

BOOKSELLING THIS Week

AMERICAN BOOKSELLERS ASSOCIATION

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Len Vlahos Named ABA Chief Operating Officer

June 11, 2009 -- Oren Teicher, the American Booksellers Association's new Chief Executive Officer¹, today announced the appointment of Len Vlahos to fill the post of Chief Operating Officer. The position was vacated when the ABA Board promoted Teicher to CEO.

"It is with great pleasure that I announce the promotion of Len Vlahos to the position of ABA COO," said Teicher. "In his tenure here at ABA, Len has performed with enormous care and skill on projects as varied as the association's start-up of BookSense.com to invigorating our education programs. Len's in-depth knowledge and deep understanding of the wide variety of issues facing indie booksellers make him the obvious choice to become ABA's new COO. I could not be more delighted that he has accepted this new challenge, and that he and I will be able to continue working closely together."

"I'm honored and thrilled about this opportunity," Vlahos said. "I consider myself very fortunate to be able to work on behalf of independent bookstores. The mission of ABA is critically important to our culture and our local economies. I'm also delighted to be working for and with Oren. I've learned a tremendous amount from him during my time at ABA, and only hope that I bring the same professionalism and acumen to the position of COO that he

did."

Vlahos joined the ABA staff in 1992 and has held several positions during that time, including industry relations manager, communications director, e-commerce director, and education director. Most recently, Vlahos served as ABA's Chief Program Officer. Prior to joining the association, he worked in independent, university, and chain bookstores. In 1997, Vlahos left ABA for a year to work at Yoyodyne, Seth Godin's Internet marketing firm. During his tenure at ABA, Vlahos' noted accomplishments have included the development, launch, and growth of ABA's IndieCommerce program (formerly BookSense.com), as well as a complete overhaul of ABA's education program, including the creation and execution of the very successful Winter Institute.

As Chief Operating Officer, Vlahos will serve as the deputy executive, and, under the direction of Teicher, will have overall responsibility for daily operational issues. He will continue to directly oversee the association's education program, e-commerce program, and will serve as ABA's point person on digital initiatives.

SBA Releases ARC Loan Guidelines to Banks & Borrowers

June 11, 2009 --² On Monday, June 8, the U.S. Small Business Administration released details about the America's Recovery Capital (ARC) Loan Program³, which is designed to give "viable" small businesses suffering "immediate financial hardship" some temporary financial relief so they can keep their doors open and get their cash flow back on track. ARC loans will be available, and SBA will begin accepting applications from lenders, beginning June 15. The loans will be available through SBA-approved lenders as long as funding is available or through September 30, 2010, whichever comes first. And, according to *Reuters*⁴, SBA expects 10,000 ARC loans to be handed out over the next 15 months with a loan cap of 50 per week to each SBA-approved lending institution, and a maximum of 1,000 loans per lender.

A new, temporary program authorized by the American Recovery and Reinvestment Act of 2009, ARC loans offer a deferred-payment of up to \$35,000 to be used for principal and interest payments on existing, qualifying debt/loans. The loans are 100 percent guaranteed by SBA and have no SBA or lender fees associated with them. There is a disbursement period of up to six months followed by 12 months with no repayment of ARC loan principal. After the 12-month deferral period, the borrower pays back only the ARC loan principal over a period of five years.

"We are urging any ABA member with an interest in pursuing an ARC loan to put the wheels in motion now," said ABA CEO Oren Teicher. "It is possible that your local banker did not have ARC information last week, but now they do, so we suggest contacting your banker as soon as possible, especially since there is a limit to how many ARC loans the government will provide borrowers on a weekly basis."

Teicher also recommended that bookstores with questions

regarding the loan process contact a local SCORE counselor. SCORE, an SBA resource partner, offers counseling to small business owners and is free to join. At SCORE's homepage ⁵, a bookseller can simply type in "SBA loan," choose their state from a drop-down menu, and they will be provided with a list of SCORE mentors who will help guide them through the loan process.

SBA has a list of eligibility requirements for a business looking for an ARC loan. To be a so-called viable business, the loan applicant must be an established, for-profit business with evidence of profitability or positive cash flow in at least one of the past three years. An analysis of financial statements going back three years is also used. Future cash flow projections based on reasonable growth going out two years should show that the business will be able to meet current and future debt obligations, including future repayment of the ARC loan.

Moreover, "immediate financial hardship" means there must be evidence to show a change in the financial condition of the business, such as declining sales, frozen credit lines, difficulty meeting payroll, paying rent, difficulty making loan payments or perhaps something else.

Small business loans/debts qualifying and eligible for assistance with ARC loans include:

- Secured and unsecured conventional loans (mortgages, term and revolving lines of credit)
- Capital leases
- Notes payable to vendors/suppliers/utilities
- Development Company Loan Program (504) first mortgage loans
- Credit card obligations for business purposes

However, ARC loans cannot be used to make payments on another SBA-guaranteed loan, with the exceptions of loans made with an SBA guarantee after February 17, 2009. (For the complete details, see ARC loan program FAQ ⁶.)

SBA recommends that small business owners that are interested in an ARC loan contact their lenders who will help them determine if they qualify for an ARC Loan.

SBA outlined some of the questions a banker may ask when applying for an ARC loan:

- Does your small business have an established banking relationship?
- Has your small business been in operation for a minimum of two years?
- Do you have financial statements (balance sheet, income statement, and cash flow statement) that demonstrate your business had a positive cash flow in one of the past three years (or as long as your business has been operating, if less than three years)?
- Does your cash flow projection for the next two years indicate sufficient cash flow to meet your current and future loan payments?
- Regarding your debts, is your business no more than 60 days past due on any loan? (You can be current on all your debt obligations and still qualify for an ARC Loan.)
- Is your business suffering an immediate financial hardship? For example:

- Declining sales and revenues;
- Difficulty in making loan payments on existing debt;
- Difficulty in paying employees;
- Difficulty in purchasing materials, supplies, or inventory; and/or
- Difficulty in paying rent and/or other operating expenses.

Importantly, SBA notes that banks and credit unions that are not currently SBA lenders can become SBA lenders in order to make ARC loans.

Booksellers with questions about the ARC Loan Program can speak directly to an SBA customer service representative at (866) 947-8081 from Monday through Friday during the hours of 8:00 a.m. to 9:00 p.m. (Eastern Time).

For an overview on the small business programs included in the federal stimulus package, visit the following links:

- news.bookweb.org/news/6606.html ⁷
- www.sba.gov/recovery/index.html ⁸

And more information on the ARC loan program is available at www.sba.gov/recovery/arcloanprogram/index.html ⁹.

To locate a regional SBA office near you, go to www.sba.gov/localresources/index.html ¹⁰.

For more about SCORE, and to locate a SCORE counselor, go to www.score.org/index.html ¹¹.

And, finally, booksellers who would like to share their experiences with the ARC loan program with ABA should contact David Grogan ¹², the association's public policy liaison. --*David Grogan* ¹³

ABA @ NARM: Promoting Greater Cooperation Among Indies

June 11, 2009 --

This week, ABA CEO Oren Teicher gave a presentation at the National Association of Recording Merchandisers (NARM) convention, where he provided an introduction to the IndieBound movement and shared examples of how indie retailers working together could both promote sales and raise the public's awareness about the importance of independent retailers. Teicher was joined on the panel by Ron Epstein, the owner of Twist & Shout, an indie record store in Denver, Colorado -- which is located adjacent to the Tattered Cover Book Store on Colfax Avenue; Billy Fields of Warner/Electra/Atlantic; and Michael Kurtz, of the Music Monitor Network. All three expressed strong support for helping devise new ways to promote greater cooperation between indie record stores and indie bookstores.

"Just a little over a year ago, the American Booksellers Association, shut down a successful marketing program [Book Sense] and launched a movement," Teicher said, noting that ABA and its member stores recognized that the Book Sense program had not tapped into important economic and social trends. "Now, more than ever, shoppers value authenticity, they want to connect with and to strengthen their communities, and they recognize that bigger is not always better. As more and more Main Streets have devolved into Chain Streets, people are deciding that this loss of character and sense of place is not what they want for their cities and towns. And the current economic troubles have only reinforced this reality."

¹⁴ The panel was part of the "Noise in the Basement Creative

Conference" for indie music retailers, held in conjunction with the NARM convention in San Diego, California, from June 7 - 10. Noise in the Basement, presented by the Music Monitor Network, was begun in 2007 to foster communication among stores and to launch new business concepts. Record Store Day¹⁵, which marked its second national celebration in April, developed out of discussions at the first Noise in the Basement meeting, in Baltimore, Maryland. The Music Monitor Network, founded in 1997, seeks to benefit both small and mid-size indie music retailers and record labels and distributors.

At this week's almost two-hour session, Teicher explained the genesis of IndieBound and provided many examples of how the program had been implemented and adapted by booksellers and other indie businesses. The session also highlighted several examples of cooperative marketing programs launched by indie booksellers and their locally owned neighboring businesses.

Sharing many examples of IndieBound posters, decals, fliers, and T-shirts, Teicher said that the new materials were created "to communicate the important message that indie stores are the best places for consumers to discover the next great thing, and to connect with others who share their passions. And, equally important, IndieBound works to help consumers understand that independent, locally owned businesses help build and sustain healthy local communities." Citing a post-holiday survey conducted at the beginning of the year, Teicher said, "Not only did indie retailers outperform the chains, but -- and this is very important -- indie retailers in cities with active 'Buy Local' campaigns reported much stronger holiday sales than those in cities without such campaigns."

Noting that "the important bottom line of this movement is that IndieBound is not just about bookselling," Teicher said, "It's a movement that tells the story of why independent businesses are so special -- all indie businesses." He explained that the IndieBound window sticker "is designed to signify that the indie store that displays it embodies the core attributes and values of a locally owned, independent business -- and that by supporting this indie business customers are supporting their local economy, keeping sustaining tax dollars in their communities, investing in entrepreneurship, creating local jobs, and helping to make their communities a unique destination."

Pointing to cooperative marketing efforts between *Record Store Day* magazine and ABA to promote this year's Record Store Day event, Teicher said, "We know, too, that we have the potential to do much more. The truth is that many shoppers who make a conscious choice to purchase their books at an indie bookseller are still having their prescriptions filled at a chain drugstore and are buying their music CDs at Wal-Mart."

Before ending his presentation, Teicher said, "To paraphrase Mark Twain: The reports of our retail deaths are greatly exaggerated. And, right now, all indies have an amazing opportunity -- but only if we work together to achieve our mutual success." Citing the lessons ABA has learned in the first year of the IndieBound, Teicher noted, "This movement is happening right now. There are no guarantees that a year from now consumers' attitudes won't have shifted yet again. So, we need today to begin figuring out how to partner with one another to ensure our growth and success for all of us."

Looking ahead, he told the music retailers, "We have to do more to work together -- bookstores and record stores, bike shops and bakeries -- to help our customers realize that the very attributes

they value about our stores -- our passion, our insight, and our commitment to our communities -- is also shared by the other indie businesses in our cities and towns.... It's our identity as independents -- regardless of what we are selling -- that resonates most with our customers. And that fact offers us great opportunities for working together." --Dan Cullen¹⁶

Edelweiss eCatalogs' Many Features on Display

June 11, 2009 --¹⁷ Edelweiss¹⁸, the interactive, online catalog platform from Above the Treeline¹⁹, drew booksellers and other book industry professionals eager for a preview to Friday and Saturday sessions at BookExpo America and to the company's booth on the trade show floor. The new platform works across participating publishers, so users need learn only one system that gives them the ability to manage multiple catalogs easily in a single online library. For booksellers, publicists, bloggers, agents, and other catalog end users, access to Edelweiss is free.

At the BEA demonstrations, John Rubin, Above the Treeline founder and CEO, emphasized, "Edelweiss continually updates. [When a publisher] prints a catalog, it's out-of-date by the time it's published. We also wanted to reduce the environmental impact of printing and mailing thousands of catalogs each season, and help improve a sales force's effectiveness."

On the retail side, Rubin continued, store book buyers "can view dynamic, enriched content about new titles; they can search, sort, tag, and filter titles easily; and efficiently integrate orders and bibliographic information into their point of sale system." He added: "We wanted to put enough features so that retailers are excited about [using it]."

For times when booksellers feel the need to have something in print, Edelweiss allows them to create a PDF of catalog entries, which can be easily printed.

A new feature that was unveiled just before BEA is the Internet Buzz Activity, which allows users to find out what titles are being discussed in the virtual world, such as in blogs and on Twitter.

In addition, at BEA, Rubin told session attendees that an Edelweiss prototype iPhone application was currently in the testing phase.

Edelweiss currently features an account management component that allows publisher reps to mark-up a catalog for one or more accounts, and plans are in development to allow stores to utilize this same functionality for their customers sometime in the future.

Rubin told *BTW* that he hopes booksellers will find Edelweiss useful for a number of reasons. For one, he said, there's "the POS integration. One bookseller buyer noted that what used to take three days took her only five minutes with Edelweiss," he explained. An additional benefit is "just being able to quickly search for titles you want" by keyword.

Above the Treeline subscribers are also able "to view their own sales and inventory history on comparable titles when using Edelweiss, which will help inform their buying decisions.

Rubin stressed that booksellers can register with Edelweiss and use the eCatalogs for free.

Publishers currently working with Edelweiss for the fall season are Random House; Penguin; HarperCollins; Hachette; Workman; Chronicle; Diamond Books; Cambridge University Press; Columbia University Press; Georgetown University Press; Ingram Publisher Services (representing multiple publishers); Microsoft

Press; and Thomas Nelson. And more publishers are expected to sign on soon.

Booksellers will have another opportunity to see how Edelweiss eCatalogs work at each of the regional trade shows this fall.

For more information on Edelweiss, read this interview ²⁰ with Rubin by Mark Nichols, ABA's senior director of publisher initiatives. -- *David Grogan* ²¹

Spotlight on ABA IndieCommerce at BEA

June 11, 2009 -- ABA IndieCommerce's new Drupal platform, recently launched features such as wholesaler fulfillment, and the upcoming debut of an easy-to-use e-book functionality all drew the interest of booksellers at BookExpo America.

On Thursday, May 28, then ABA Chief Program Officer Len Vlahos and Ricky Leung, IndieCommerce director, presented "ABA IndieCommerce Solution: The New System," a demonstration and Q&A session, as part of ABA's Day of Education at BEA. The session was aimed at owners, managers, webmasters, and frontline booksellers from stores not currently using IndieCommerce. And on Friday, May 29, a group of 30-plus booksellers participated in a users group meeting, where they asked questions of, and provided feedback to, Vlahos, Leung, and IndieCommerce staff members Scott Nafz and Patti Neski. In addition, IndieCommerce staff was available to meet one-on-one with booksellers in the ABA Booksellers Lounge throughout the show.

At the Thursday session, Vlahos and Leung told booksellers that an intuitive e-book functionality accommodating three different e-book formats -- Adobe, Microsoft, and the Palm Reader -- should be available to IndieCommerce sites sometime in June. The IndieCommerce e-book functionality will allow users to browse e-books by category as well as perform a separate search for e-books.

At the Friday Users Group, Vlahos reported that the migration of sites to the new Drupal platform is well underway, and he stressed, "If you haven't migrated your site to the new Drupal platform by Labor Day, your old site will cease to exist." Booksellers have the option of migrating the content of their current site to the new platform or building a new Drupal website from the ground up.

Vlahos also reminded attendees that wholesaler fulfillment is now available to all stores using the IndieCommerce platform.

Leung noted that ABA IndieCommerce features a choice of 27 free template themes, and, as an open source platform, Drupal offers a whole library of additional free themes at Drupal.org ²². Booksellers can also search the Internet to find other free themes or they may choose to buy one. "You can go to Themeshark.com ²³ and buy a Drupal theme for under \$100 (although there are pricier ones)," Leung said. "And, if you want to buy a template theme outright so no one else can use it, that's also possible, but at a higher price."

The discussion turned to inventory uploads, and while Vlahos said that uploads weren't required, "we do encourage that you upload your inventory every day at least.... All the major POS systems allow you to export inventory. Once you have the file, we offer a tool that allows you to upload your inventory. And Above the Treeline ²⁴ does it one time a day automatically if you use that."

Nafz reported that the migration process can be fairly quick, though

ultimately, it is up to the store. "Once we import the content, it is fairly immediate," he said. Moreover, he cautioned attendees to make sure their domain name is not about to expire. "We had one store that had its domain name expire ... and someone took it. Once it's gone, that's it. It's up to you to renew." A bookseller should be sure to have the domain name and user password for the store site before speaking with Nafz about the migration.

ABA is now offering training sessions and step-by-step instructions to current IndieCommerce stores to guide their site migration to the Drupal platform. Stores that haven't already set up a training session should send an e-mail to scott@bookweb.org ²⁵ offering several possible Monday dates in June, July, or August.

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

In order to give stores an idea of how the site and the training will work, ABA staff has created instructional videos ²⁶, which can be accessed with a BookWeb log-in. When a bookseller feels comfortable with the system's controls, ABA arranges for the store's existing content to be migrated to the new site. More advanced follow-up training will then be offered on Thursdays or Fridays. -- *David Grogan* ²⁷

Using Video to Market Your Bookstore: Tips & Examples

June 11, 2009 -- Alex Beckstead, the director of *Paperback Dreams* ²⁸ and owner of 4SP Films, knows just what a homemade video on the web can do to promote an indie bookstore. The documentary filmmaker recently shared that knowledge with booksellers at the seminar "Using Multimedia to Market Your Store," part of the ABA Day of Education at BookExpo America. Beckstead offered insights on why bookstores should use video and how they can send the right message (tip: think storytelling not advertising). The most popular part of the session was the new crop of bookstore videos, a growing and often very funny genre.

Beckstead has a lot of experience telling the story of bookstores. His *Paperback Dreams* thoroughly covers the history and struggles of Cody's Books in Berkeley and Kepler's Books in Menlo Park, California. In the session, which he said would be more accurately titled "Using Video to Market Your Store," Beckstead said a good bookstore video is a "visual postcard."

Store videos don't have to be high-production projects or present the store's whole history, he said. They can be as creative as booksellers want them to be, as long as they convey the store's personality, are entertaining, and follow a narrative arc. "Creativity matters more than money," Beckstead said, adding that advertising is verboten. "The 'ignore' filter goes up a little bit slower if viewers don't feel like you're trying to sell them something."

Beckstead showed several bookstore videos that ranged from professionally produced to a bookseller using a Flip cam in a break room. In an example from Booksmith in San Francisco ²⁹, a video highlights their local-authors month with clips from authors praising San Francisco and the store. Booksellers at Vroman's Bookstore in Pasadena used a Flip cam, which the bookstore sells, to both advertise the camera and shoot a hilarious, bookselling-themed spoof of *Glengarry Glen Ross* ³⁰.

Also good is a straightforward staff recommendation of *Never Let*

Me Go ³¹ (Kazuo Ishiguro, Vintage) at Skylight Books in Los Angeles. San Francisco's Green Apple Books, which created a funny and homegrown commercial ³² for its first book of the month club, continues to create great original content. The store's newest spot ³³ promotes *Little Bee* by Chris Cleave (S&S).

Once booksellers do post video to the web, Beckstead advised including descriptive tags, and to consider YouTube and other video sites as search engines rather than TV. He recommended Vimeo for posting higher quality, longer clips, and also suggested embedding the video on the store website, blog, or newsletter instead of just linking to it. Partnering with other sites is also recommended. To find free editing software, Beckstead mentioned PC Mag.com's picks ³⁴.

Beckstead said that there are no shortcuts "to getting eyeballs," and he reminded booksellers of YouTube wine guru and BEA presenter Gary Vaynerchuk's admonishment ³⁵ that reaching customers demands "sweat equity."

Karen Corvello of R.J. Julia Booksellers ³⁶ in Madison, Connecticut, came out of the multimedia session ready to put Beckstead's ideas to work immediately. "We've been thinking a lot recently about how we can use online media to talk to a wider audience, use our booksellers' diverse voices more effectively, and highlight our author events," she said. "I came out of Alex's presentation with some solid ideas, and the energy to try something new. I'm buying a Flip cam today, and plan on interviewing the authors who come to our store about both their own book, and their favorite recent read. Gary V, watch out!"

For Beckstead's primer for creating basic video, see this downloadable PDF ³⁷. More information about Alex Beckstead and *Paperback Dreams* is available at www.paperbackdreams.com ³⁸. And check out this week's story on Gary Vaynerchuk at BEA ³⁹. -- Karen Schechner ⁴⁰

Around Indies

June 11, 2009 --

Bunch of Grapes to Reopen Bunch of Grapes bookstore will reopen on Saturday, June 13, according to the *Martha's Vineyard Times* ⁴¹. The 37-year-old store has been closed for nearly a year after a fire last July ⁴².

In the interim, previous owner Ann Nelson sold the business to Dawn Braasch, but Nelson remains the building owner and serves as a consultant. "I think it's going to be a marvelous situation," Nelson told the *Martha's Vineyard Times*. "Not only are we serving the community, but the community has really served us. Over the years, people have been such good patrons, and without them, we wouldn't be in business."

While the store was closed, Braasch ran a small Bunch of Grapes in a nearby building, which helped the new bookseller become familiar with the business and her customers, who, she said, were extraordinarily supportive throughout the entire transition.

The Magic Tree to Celebrate 25th Anniversary

On Saturday and Sunday, July 11 and 12, The Magic Tree ⁴³ bookstore in Oak Park, Illinois, will host a gala 25th anniversary kickoff celebration.

Owners Rose Joseph and Iris Yipp have planned a weekend full of festivities, which feature visits from 11 authors and illustrators

including Jon Scieszka, Ashley Bryan, Richard Peck, Gennifer Choldenko, and Jerry Pinkney. The visiting authors will read favorite selections from their works and personalize copies of their books.

Northshire Plays Host to Kids' Clothing Store and Visitor Information Desk

>Northshire Bookstore ⁴⁴ in Manchester Center, Vermont, is now home to a children's clothing store and a Chamber of Commerce visitor information desk.

Zutano, a two-decade baby clothes purveyor, will have a grand opening for its Northshire store this July, reported the *Rutland Herald* ⁴⁵. The owners of Zutano, Uli and Michael Belenky, have their home and factory in Cabot, have a location in Montpelier, Vermont, and also have a store-within-a-store in Manhattan's FAO Schwarz. Zutano products can also be bought online and in more than 1,500 gift and specialty stores.

In a press release, Northshire General Manager Chris Morrow said, "We are putting more and more effort into making our children's section world class. This is a great opportunity for both partners, as Zutano represents an internationally-respected brand with deep roots in Vermont, and the store will be an amazing complement to our product offerings in the children's department."

The *Manchester Journal* ⁴⁶ reported this week that a new Chamber of Commerce visitor information desk has been installed at the front of Northshire, with additional materials available in the store vestibule and a 24/7 electronic kiosk installed outside the store. The bookstore has added a "Visitor Information" sign to its own signage. Throughout the summer, information kiosks will direct visitors to the bookstore for Vermont travel information, the newspaper said.

Village Square Booksellers Named "People of the Year"

⁴⁷ Pat and Alan Fowler, owners of Village Square Booksellers ⁴⁸ in Bellows Falls, Vermont, were recently named the town of Rockingham's People of the Year by the Great Falls Regional Chamber of Commerce, as reported by the *Message for the Week* ⁴⁹.

The Fowlers bought their bookstore in 2000, and two years later relocated nearby to a larger location. *The Message for the Week* described the couple as "an active, integral, important part of the greater Bellows Falls community." The general bookstore has a cafe area that is used for book readings and other events.

And, over the past decade, the Fowlers "have been involved in the Our Town group, the 3rd Friday Artwalks, the local FACT-TV local television station, filming concerts and school board meetings, the Front porch Concert Series, and many other projects too numerous to list," the *Message* noted.

BTW News Briefs

June 11, 2009 --

Newmarket Announces Special Offer

Newmarket Press has announced a special offer on the July Indie Next List ⁵⁰ title *How Shall I Tell The Dog? And Other Final Musings*. Booksellers will receive an additional discount of three percent on their first order of *How Shall I Tell The Dog?* by Miles

Kington (Newmarket Press, July 2009). To take advantage of this special offer on five copies or more, an order must be placed by August 31, 2009. This offer applies to one order only and is available only to retailers. Purchase orders must include the Promo Code DOGR3, and booksellers should not include other titles on the order. The minimum order is five copies.

Scholastic Offers Downloadable Harry Potter Summer Activity Kits

In advance of the July 7 paperback release of *Harry Potter and the Deathly Hallows*, Scholastic has made available a downloadable Harry Potter poster⁵¹ and summer activity kits. The first kit focuses on the paperback release on July 7. The second kit contains general Harry Potter activities for new readers to enjoy throughout the summer.

The 12-page "Harry Potter and the Deathly Hallows Paperback Release Event Planner," downloadable here⁵², offers general planner tips plus "reproducibles to turn what is sure to be a magical day into a spectacular event." The 12-page "Harry Potter: It's Your Turn to Join the Adventure Event Planner," downloadable here⁵³, similarly offers planning tips and general planner tips.

Two Longtime Bookstores Announce Closings

This week, on his store website⁵⁴, Karl Pohrt announced, "On the advice of my accountant and my business manager, I am closing Shaman Drum Bookshop June 30. Despite a first rate staff, a fiercely loyal core of customers, a very decent landlord and my own commitment to the community of arts and letters in Ann Arbor, it is clear to me that the bookshop is not a sustainable business." Shaman Drum Bookshop had been in business for 29 years.

Pohrt stressed, "In spite of the downturn in the economy, Ann Arbor continues to be an excellent book town. There are wonderful independent stores here (Crazy Wisdom, Nicolas's Books), fine specialty book stores (Vault of Midnight, Aunt Agatha's) and great used bookshops (Dawn Treader, West Side Books, Motte & Bailey). They need your support." He explained that over a year ago, Shaman Drum had begun a process to become a nonprofit center for the literary arts, and that he is "decoupling Shaman Drum Bookshop from the Great Lakes Literary Arts Center, which should simplify and streamline our IRS application. I will pursue this new venture after we close the store."

And in Appleton, Wisconsin, John Zimmerman announced the closing of the 113-year-old Conkey's Book Store⁵⁵. Zimmerman wrote on the store site: "It has been a hard decision to make. Nevertheless, as the fifth proprietor of this establishment, and as the previous owners before me have done, we have given it our all. We take pride in our part of bringing famous authors and illustrators to the area, providing new and local authors a place to sign and sell their new works, and above all, bringing people and books together for several generations. Thank you for the opportunity to serve you and your families, friends, and neighbors."

Google Book Deal Probe Heating Up

Based on recent requests to Google and publishers, there are signs that the Justice Department might try to block or "force a renegotiation" of the Google Book Settlement, the *Wall Street Journal* reported⁵⁶ recently. The Justice Department has sent

formal Civil Investigative Demands (CIDs) to publishers and Google Inc. for information about the deal, *WSJ* noted.

In October, 2008, the Authors Guild, the Association of American Publishers (AAP), and Google announced a settlement agreement 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. As part of the settlement, Google agreed to make payments totaling \$125 million that will be used to establish a Book Rights Registry to resolve existing claims by authors and publishers and to cover legal fees. U.S. copyright holders whose works have already been digitized will be able to register and receive compensation from institutional subscriptions, book sales, ad revenues, and other possible revenue models, as well as a cash payment.

The settlement drew criticism from groups like the European Booksellers Federation, as well as some industry execs, who fear that the deal will give Google "broad copyright immunity" and inhibit competitors from entering the market for digital titles, *WSJ* reported. A New York publishing executive told *WSJ* that the Justice Department is requesting documents about pricing, digital strategy, and conversations with other publishers related to the Google settlement.

Pritzker Military Library Literature Award Announcement to Be Webcast

The third annual Pritzker Military Library Literature Award for Lifetime Achievement in Military Writing will be announced via live webcast on Monday, June 22 at 1:00 p.m. Central/2:00 p.m. Eastern (time subject to change) at www.pritzkermilitarylibrary.org⁵⁷. The \$100,000 honorarium, citation and medallion, sponsored by the Chicago-based Tawani Foundation, will be presented at the Library's annual Liberty Gala on October 24, at Chicago's Palmer House Hilton.

The Pritzker Military Library Literature Award recognizes a living author for a body of work that has profoundly enriched the public understanding of American military history. The recipient's contributions may be academic, non-fiction, fiction, or a combination of any of the three, and his or her work should embody the values of the Pritzker Military Library. To learn more, visit www.pritzkermilitarylibrary.org⁵⁸.

Vaynerchuk to Booksellers: Crush It!

June 11, 2009 --⁵⁹ Now is the time for independent booksellers to cash in on their passion, according to YouTube wine guru Gary Vaynerchuk, who coached attendees on his highly successful method of branding via "sweat equity" at the BookExpo America session "Crush It!" on Saturday, May 30.

After using traditional advertising to build his family wine business, Vaynerchuk (*Crush It!*, HarperStudio) increased sales exponentially by using video, Twitter, and Facebook to promote Wine Library TV⁶⁰, his (well worth watching) video blog. Viewership increased to more than 80,000 a day, and the company's sales topped \$60 million a year.

Vaynerchuk told those at the BEA SRO event that independent booksellers are "sitting on... gold" regarding their brand-building potential, and solidifying relationships with customers is the

cheapest and simplest strategy for increasing sales. The formula is essentially -- "Pump out content, build community around the content, and build business."

Vaynerchuk doesn't pretend that building a brand is easy, and he underscored that he worked for 18 months without seeing much return. However, the foundation of his formula -- creating content -- is something indie booksellers already do. "You all have the ability through human assets to communicate to the world," he said.

It doesn't matter if booksellers use video, blogs, or podcasts, the point is to get the brand out there, said Vaynerchuk. "Put out a review every day. Content is king. But marketing is queen, and she runs the household." Vaynerchuk's enthusiastic delivery highlighted the endless possibilities of wide-scale distribution "using tools that cost zero dollars and zero cents."

While there are many book blogs, there is far less book-related video content, Vaynerchuk noted. "The fact that there are not thousands of book review shows is a major missed opportunity."

And he urged indie booksellers to jump on the free video bandwagon. "Where is 'Thursday night with [fill in the name of the bookstore] owner' on Ustream?" Vaynerchuk asked, referring to the Ustream⁶¹ site, which allows for live interactive streaming. He also recommended TubeMogul⁶², a free one-stop service for distributing video uploads to the top video sharing sites, such as YouTube⁶³, Viddler⁶⁴, etc.

Lack of fancy equipment shouldn't be a barrier to creating video: a Flip cam works fine for in-store content, he said. And he advised booksellers not to worry about lighting, expensive microphones, or complicated video projects. His unedited 25-minute daily wine shows are shot in one take -- Vaynerchuk talks about wine directly to the camera or with guests.

Booksellers, he said, could easily host similar shows interviewing authors or discussing their daily book picks and should do on screen what they already do every day -- handsell books.

Another free, possibly underused, tool is Twitter, said Vaynerchuk. He just about demanded that booksellers not only Twitter about events, but use the search function to see what people are saying about the store. And if there are any negative posts, he said, "go out and fix it."

Ultimately, Vaynerchuk emphasized, the way we do business has changed completely, and good or bad, it's a change that must be reckoned with. "It's not about what you want, or how it used to be, or how it should be," he said. "It's only how it is. And the quicker you adjust to those market conditions, the faster you'll make things happen."

Watch Vaynerchuk's entire BEA presentation on Viddler.com.⁶⁵ -- Karen Schechner⁶⁶

Bookstore Sales Continue Slide in April

June 11, 2009 -- For the third month in a row, retail sales at bookstores were down. Sales at bookstores decreased by 2.5 percent in April 2009 as compared to April 2008, according to preliminary figures recently released by the Bureau of the Census. April 2009 bookstore sales are estimated at \$969 million, compared to sales of \$994 million for the same period last year.

The Census Bureau also adjusted slightly its preliminary estimates of March 2009 figures, to \$998 million from \$999 million. The adjustment puts bookstore sales this past March down 1.4 percent

compared to March 2008.

Overall total retail and food service sales also decreased this April. Retail sales were \$336 billion in April 2009 compared to \$370.1 billion in April 2008, a drop of 9.2 percent.

Period	2008 Final (Millions Dollars)	of 2009 (Millions Dollars)	% Change of 2009 over 2008
January	2,285	2,297	0.5
February	1,139	1,010	(11.7)
March	1,012	998	(1.4)
April	994	969 (p)	(2.5)
YTD	5,416	5,210 (p)	(3.8)

(p) Preliminary figure

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

The Indie Parenting Bestseller List

June 10, 2009 --

Based on sales in independent bookstores nationwide for the eight-week period ending June 9, 2009.

1.	Bad Mother: A Chronicle of Maternal Crimes, Minor Calamities, and Occasional Moments of Grace Ayelet Gilbert Waldman, Doubleday, \$24.95, 9780385527934
2.	Home Game: An Accidental Guide to Fatherhood Michael Lewis, Norton, \$23.95, 9780393069013
3.	We Are Our Mothers' Daughters Cokie Roberts, Morrow, \$23.99, 9780061741951
4.	What to Expect the First Year Heidi Murkoff, et al., Workman, \$16.95, 9780761152125
5.	Last Child in the Woods: Saving Our Children From Nature-Deficit Disorder Richard Louv, Algonquin, \$14.95, 9781565126053
6.	Eye of My Heart: 27 Writers Reveal the Hidden Pleasures and Perils of Being a Grandmother Barbara Graham (Ed.), Harper, \$24.99, 9780061474156
7.	In Praise of Stay-at-Home Moms Dr. Laura Schlessinger, Harper, \$25.99, 9780061690297
8.	Mama Says Rob D. Walker, Blue Sky Press, \$16.99, 9780439932080
9.	Mommywood Tori Spelling, Simon Spotlight, \$25, 9781416599104
10.	How to Talk So Kids Will Listen & Listen So Kids Will Talk Adele Faber, Quill, \$15.95, 9780380811960
11.	Some Day You'll Thank Me for This: The Official Southern Ladies'

	Guide to Being a "Perfect" Mother Gayden Metcalfe, Charlotte Hays, Hyperion, \$21.99, 9781401302962
12.	Porn for New Moms Cambridge Women's Pornography Co-op (Eds.), Chronicle, \$12.95, 9780811862165
13.	Healthy Sleep Habits, Happy Child Marc Weissbluth, Ballantine, \$16, 9780449004029
14.	The Happiest Baby on the Block: The New Way to Calm Crying and Help Your Newborn Baby Sleep Longer Harvey Karp, Bantam, \$15, 9780553381467
15.	It Sucked and Then I Cried: How I Had a Baby, a Breakdown, and a Much Needed Margarita Heather B. Armstrong, Simon Spotlight, \$24, 9781416936015
16.	Queen Bees and Wannabes: Helping Your Daughter Survive Cliques, Gossip, Boyfriends & Other Realities of Adolescence Rosalind Wiseman, Three Rivers, \$14.95, 9781400047925
17.	Hungry Monkey: A Food-Loving Father's Quest to Raise an Adventurous Eater Matthew Amster-Burton, Houghton Mifflin Harcourt, \$23, 9780151013241
18.	Raising Cain: Protecting the Emotional Life of Boys Daniel J. Kindlon, Ballantine, \$15, 9780345434852
19.	Parenting With Love and Logic: Teaching Children Responsibility Foster Cline, Jim Fay, Pinon Press, \$24.99, 9781576839546
20.	Things Good Mothers Know Alexandra Stoddard, Collins Living, \$21.99, 9780061714429
21.	The Happiest Toddler on the Block: How to Eliminate Tantrums and Raise a Patient, Respectful, and Cooperative One- to Four-Year-Old Harvey Karp, Bantam, \$15, 9780553384420
22.	The Original Summer Bridge Activities: Second to Third Grade Hobbs Julia, Carla Fisher, Rainbow Bridge, \$13.95, 9781594417283
23.	Get Out of My Life, But First Could You Drive Me & Cheryl to the Mall? A Parent's Guide to the New Teenager Anthony E. Wolf, FSG, \$14, 9780374528539
24.	The Original Summer Bridge Activities: First to Second Grade Hobbs Julia, Carla Fisher, Rainbow Bridge, \$13.95, 9781594417276
25.	The Girlfriends' Guide to Pregnancy Vicki Iovine, Pocket, \$15, 9781416524724

MARKETPLACE

Classifieds

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Book Soup, West Hollywood's landmark, independent general interest bookstore on Sunset Blvd., is for sale. Founded in 1975 by Glenn Goldman, this iconic bookstore hosts almost daily author events featuring acclaimed literary as well as Hollywood celebrity authors. Known both nationally and internationally for its fine selection of books with specialties in art, photography, pop culture, and literary fiction, the store also maintains a busy newsstand. Glenn's sudden passing in January necessitates the sale of the store. To learn more about this once-in-a-lifetime opportunity, please contact broker Brian Gunshor @ (310) 539-8300, or e-mail bgunshor@business-team.com ⁷⁸.

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Custom retail bookstore shelving, excellent condition, manufactured by *Franklin Fixtures*. Available in cherry or maple finish. Each cherry unit measures 7ft. tall by 43 in. wide and has adjustable shelves. Maple finish units measures 48" x 48" or 29" x 48". Must arrange for pick-up in Key Largo, Florida. Contact coverbks@aol.com ⁸⁰.

Liquidation of the Armchair Bookstore in Dennis, MA has resulted in sale of 11 **Franklin Fixtures bookcases of varying sizes**. All white and in like-new condition. Purchased 6 years ago. Dimensions and pictures available on request. Prices vary based on size. Fixtures currently located in Dennis. Contact Dawn at dmarie398@comcast.net ⁸¹.

Store closing in Bergen County, New Jersey. Two-year-old custom-made Franklin Fixtures bookshelves, sales counter, and jewelry/glass display for sale. Bookshelves are 4ft wide with counters; some have doors on bottom. Color is off-white. Please call Debbi at (201) 664-5188 or e-mail debbiatpeace@gmail.com ⁸².

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 ⁸³.

SPECIAL OFFERS

Receive additional discount of 3% on your first order of *HOW SHALL I TELL THE DOG? And Other Final Musings* by Miles Kington (Newmarket Press, July 2009). To take advantage of this special offer on 5 copies or more, your order must be placed by August 31, 2009. This offer applies to one order only and is available only to retailers. Please indicate **Promo Code DOGR3** on your P.O. and do not include other titles on this order. Minimum order 5 copies.

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 ⁸⁴.

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But as a 2009 Indies Choice Best New Picture Book Honor Book he's happy as a clam!

Farrar, Straus and Giroux Books for Young Readers congratulates Deborah Diesen, author, and Dan Hanna, illustrator!

Farrar, Straus and Giroux

An imprint of Macmillan Publishing Group

<http://us.macmillan.com/theoutpoutfish> ⁸⁶

He may be a pout-pout fish with a pout-pout face...

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