passion, community -- to their customers. Share what you have done in your store with IndieBound promotional material, ways that you have connected with other independent businesses in your community, and hear about creative ways your colleagues have used IndieBound.

- **Bookstore Self Audit: A Critical Look at Your Own Operations** -- Learn how to evaluate your store from the perspective of your customers. The focus will be on your business' ambiance, convenience, financial health, inventory selection, marketing, and customer services and how to use the audit to identify where to focus your resources to make your bookstore more customer-friendly.

Midwest Booksellers Association Trade Show ⁸

Thursday, September 25 - Saturday, September 27, at the Roy Wilkins Auditorium at RiverCentre, plus nearby venues in Downtown St. Paul, Minnesota

- **Connecting to Your Customers and Community With IndieBound** -- There is a clear sentiment in favor of localism that is revolutionizing consumer behavior. People are renewing their ties to friends, neighbors, and institutions in their cities and towns, choosing Main Street over malls, and embracing localism and sustainability movements of all types. This presents an extraordinary opportunity for independent booksellers and other independent retailers. IndieBound taps into this growing movement, creating new and interesting ways for independent booksellers and other independent businesses to better communicate their core strengths -- independence, passion, community -- to their customers. Share what you have done in your store with IndieBound promotional material, ways that you have connected with other independent businesses in your community, and hear about creative ways your colleagues have used IndieBound.
- **Booksellers at the Tipping Point: Leveraging Localism and Independence to Promote Your Store** -- The concepts of localism, independence, and sustainability are gaining traction with consumers. In this session you'll hear how the retail market has evolved to allow these phenomena to take root and grow, and you'll learn how to leverage and exploit these powerful tools to more effectively market and promote your store.
- **Local First Initiatives:** Booksellers who have been actively involved in a local business alliance in their communities will report on current trends in the Shop Local movement. Hear how you can grow your store's visibility and sales by leveraging your most precious commodity: Your independence!

Southern Independent Booksellers Alliance ⁹

Friday, September 26 - Sunday, September 28, at the Marriott Renaissance in Mobile, Alabama

- **Connecting to Your Customers and Community With IndieBound** -- There is a clear sentiment in favor of localism that is revolutionizing consumer behavior. People are renewing their ties to friends, neighbors, and institutions in their cities and towns, choosing Main Street over malls, and embracing localism and sustainability movements of all types. This presents an extraordinary opportunity for independent booksellers and other independent retailers. IndieBound taps into this growing movement, creating new and interesting ways for independent booksellers and other independent businesses to better communicate their core strengths -- independence, passion, community -- to their customers. Share what you have done in your store with IndieBound promotional material, ways that you have connected with other independent businesses in your community, and hear about creative ways your colleagues have used IndieBound.

- **Budgeting & Monitoring Workshop** -- This program examines how bookstores, like other businesses, are best operated within a system of financial controls that allow the owner/manager to predict performance and then measure outcomes against those predictions. Special attention will be paid to the control of cash flow and the information needed to obtain an operating line of credit. Through the use of a series of Excel worksheets, booksellers will be shown how to integrate a budgeting and monitoring system into their store operations. Special attention will be paid to issues relating to small- and medium-sized stores.

Great Lakes Booksellers Association Trade Show and Conference

¹⁰ Friday, October 3 - Sunday, October 5, at the Hyatt Regency in Dearborn, Michigan (metropolitan Detroit area)

- **Connecting to Your Customers and Community With IndieBound** -- There is a clear sentiment in favor of localism that is revolutionizing consumer behavior. People are renewing their ties to friends, neighbors, and institutions in their cities and towns, choosing Main Street over malls, and embracing localism and sustainability movements of all types. This presents an extraordinary opportunity for independent booksellers and other independent retailers. IndieBound taps into this growing movement, creating new and interesting ways for independent booksellers and other independent businesses to better communicate their core strengths -- independence, passion, community -- to their customers. Share what you have done in your store with IndieBound promotional material, ways that you have connected with other independent businesses in your community, and hear about creative ways your colleagues have used IndieBound.
- **Consumer Behavior Revealed** -- Getting close to your customers is a lot like dating them: the better you know one another, the more successful your relationship will be. Studies show that the same consumer behaves differently at different times. Sometimes customers are price conscious, sometimes brand conscious, sometimes seeking a unique experience. This informative, entertaining session will show you how to better identify and understand who your customers *really* are.

- **Bookstore Self Audit: A Critical Look at Your Own Operations** -- -- Learn how to evaluate your store from the perspective of your customers. The focus will be on your business' ambiance, convenience, financial health, inventory selection, marketing, and customer services and how to use the audit to identify where to focus your resources to make your bookstore more customer-friendly.

Northern California Independent Booksellers Association

¹¹ Friday, October 3 - Sunday, October 5, at the Oakland Convention Center, Oakland Marriott City Center in Oakland, California

- **Connecting to Your Customers and Community With IndieBound** -- There is a clear sentiment in favor of localism that is revolutionizing consumer behavior. People are renewing their ties to friends, neighbors, and institutions in their cities and towns, choosing Main Street over malls, and embracing localism and sustainability movements of all types. This presents an extraordinary opportunity for independent booksellers and other independent retailers. IndieBound taps into this growing movement, creating new and interesting ways for independent booksellers and other independent businesses to better communicate their core strengths -- independence, passion,

community -- to their customers. Share what you have done in your store with IndieBound promotional material, ways that you have connected with other independent businesses in your community, and hear about creative ways your colleagues have used IndieBound.

- **Print-on-Demand: An Opportunity** -- To survive the never-ending assault of competition, technology, and shifting demographics, independent booksellers need to be on the lookout for new business models. Print-on-demand (POD) is a great place to start. In addition to changing the nature of book distribution, POD allows booksellers to become publishers with very little financial risk. Learn about ABA's new partnership with Applewood Books ¹² that enables you to publish any title that is in the public domain or any book, such as a local interest title, whose rights have reverted to the author and to sell it at margins from 50 to 75 percent.

Southern California Independent Booksellers Association Authors Feast & Trade Show

¹³ Saturday, October 18, at the Millennium Biltmore Hotel in Los Angeles, California

- **Connecting to Your Customers and Community With IndieBound** -- There is a clear sentiment in favor of localism that is revolutionizing consumer behavior. People are renewing their ties to friends, neighbors, and institutions in their cities and towns, choosing Main Street over malls, and embracing localism and sustainability movements of all types. This presents an extraordinary opportunity for independent booksellers and other independent retailers. IndieBound taps into this growing movement, creating new and interesting ways for independent booksellers and other independent businesses to better communicate their core strengths -- independence, passion, community -- to their customers. Share what you have done in your store with IndieBound promotional material, ways that you have connected with other independent businesses in your community, and hear about creative ways your colleagues have used IndieBound.

Skylight Books Expands -- With More Than a Little Help From Its Friends

July 31, 2008 -- This week, Los Angeles' Skylight Books ¹⁴ expanded into a neighboring, 1,400-square-foot space. The 12-year-old store will continue to put finishing touches on the newly renovated location throughout August and will hold a gala Grand Opening on Saturday, August 30.

"Even though getting the space ready to open took about two months longer than I had originally figured on, we are bursting with pride and excitement that it is finally all coming together," said Kerry Slattery, Skylight general manager and co-owner. "We networked the two spaces (across an alley area), so we have the same phone system, computer database, etc. So far, all the parts seem to be working smoothly."

On the evening of July 30, the store closed early, and more than 30 volunteers joined Skylight staff to move the Art, Design, Architecture, Photography, Film, Music, Theatre, and Graphic Novel sections, as well as their large magazine section, to "Skylight Books 1814" (named for its address on Vermont Ave).

Skylight had help and counsel from all corners. "The senior librarian of our local library helped wrangle the volunteers and made coffee and tea and organized the food," said Slattery via

e-mail. "Vroman's bookstore in Pasadena and Doug Dutton of Dutton's Brentwood, as well as the Los Feliz branch library, loaned book carts, so we didn't have to box anything up. We got some sage advice and tips from Linda Millemann of Tattered Cover in Denver, who has organized all their moves as well as Robyn Myers, the move coordinator of the Los Angeles Public Library (who will also be on hand to help, since she has moved 180 libraries!!)"

The move will allow the bookstore to more effectively organize and expand other sections of the store, including the children's and fiction sections, so they can better serve the surrounding Los Feliz, Silver Lake, Echo Park, and East Hollywood neighborhoods.

Fortunately, the earthquake that hit Southern California this week caused no damage to the store. "We were having a moving 'strategy' meeting in our mezzanine office overlooking the store," said Slattery. "It was definitely dramatic -- a real roller that seemed to last forever! When it was over, we ran next door to our new space to be sure there were no cracks or anything. Not a book fell in either space, and all is fine (two books in a window display fell over)." -- *Karen Schechner* ¹⁵

Bookseller Urges ABACUS Participation

July 31, 2008 -- In response to last Thursday's *Bookselling This Week* article ¹⁶ reporting that the 2008 ABACUS Study ¹⁷ is in jeopardy, Amy Thomas, the president of Pandora's Books Inc., which includes Pegasus and Pendragon Books ¹⁸, posted the following letter in BookWeb's Bookseller-to-Bookseller Forum ¹⁹.

Hello Fellow Booksellers,

I read yesterday that there is a possibility that our annual ABACUS report may not have enough respondents to be compiled this year, and I want to urge, beg, entreat, and implore you to set aside about an hour and fill out this form. It is uncomplicated, and it will be an incredibly useful hour for you as a businessperson.

The report itself, when issued back out to participating stores, will provide you with a lot of very clear clues about how to strategize your business. It will show you just exactly how all of the many facets of your store work together.

We have used it for years and truly, truly, people, it is an excellent tool for honing your systems and concentrating on areas that can potentially make or break your business. The assistance that ABA provides in filling out the form, understanding it, and helping you to think about possible avenues for you to pursue, is one of the great, unsung benefits of being an ABA member.

Please, if you can't do this immediately, but can make time soon, call David Walker or someone at ABA to tell them it is on the way.

The ABACUS report is remarkable and unique, and we should not let it go without a fight!

Amy Thomas
Pegasus and Pendragon Books
Berkeley and Oakland, California
pegasusbookstore.com ²⁰
We are IndieBound!

Visit the Bookseller-to-Bookseller Forum ²¹ to see what other booksellers had to say in response Thomas' letter.

And to help make the 2008 ABACUS Study become a reality,

complete the online survey form ²² by August 15. Questions about ABACUS may be addressed to ABA CEO Avin Mark Domnitz ²³ (800-637-0037, ext. 6610) or ABA's industry consultant, David Walker ²⁴ (800-637-0037, ext. 6612).

The August Indie Notables Fliers & Shelf-talkers

July 31, 2008 -- The August Indie Next List Notables flier, in PDF format ²⁵, features jacket images, bibliographic information, and bookseller quotes for a great selection of titles to augment the month's Indie Next List selections ²⁶. Bookseller quotes are also currently available in an electronic file of Notables shelf-talkers ²⁷.

The August Indie Notables feature a number of strong fiction titles (including two from Little Brown -- *Say You're One of Them* by Uwem Akpan and *Undiscovered Country* by Lin Enger, the brother of Leif Enger -- as well as nonfiction the likes of *The Geography of Love: A Memoir* by Glenda Burgess (Broadway) and mystery/suspense titles such as *Don't Tell a Soul* by David Rosenfelt (St. Martin's Minotaur), in a break from his Andy Carpenter series.

Notables titles are perfect choices to complement Next List selections in both window and in-store displays. And Notables shelf-talkers are ready-made (they simply need to be printed and cut) to draw attention to face-outs.

Booksellers with comments, questions, and suggestions for the Next List are encouraged to contact Dan Cullen, editor-in-chief of the Indie Next List, via e-mail ²⁸.

Stores that need more copies of the Indie Next List fliers should e-mail ABA's Linda Ford at lindaf@bookweb.org ²⁹.

BTW News Briefs

July 31, 2008 --

Consortium Offers Free Freight Terms

Consortium Book Sales & Distribution, a member of the Perseus Books Group, will begin offering free freight terms to trade accounts on Friday, August 1. The company said that the change, which will bring its terms in line with those of Perseus Books, Perseus Distribution Services (PDS), and Publishers Group West, was made so that it would "be more competitive with the many large publishing houses that already offer free freight and to support its independent sales representatives."

J.K. Rowling's Children's Charity to Publish *The Tales of Beedle the Bard*

The Children's High Level Group (CHLG), an English charity co-founded by J.K. Rowling and Emma Nicholson to help children suffering in institutions, will publish *The Tales of Beedle the Bard* on December 4. The announcement was made on Thursday, July 31, to commemorate Harry Potter's birthday.

The CHLG will publish three editions of the book, to be printed and distributed by Bloomsbury, Scholastic, and Amazon. The Bloomsbury and Scholastic editions (\$12.99) will feature additional commentary on each fairy tale from Professor Dumbledore and an introduction by Rowling. Amazon will produce up to a maximum of 100,000 Collector's Edition copies (\$100). All three editions will go on sale on December 4, 2008.

Seven copies of the wizarding tales were originally created, handwritten, and illustrated by Rowling to raise money for charities. They were auctioned off last December, with Amazon bidding \$4 million for a charity copy.

All net proceeds from sale of the books, expected to be about \$8 million, will be donated to CHLG.

"There was understandable disappointment among Harry Potter fans when only one copy of *The Tales of Beedle the Bard* was offered to the public last December," said Rowling in a press release. "I am therefore delighted to announce that ... *The Tales of Beedle the Bard* will now be widely available to all Harry Potter fans.... The new edition will include the Tales themselves, translated from the original runes by Hermione Granger, and with illustrations by me, but also notes by Professor Albus Dumbledore, which appear by generous permission of the Hogwarts Headmasters' Archive."

MPIBA Announces 2008 Book Award Winners

On July 25, the Mountains & Plains Independent Booksellers Association ³⁰ announced the winners of the 2008 regional book awards. The Awards will be presented at a luncheon at the Crowne Plaza Hotel in Colorado Springs, Colorado, on September 19, 2008.

The 2008 Regional Book Award winners are:

- **Adult Fiction:** *God of Animals* by Aryn Kyle (Scribner)
- **Adult Nonfiction:** *Day the World Ended at Little Bighorn* by Joseph P. Marshall III (Viking)
- **The Arts:** *Great Ranches of the West* by Jim Keen (Keen Media)
- **Children's:** *Wind Rider* by Susan Williams (HarperCollins)
- **Poetry:** *Adobe Odes* by Pat Mora (University of Arizona Press)

SCIBA Announces Book Award Finalists

The Southern California Independent Booksellers Association ³¹ has announced the finalists for its 2008 SCIBA Book Awards, which "celebrate the eloquent literary voices who define what it means to be a Southern Californian." The SCIBA Book Awards will be presented at the 2008 Authors Feast & Book Award Dinner Saturday, October 18.

The Fiction Finalists are:

- *City of Thieves* by David Benioff (Penguin)
- *Imagine Me and You* by Billy Mernit (Shaye Arehart Books)
- *God of War* by Marisa Silver (Simon & Schuster)
- *Harry, Revised* by Mark Sarvas (Bloomsbury)
- *Winged Creatures* by Roy Freirich (St. Martin's Griffin)

For the complete list of finalists, which include the categories of nonfiction, mystery, children's novel, and children's picture book, visit the SCIBA website ³².

Around Indie Bookstores

July 30, 2008 --

Valerie Koehler to Be Honored by Literacy Advance of Houston

Literacy Advance of Houston ³³ will honor Blue Willow Bookshop ³⁴ owner Valerie Koehler at a luncheon on Thursday, November 6. A "save the date" reminder from the staff at Blue Willow explains

that Koehler is being honored for her longstanding commitment to family literacy "and her admiration of the wonderful work done on a daily basis by Literacy Advance." Anyone interested in attending the event is directed to contact Judy McFarland at Literacy Advance at (713) 266-8777 or on the web at www.literacyadvance.org³⁵.

C-SPAN's Campaign Bus to Stop at Northshire Bookstore

C-SPAN reports that on Tuesday, August 5, its 2008 Campaign Bus will stop at Northshire Bookstore³⁶ in Manchester Center, Vermont, as part of its "Road to the White House" tour. Area residents will be invited to tour the 45-foot mobile production studio, and Northshire will host interviews with two local authors -- Alex Kershaw of Williamstown, Massachusetts, and Andy Chaikin of Arlington, Vermont -- for C-SPAN2's BookTV Programming.

Chapters Bookstore to Celebrate Grand Opening

Aimee McLearn and Kelly Wright's Chapters Bookstore in Pittsfield, Massachusetts, will celebrate its grand opening beginning on Friday, August 1, at 11:00 p.m., with events continuing throughout the weekend. The festivities will include a midnight wedding reception for the release of *Breaking Dawn*, the final installment in Stephenie Meyer's Twilight series; a special family day on Saturday, featuring a story time, face painting, and entertainment by a clown and a local DJ. And, on Sunday, in conjunction with Pittsfield's Ethnic Fair, the store will offer discounts on international cuisine and language titles. The new store was recently profiled in the *Advocate*³⁷, a weekly serving Berkshire and Bennington counties.

Reporters' Program Prompts Congressmen to Act

July 30, 2008 -- Two members of the United States Congress from different parties recently joined in speaking out in favor of legislation to protect the confidentiality of news sources after participating in a program co-sponsored by Arundel Books³⁸ in Seattle, the American Booksellers Foundation for Free Expression³⁹ (ABFFE), and the MLRC Institute. Following a discussion of the proposed federal shield law, which took place on Friday, July 18, at the Downtown Seattle Republican Club, Rep. Jay Inslee (D) and Rep. David G. Reichert (R), who represent districts in the Seattle area, both agreed to contact members of their parties in the Senate to urge passage of the bill, the Free Flow of Information Act (S. 2035), which already passed in the House. As reported last week⁴⁰, the Seattle program was one of more than a dozen events featuring reporters that are occurring in bookstores around the country.

"The purpose of the reporters' programs is to help educate the public about the importance of protecting confidential sources, but we're certainly delighted that the Seattle program encouraged Congressmen Inslee and Reichert to speak out," said ABFFE President Chris Finan.

Inslee and Reichert agreed to act in response to a question from the program's moderator, Phil Bevis, the owner of Arundel books.

On Friday, July 25, Reichert, who is a member of the House Committee on Homeland Security, the ranking minority member of the Subcommittee on Intelligence Information Sharing and Terrorism Risk Assessment, and a former sheriff of Washington's King County, wrote to Republican Senators. "The Senate now has the opportunity to protect the public's right to know by passing S.

2035," he said. "As a former law enforcement officer, I understand the importance of protecting the identity of our undercover agents and the need to protect classified information.... However, the bill before Congress strikes an appropriate balance between the needs of law enforcement and the rights of reporters."

During the program, Inslee agreed to communicate with Washington Senators Patty Murray (D) and Maria Cantwell (D). Murray is a co-sponsor of S. 2035.

Despite Reichert's and Inslee's efforts, on Wednesday, June 30, the Senate refused to bring the bill to a vote. However, there is still hope that it will be brought up again in the Senate before the end of the year.

ABFFE joined the MRLC Institute in launching the reporters' programs in 2006 at a time when government officials were increasingly demanding that reporters reveal the sources of the confidential information that appeared in their stories. In its first year, 17 bookstores hosted programs in which reporters and media lawyers discussed why these demands threatened the ability of the press to report on issues of public interest. The program at Arundel Books was part of a second round of reporters' programs now underway. ABFFE and the MLRC Institute recently announced that a third round of reporters programs⁴¹ would focus on the impact of the Internet on American journalism. Bookstores interested in hosting a program should contact Finan at chris@abffe.com⁴² or (212) 587-4025, ext. 15.

Michigan Independent Business Alliance Quickly Makes a Name for Itself

July 30, 2008 --⁴³ When Bridget Rothenberger opened Nomad Bookhouse⁴⁴ in historic downtown Jackson, Michigan, in December 2005, the bookstore was the only retail outlet on the street. But things are changing, Rothenberger said. The downtown area is starting to grow, and the once manufacturing town is taking a decidedly artistic turn. "Another coffee shop has opened here now, a couple of retail outlets have come in," she reported. The changes occurring in Jackson have also spurred the formation of another organization: Jackson (JXN) Local First⁴⁵, which Rothenberger was instrumental in launching this year.

The localism movement "has been an interest of mine even before opening a bookstore," Rothenberger told *BTW*. "Once I opened the store, I realized that booksellers seem to spearhead these Local First movements." However, Rothenberger didn't start organizing an alliance right away, because her plate was already full. In addition to starting her new business, she had been elected to serve on the Board of Jackson's Midtown Association⁴⁶, which encourages "the growth and success of downtown Jackson."

It was fall 2007 when Rothenberger started kicking around the idea for JXN Local First with four other independent business owners. The impetus to finally get a local alliance off the ground was spurred, in part, by threats of a "lifestyle center" (a prefabricated downtown area) being built out by the expressway. "Jackson has two malls already ... and the developer got the green light this year to build the lifestyle center ... but it stalled," she said. In addition, chains have threatened downtown businesses for years.

"We had some meetings in early 2008," Rothenberger said, and on March 1, JXN Local First, encompassing locally owned businesses in Jackson County, became official.

With Jackson's downtown now showing signs of growth, local lawmakers are taking note, Rothenberger said, and it helps that

JXN Local First is there to drive home the message that independents give back more to the local economy than do chains. "For me this is as much political as anything," she added.

Though in its formative stages, JXN Local First has been busy and it's managed to garner a great deal of local media attention. In June, the group invited Jeff Milchen of the American Independent Business Alliance⁴⁷ (AMIBA) to speak at the Armory Arts Village, known as the "Art Incubator," an historic prison that was turned into a living/working space for artists.

JXN Local First's "big kick-off," as Rothenberger described it, occurred during this year's AMIBA-sponsored national celebration of Independents Week (July 1 - 7). JXN Local First held three events during the week: a Meet the Farmers Day at a local market; free local wine and chocolate at a membership drive, and a booth at Jackson's fireworks show.

Rothenberger called the IndieBound Literary Liberation Box's arrival in the store in June "perfect timing." Nomad, which hosted the wine-and-chocolate membership drive, was able to put the IndieBound materials right to good use. "We put the banner in the window," she added.

Though only four months old, JXN Local First has managed to quickly make a name for itself. "It's been unbelievable, the number of articles," she said, adding that the group's launch has brought the topic of Shop Local to the fore. "Some people are equating it with Buy American, too." --David Grogan⁴⁸

Twilight Party? Photos Wanted

July 30, 2008 -- In next Thursday's edition of *Bookselling This Week*, we'd like to feature a montage of photos displaying indie bookstore celebrations for the release of *Breaking Dawn*, the last title in Stephenie Meyer's Twilight series (Little, Brown). All ABA members who would like to contribute to the display are invited to send photos, along with store name and brief captions, to editorial@bookweb.org⁴⁹.

Page & Palette Commemorates 40 Years With Newsletter for the Ages

July 30, 2008 --⁵⁰ The town of Fairhope, Alabama, was founded over a century ago as a utopian village for authors and artists. In 2008, the heart of this thriving literary and artistic paradise is, not surprisingly, a bookstore -- Page & Palette⁵¹, which will celebrate its 40th anniversary in August. The store, which sells both art supplies and books, "fits this town," said Karin Wilson, Page & Palette's president.

To commemorate the bookstore's anniversary and the diversity of the town's locally owned businesses, Page & Palette published an impressive 48-page color newsletter, *Forty Years at The Heart of Fairhope: Special Anniversary Edition*⁵². It features a list of the store's bestselling backlist titles over the past 10-plus years, profiles of more than 60 Fairhope businesses and their owners, authors' comments about the bookstore, and photos of past events. From idea to print, it took over four months to put the ambitious publication together.

Wilson, who is the current president of the Southern Independent Booksellers Alliance, said that the idea for the eye-catching newsletter came from the folks at Talking Leaves Bookstore in Buffalo, New York, who created a similar, though smaller, newsletter. She first heard about Talking Leaves' efforts at a meeting of regional presidents at this year's ABA Winter Institute.

⁵³ Page & Palette's 40th anniversary newsletter contains profiles of many of Fairhope's merchants, Wilson said, and getting them involved was no small task. "We talked to everybody around town," she said. "There are more than 150 merchants here, and we got a lot of them involved. A lot of people here don't have e-mail, so everything had to be hand-written out."

The Wilson family has owned the store since the early 1970s, when Karin's grandmother, Betty Joe Wolff, bought it from Corky Ollinger. "I grew up in the business -- I started working here when I was 10 years old and I still pay myself the same wage," she said with a laugh. "That's a joke, but booksellers will know what I mean!"

Over the past 40 years, major hurricanes have swept through the area and the store and the town has survived them all. When Hurricane Frederick hit the area in the 1970s, "we almost lost the building," said Wilson. "The whole family stayed in the building during the hurricane." The town's tourist trade was also affected by hurricanes Ivan⁵⁴ and Katrina⁵⁵, which hit the Gulf Coast in 2004 and 2005, respectively. "The Grand Hotel just opened back up a year and a half ago," she said. "So [summer 2007] was the first time the town was at full capacity."

Of course, considering its location and the area's abundance of literary talent, Page & Palette has had its share of memorable events, too. For Wilson, one event that especially stands out was for Fannie Flagg's *Can't Wait to Get to Heaven*. "It was also her birthday," Wilson said. "We have a local castle here, the Fairhope Storybook Castle, which we turned into a birthday cake. We had every one dressed in white, and we served desserts only -- since it was supposed to be Heaven. Fannie Flagg arrived in a fancy wedding carriage pulled by a horse. It was probably the most special event we've held. Over 1,000 people turned out."

In looking toward the future, Wilson said that Page & Palette will be starting a Shop Local alliance this fall. And, she added, the IndieBound campaign will be important in promoting the importance of shopping locally and educating the consumer about the economics of buying from independents. Wilson will also continue her involvement in the Page & Palette Foundation, which raises money for schools. "We've given away \$150,000 to schools thus far," she said. "It's things like this that entrench us in the community. People appreciate and support our efforts." --David Grogan⁵⁶

I Know You Like a Book + IndieBound = Great PR

July 30, 2008 -- After Mary Beth Nebel of I Know You Like A Book in Peoria Heights, Illinois, read a column in the *Peoria Journal Star* that called for support of local independent restaurants, she wrote a letter to the editor to say that the column should have stressed support for *all* locally owned businesses. She got what she asked for. The next week, using IndieBound information supplied by Nebel, the business editor cataloged the many benefits of shopping local.

Nebel e-mailed the *Journal Star*'s business editor, Paul Gordon, with a few points from the IndieBound website to "pique his curiosity." She wrote, "I'd like to expand the headline for last Sunday's column. Instead of 'Eat local: It's good for business,' I suggest 'Buy Local: It's good for the community.' There are solid reasons for patronizing local independent businesses...."

Much to his credit, Gordon showed up at the store and asked Nebel for an IndieBound primer. The following week, his column,

Community Profits When You Go Indie" ⁵⁷ started with a direct quote from the Declaration of Independents ⁵⁸ and went on to cite IndieBound statistics itemizing the ways indies benefit their communities financially and otherwise. Gordon also praised the bookstore's uniqueness mentioning its selection of new releases, children's lit, and local authors' work, as well as its mascot, Nebel's dog.

Not bad PR for someone who's fairly new to bookselling.

Nebel launched I Know You Like a Book with business partner, Duffy Armstrong, in May 2006. They opened the 750-square-foot store in a 1930s brick building within the indie-rich neighborhood of Peoria Heights. Last October, when a neighboring candy store closed, they expanded into that space and doubled the bookstore's square footage.

I Know You Like a Book was born out of a need for an indie bookstore in Peoria Heights as well as Nebel's decision to make the most of an early retirement from her career as a corporate attorney for an insurance company. And, in a word, she's happier. "I get to bring my 14-year-old Daschund to work. It's a lot more challenging -- I can't go to the accounting department, the IT department, or marketing department. I have to do all those things myself," Nebel said. "But it's a lot more fun."

The name for the bookstore and the decision to go ahead with her plans came to Nebel after something of a visitation from her mother, who had long since passed away. "I was getting ready for church, and that's a time that I always think about my mom. I could hear her voice in my head, and she said, 'I know you like a book.' It was her way of saying, 'Go for it, Mary Beth.'"

⁵⁹ The bookstore's titles are a mix of new and used (with price stickers on the used books) with strong fiction, children's, cooking, local author, and history sections. "We're big on history," Nebel said. "Next year is Abraham Lincoln's 200th birthday. So we're getting a lot of Lincoln books." A top sideline is a magnet series from Mina Lee Studio ⁶⁰. "They're hilarious," said Nebel. "A big seller is the Bad Girls Book Club magnet, which says, 'Half the group doesn't read the book, and the other half doesn't even show up!'"

The bookstore space is "gorgeous," said Nebel. "[One] side is painted these funky green and coral colors. We have mostly freestanding bookcases with our travel books in a suitcase. In the new space, we have built-in shelves all the way around the store."

During its fall expansion, I Know You Like a Book added a beer and wine bar.

"We don't do food at the bar," said Nebel, who noted that the actual bar was carved out of a five-foot, solid piece of walnut. "It's just a place where you can have a glass of wine or a beer. It's not the main focus here, but it seems to loosen people up. There already was a coffee shop up the street so we thought we'd do something different."

The combination of books and booze has generated a lot of interest, and to meet customer demand, I Know You Like A Book has expanded its hours. "People hear about us and they want to come see what it's all about," she said. "Once we get them in the store, they're hooked." -- *Karen Schechner* ⁶¹

Booksellers who would like to learn more about getting free publicity for their stores should check out the IndieBound Publicity Primer ⁶².

Love Your Locals in Larchmont, New York

July 29, 2008 -- As part of the American Booksellers Association's summer series of IndieBound information sessions ⁶³, ABA COO Oren Teicher recently participated in a gathering of independent businesses organized by Larchmont, New York's The Voracious Reader ⁶⁴.

The one-year-old children's bookstore hosted 10 representatives from other local businesses, including two art galleries, two jewelry stores, a dog accessories store, and a music store. With many of IndieBound's marketing materials in hand (including IndieBound buttons -- "You can't have a movement without buttons!," said store owner Francine Lucidon), the group discussed how to make the most of the Shop Local movement in their community.

Lucidon said the IndieBound conversation "felt like a front porch gathering" and that the support materials were invaluable. "Owning and running an independent business is a joyful burden," she explained, and having ready-made posters, handouts, as well as downloadable logos available via IndieBound helps lighten that burden. "It's like suddenly growing extra arms and a head," Lucidon said.

Response from the other business owners was equally positive. "People seemed to really like the idea of customizable material, especially the Here's What You Just Did ⁶⁵ flier," she added. "While other group initiatives had formed over the years, everyone seemed impressed that this was so well organized and comprehensive, having ideas and materials already in place deals with the trepidation of 'Oh no, not more work for me!'"

Lucidon explained that one of the founding missions of The Voracious Reader is to create a community hub for families. "The Main Street in town, the local merchants whose lives are intertwined with their own, provide a kind of anchor of experience and expertise. So the IndieBound program resonates with our core values and provides us with additional resources to get this message out."

Lucidon has created a resource of her own: she has set up a "Love Your Locals" listserv so various business owners and staff can communicate more easily. The Voracious Reader also hopes to have a fall Love Your Locals event for the entire community. "We're fortunate to be in a town that does love its locals and want to celebrate that with them," she noted. "Plus a few reminders to love us more consistently won't hurt either."

Look for more on IndieBound info sessions taking place around the country in next week's edition. -- *Karen Schechner* ⁶⁶

E-Fairness Update: NYC Mayor Backs E-Fairness Provision

July 29, 2008 -- This month, New York City Mayor Michael Bloomberg came out in favor of New York State's Internet Sales Tax provision, which is currently being challenged in court by Amazon.com and Overstock.com.

Bloomberg said it was only fair that out-of-state online retailers pay the same tax rate as their in-state competitors, as reported by the *New York Sun*. The mayor told reporters: "If you are going to have a tax system, one of the essences of it should be that it is fair. And it just inherently makes no sense whatsoever to tax you if you want to buy a book from Amazon differently than if you want to buy a

book from a bookstore. I'd feel the same way about the food vendor with the cart outside or the coffee vendors. They should be paying the same kind of sales taxes as somebody who rents a store and sells coffee from that store."

On April 25, Amazon charged that New York's Internet Sales Tax provision violates the Commerce Clause of the U.S. Constitution since it "imposes tax-collection obligations on out-of-state entities such as Amazon who have no substantial nexus with New York." At the time, a spokesperson for Amazon.com noted simply that the retailer would comply with the Internet Sales Tax provision to "obey the law." On June 1, the retailer began collecting sales tax on orders made by New York State residents.

In a suit filed in early June, Overstock.com is asking for an injunction and for the court to declare the Internet Sales Tax provision unconstitutional, according to *The Albany Business Review*. In contrast to Amazon, however, Overstock decided to drop its 3,400 New York-based affiliates rather than begin collecting sales tax on June 1. New York State has asked Overstock to consolidate its lawsuit with Amazon's. And, according to the *Business Review*, Overstock will most likely agree to consolidate its lawsuit with Amazon's legal challenge.

The case is scheduled to begin on September 15 before Judge Eileen Bransten in New York Supreme Court in New York City.

ABA continues to urge booksellers in the 44 other states with sales tax to write, fax, or e-mail their governors about this key issue. To make this communication easier, ABA has prepared a template letter ⁶⁷ 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 ⁶⁸.

Additionally, ABA is asking anyone with connections to a state legislator arrange a meeting with the legislator regarding e-fairness. The association will provide booksellers with the necessary briefing, materials, and information -- and in some cases, might be able to participate in the meeting with the booksellers.

Booksellers who have a legislator in mind, or who would like to discuss this issue further, are asked to contact Grogan at (800) 637-0037, ext. 6662, or via e-mail at dave@bookweb.org ⁶⁹. ABA staff can help walk interested booksellers through the process of setting up a legislative meeting and answer any questions about the association's Campaign for E-Fairness.

Free Classifieds: An ABA Bookstore Member Benefit

July 28, 2008 -- ABA Bookstore Members in good standing may place up to four *free* two-week Classified Ad insertions in *Bookselling This Week* each year. *BTW* Classifieds are the perfect place for booksellers to place help wanted ads, advertise fixtures or stores for sale, and more.

Each ad of up to 50 words will appear for a period of two weeks on *BTW*'s Classifieds webpage ⁷⁰, as well as in the full print-on-demand edition of *BTW*. Additional Classified Ads can be placed at a 25 percent discount off the regular rate of \$22.50 per seven words (28-word minimum).

Booksellers who would like to place a Classified Ad should contact *BTW* Editorial Coordinator Elizabeth Fabian at Elizabeth@bookweb.org ⁷¹ or (800) 637-0037, ext. 6667. The deadline for Classified Ad copy is 11:00 a.m. on Wednesday for an ad in the following day's edition of *BTW*.

With circulation to more than 13,000 trade professionals, *BTW* also offers publishers, sidelines vendors, and others in the industry opportunities to place "Front Page" Ads in the *BTW* weekly e-mail flash. A rate card ⁷² and booking information is available on ABA's trade website, BookWeb.org ⁷³.

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All Regular ABA Member Bookstores in good standing may have up to four 2-week Classified Ad insertions per year in *Bookselling This Week* at no charge (50-word limit). For more information on booking a classified ad, click here ⁷⁹.

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