

BOOKSELLING **THIS** Week

AMERICAN BOOKSELLERS ASSOCIATION

July 01, 2009

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Rhode Island Governor Signs E-Fairness Provision Into Law -- Efforts Continue in Four States

July 01, 2009 -- ¹ When Rhode Island Gov. Donald Carcieri signed his state's new budget into law on Tuesday, June 30, Rhode Island became the second state to require online retailers with affiliates in the state to collect tax on sales made to in-state residents over the Internet. In 2008, New York became the first state to enact such a provision, legislation that has withstood a legal challenge from Amazon.com and has resulted in \$46 million in sales tax revenue from the 30-plus vendors that registered to collect sales tax.

"Rhode Island's new budget, with its Internet Sales Tax provision, is a major victory for fairness and equity for all of the state's retailers," said ABA CEO Oren Teicher. "From the start, booksellers in Rhode Island and other states have been making the case that it's not the role of government to pick winners and losers in the retail landscape. This is an issue of fairly enforcing existing tax law across the board, which makes sense for both retailers and the cities and towns that depend on sales tax revenue to fund such essential services as fire fighting and policing."

The news from Rhode Island was set against a backdrop of

last-minute, legislative jockeying in other states where proposed Internet Sales Tax provisions have been making headlines, as elected officials scrambled to pass state budgets before the end of the fiscal year. In addition, the legislative progress of Internet Sales Tax provisions has triggered the sudden de-listing of in-state affiliates by Amazon.com and other online retailers in Hawaii, North Carolina, and Rhode Island.

Following the victory in Rhode Island, Teicher encouraged the state's booksellers to write to their elected officials to thank them for their strong support for sales tax equity. Booksellers can find their Rhode Island senators here ²; their representatives here ³; and contact information for Gov. Carcieri here ⁴.

At press time, the e-fairness fight appeared close to a tipping point in California, Connecticut, Hawaii, and North Carolina.

Regarding legislative activity in other states, Teicher said, "We have never been closer to achieving such significant success in the fight for e-fairness, but, in political situations like this, nothing is certain. It has never been more important for booksellers and other retailers to contact their elected officials to let them know how strongly they support the Internet Sales Tax provisions in their states."

California

In California, where legislators labored to close a budget deficit of more than \$24 billion, indie booksellers and other retailers continued to voice their support for an Internet Sales Tax provision in the proposed budget. In addition to booksellers, ABA, the Northern California Independent Booksellers Association, and the Southern California Independent Booksellers Association have written to Gov. Arnold Schwarzenegger in support of e-fairness.

Teicher noted to *BTW* that "the fight in California is incredibly important, and it's unclear when the window of opportunity for booksellers to influence their elected officials will close. There's never been a more important moment to voice your support for securing fairness and equity in the collection of sales tax." The groups have provided a template letter ⁵ that booksellers can adapt and send to their elected officials. They also asked that David Grogan ⁶, ABA public policy liaison, be notified when letters have been sent, to help compile information to support future lobbying efforts.

Connecticut

In Connecticut, at press time it was expected that the state's fiscal year will end without an approved state budget and that Gov. M. Jodi Rell would begin paying state bills by executive order on Wednesday, July 1, as reported by the *Hartford Courant*. The New England Independent Booksellers Association and ABA have been assisting booksellers in lobbying their elected officials in support of the Internet Sales Tax provision in the proposed state budget. The associations have provided a template letter ⁷ that can be adapted and sent to Connecticut lawmakers, and to State Sen. Eileen Daily, chair of the state Finance Committee, who has been a strong supporter of the Internet Sales Tax provision.

Hawaii

On Wednesday, July 1, Gov. Linda Lingle announced that she would veto legislation that would clarify the state's general excise tax so that out-of-state retailers with online affiliates would be required to collect and remit sales tax, as reported by *AP*. Last week, ABA had written the governor urging her to sign the bill. Democrats, who have a legislative majority, were expected to convene on Wednesday to evaluate which bills had the sufficient two-thirds majority necessary to override the governor's veto in a July 15 special session, as reported by *AP*.

On Tuesday, Gov. Lingle had included the bill on her "potential veto list," as reported by the *Honolulu Advisor*. Commenting on Amazon.com's decision to de-list affiliates in Hawaii and other states, Patty Smith, an Amazon spokeswoman, said, "We feel that the way the state legislatures are going about this is inappropriate," adding "it places an unconstitutional burden on interstate commerce for a state to require a seller without a physical presence in that state to collect sales tax." Countering that argument, Lenny Goldberg, executive director of the California Tax Reform Association in Sacramento, California, noted, "What the affiliate marketing programs are, are people who are under contract through Amazon who are being paid on commission for referring sales to Amazon. That's drop-dead nexus [physical presence]," as reported by the *Honolulu Advisor*.

North Carolina

In North Carolina, lawmakers passed a temporary spending bill as the fiscal year ended on June 30 without an approved budget. As debate on the budget continues, booksellers in the state have been contacting their elected officials to voice their support for e-fairness. In a recent e-mail to North Carolina booksellers, Sally Brewster of Park Road Books in Charlotte, Tom Campbell of The Regulator Bookshop in Durham, Linda Barrett Knopp of Malaprop's Bookstore/Cafe in Asheville, and Nancy Olson of Quail Ridge Books & Music in Raleigh, wrote: "[The Internet sales tax provision] is great news for indie booksellers, but we need to make sure that this provision remains in the budget as the conference committee readies the bill for the governor's signature. Please join with us, SIBA, and ABA, in this important effort. We are writing to you as fellow booksellers because we believe that there exists a real opportunity for us to make a difference -- and we'd be remiss if we didn't stress this point."

To assist booksellers in their advocacy efforts, the Southern Independent Booksellers Alliance and ABA have prepared a template letter⁸ that booksellers can adapt and send to their senator⁹ and representative¹⁰. ABA and SIBA also ask booksellers to notify David Grogan¹¹, ABA public policy liaison, when they have sent their letter. This will help both SIBA and ABA compile information to support their sales tax lobbying efforts. --*Dan Cullen*¹²

SBA Clarifies Debts Eligible Under ARC Loans

July 01, 2009 --¹³ The Small Business Administration (SBA) has recently answered a question regarding which loans and debts qualify for payment under an American Recovery Capital (ARC) loan.

ARC loans of up to \$35,000 are designed to give viable small businesses suffering immediate financial hardship some temporary financial relief so they can continue operations and improve cash flow. The loans will be available through SBA-approved lenders as long as funding is available or through September 30, 2010,

whichever comes first.

Loans that can be paid with an ARC Loan include "notes payable to vendors/suppliers/utilities." SBA noted that ARC loans are not "working capital" loans to pay accounts payable or other operating expenses for a small business. However, SBA also noted that relieving a business of the burden to make loan payments frees up cash flow, which makes it available for the operating expenses of a small business.

Information on the ARC loan program is available here¹⁴. More information on SBA is available here¹⁵. And details about key changes in SBA's 504 loan program are available here¹⁶.

Booksellers who would like to share their experiences with the ARC loan program with ABA should contact David Grogan¹⁷, the ABA's public policy liaison.

July Indie Notables Flier & Shelf-Talkers Now Available

July 01, 2009 --¹⁸ The July Indie Next List Notable titles are now featured in a downloadable flier¹⁹ and in shelf-talkers²⁰ on BookWeb.org²¹. The titles, which reflect a wide range of intriguing new fiction and nonfiction, make a great addition to stores' Next List displays.

And, importantly, there are three opportunities for booksellers to nominate titles for upcoming Indie Next Lists. The deadlines are:

- July 2 -- the September Next List,
- July 10 -- the Autumn Kids' Next List, and
- July 10 -- the Banned Books Recommendation List.

"The fall children's list is always resplendent in its selected titles," said Dan Cullen, ABA senior director for editorial content, "but for the list to be successful we do need to hear from enough indie booksellers. Having a strong and engaging list will be a great way to greet young readers and fans of all ages as the fall season begins."

Booksellers can use the online nomination form²², or they can send their nominations in an e-mail to indienextlist@bookweb.org²³. Cullen also reminded booksellers that staff recommendations already written for newsletters, websites, and in-store shelf-talkers make great Indie Next List nominations.

For the Banned Books Recommendations List, booksellers are encouraged to nominate titles that have been either banned or challenged that they think are of special note. "Unfortunately, the range of titles -- both for adults and children -- that have been either banned or challenged is not getting any smaller," said Cullen. "Banned Books Week is an essential component of the outreach to readers to help explain the importance of the First Amendment and free expression. Please, do help us compile a list of titles that can be part of an in-store or other marketing effort."

Here's a link²⁴ to the American Library Association's list of frequently challenged titles.

Bookseller DIY: Leaner, Meaner, and Cleaner

July 01, 2009 --²⁵ For its first anniversary, IndieBound's popular Bookseller DIY²⁶ has been given a makeover.

A collapsible menu on the left provides convenient, uncluttered access to everything in the DIY collection. Download links for

each item are provided directly beneath the thumbnail. A new DIY overview page ²⁷ pulls together links to handy tutorials, vendors for production, and more. And three new sections provide quick access to featured items:

- New Arrivals ²⁸ -- just added to Bookseller DIY! Look here first to see what's new, like the just-released tie-dye Peace Love Books poster ²⁹
- Bestsellers ³⁰ -- a rotating selection of the most popular and iconic IndieBound designs
- Staff Picks ³¹ -- favorite items as chosen by ABA staff members

Also new to the Bookseller DIY is a photo gallery ³² of IndieBound in action in stores across the U.S.

The Bookseller DIY is available to ABA Members only. A valid BookWeb login and password ³³ are required for access.

Want to share DIY items with other indie businesses in your community? A subset of materials from the DIY is available free-of-charge to anyone at IndieBound.org's IndieBound To-Go .

³⁴

ABACUS: An Urgent Call Out to Past Participants

July 01, 2009 -- ³⁵ "We've participated in ABACUS for a number of years, and every year we learn something -- tips, shortcuts, changes in accounting, and, most of all, small ways to save money," Becky Milner of Vintage Books in Vancouver, Washington, said recently. "We take that two percent seriously. A shaving here and there really does make a difference to our bottom line."

Milner's comments just about sum up why the American Booksellers Association's Board of Directors and former CEO Avin Mark Domnitz have each undertaken outreach efforts to members to ensure that ABACUS, the only benchmarking tool available in the independent bookselling world, continues. "With the input of independent bookstores, the ABACUS Financial Survey ³⁶ provides a wide range of financial data and analysis, insightful and actionable data that have allowed booksellers to benchmark their operations and improve their business' bottom lines," said the Board in a June 18 open letter to members ³⁷. However, this invaluable tool is in jeopardy due to declining participation for the past two years.

Domnitz, who relaunched ABACUS some years ago, will oversee this year's project and will be the only person who will see any individual store's numbers. He recently wrote to participants in past studies, those who have participated in at least three of the last four studies, to urge their continued cooperation. "You understand the value of a valid benchmarking tool to our industry. The statistics clearly show that participating businesses have a higher profitability, on average, than non-participating businesses," he said, adding "I am not foolish enough to assert that merely sending in your numbers raises your profitability."

"But I do assert, most emphatically, that paying attention to your numbers and methodically analyzing them by comparing them to a valid standard will result in a rational approach to increased profitability."

Acknowledging that some booksellers might be reluctant to share "bad" numbers created by these harsh economic times, Domnitz said, "I beseech you to overcome this reticence and to contribute to the common good."

Due to the urgency of the situation, Domnitz upped the benefits of

participation by offering each past respondent a one-on-one consultation to go over their results.

All ABA member stores are urged to submit their 2008 financial data, via the secure, easy-to-use online survey form ³⁸ before the August 15 deadline. Questions, suggestions, comments, and other feedback relating to ABACUS may be submitted here ³⁹.

Bookish Travels Down Under

July 01, 2009 -- **By Meg Smith, ABA Chief Marketing Officer**

In 1787, eleven ships left Portsmouth, England, to form a penal colony in Australia. Among the 1,480 men, women, and children and clothing and building supplies carried by the First Fleet was a notable essential for the new life ahead: a printing press. Whatever was to come, the new settlers were prepared to write and read about it.

I learned that prescient fact and other bits of Australian history during my recent trip Down Under, in what turned out to be a six-day crash course not only in history, but in current events, politics, language, art, and, of course, bookselling. I'd been invited as a guest of the Australian Booksellers Association ⁴⁰ (OzBA as it was being called) to deliver part of the keynote address at their recent conference, "Selling the Future of the Book," and to discuss IndieBound and its application in the Australian market. The trip was the idea of Derek Dryden, immediate past president of OzBA and owner of Better Read Than Dead ⁴¹, located in a suburb of Sydney; incoming president Jon Page, general manager of Pages and Pages ⁴², also in Sydney; and current president Fiona Stager of Avid Reader ⁴³ in Brisbane. Derek and Fiona have attended much of ABA's educational programming in the last few years and were excited to explore ways of importing IndieBound. So at BookExpo America 2009, the plan was hatched. Two weeks later, with jet-lag herbal supplements in hand, I was on a plane to Australia, a place I'd never been, and was thrilled to be going.

Derek was my main scheduler and tour guide, and he undertook the task with an easiness and charm that epitomized the Aussie booksellers and publishers to whom he introduced me. And introduce me he did: within my first hours in Sydney I was meeting with Jan Campbell, the Sydney Economic Development officer to discuss a shop local plan for the Newtown section, and in the next hours I visited no less than eight bookshops (no "stores" there, just the more elegant "shops") and met just as many owners or managers. As we went, I quizzed Derek on their ways of the trade. We talked about the "GFC" (Australia's cozy acronym for the global financial crisis) and its impact on bookselling, as well as the price competition from the "DDS" (discount department stores). I learned about their pressing issues of territorial copyright and the parallel importation of books, and how a government inquiry by the Australian Productivity Commission might result in cheaper prices for books at the peril of local publishers and booksellers.

We also talked about his ABA and my ABA, and the similarities and differences between them -- most notably that OzBA is comprised of chains and indies -- 44 percent indies and 35 percent chains -- and the chain members are either company-owned stores or franchisees. A very different model, indeed.

We visited chain stores (Dymocks), indies in the downtown business center (Abbeys) and indies in the surrounding suburbs (including Shearer's). Derek saved the visit to his Better Read Than Dead, in the Newtown section of Sydney, for last. And he had a surprise waiting for me there: the two front windows were decorated with Eat Sleep Read banners, in his store colors, and

tagged with "Think Newtown First." What a thrill to see the movement gone global!

Over the course of my store visits with Derek, and again the next day, as Jon Page took over and escorted me to four additional shops, I was struck by how *crowded* with customers the stores were and how brisk business seemed. The shops I saw were not large -- the average Australian indie shop is maybe 1,500 to 3,000 square feet -- but the independent bookshops represent a solid 20 percent of the overall book market.

Sydney seems to be made up of lots of adjoining communities with vibrant Main Streets, strips of mostly small, indie-looking businesses and lots of foot traffic. And what I saw, it turns out, is typical -- Australia has the highest number of book buyers (and opera goers!) per capita in the world. New Zealand has the highest number of bookshops per capita in the world, and Australia is fourth in that category. The entire scale of the business differs from the U.S. For example, booksellers earn more in Oz than in the U.S. -- salaries, which are dictated by the government, average \$20/hour (\$16 U.S.) and can go as high as \$40/hour on holidays and weekends. Hardcover books cost close to \$50 Australian (about \$40 U.S.) and paperbacks are around \$35 AU.

I asked each bookseller I met what one book they would recommend that I wouldn't be able to find anywhere else. Tony at Shearer's did a great handsell of *The Last Explorer*, the story of Hubert Wilkins, "Australia's Unknown Hero," by Simon Nasht; Jon Page sold me the YA novel *Jasper Jones*, by Craig Silvey; and David Gaunt, from GleeBooks in Glebe, passionately recommended as the quintessential Australian tale *The Tall Man*, a story about the death of an Aboriginal man, by Chloe Hooper. Derek recommended *The Slap* ("of course!") by Christos Tsolkas, published by Aussie indie publisher Allen and Unwin. This last book, which I hadn't heard of prior to this trip, went on to win three prizes during my stay, and I had the pleasure of being present for each announcement. I now can't wait to read it. (I'd brought with me another Aussie award-winner, *Breath* by Tim Winton, thanks to my well-read ABA colleague Mark Nichols!)

After two days of visits to various stores in far-flung Sydney suburbs, it was time for the "Selling the Future of the Book" conference to begin. Lucky for me, the event was held in Manly, a short ferry-ride from the Sydney harbor and home of one of those famous Australian beaches. Although it is winter Down Under, the temperature on sunny days reached the mid-sixties, and the surfers were out regardless. The light in Manly is otherworldly, and the lack of pollution results in a clarity not experienced on our side of the map. (Clarity can have deadly results: Australians have the highest rate of skin cancer in the world, and schoolchildren must wear wide-brimmed hats as part of their standard uniforms.)

The conference, true to its name, focused on the future of the book. (You can see the program here: ⁴⁷ I was a late addition and thus not included in this schedule.) As the first live speaker, I gave an overview of the current U.S. book and publishing scenes, talked about the mission of ABA, and then moved on to independent retail and the IndieBound movement and its resources. The attendees -- both booksellers and publishers -- were amazed and impressed by IndieBound. (People came up to me constantly over the next few days to comment on the program, to congratulate ABA on our vision, and to ask how they could get hold of some of the materials!)

Subsequent speakers of note included David Taylor of Ingram's Lightning Source, who gave a great overview of POD; Neelan Choski of Stanza, who neatly summarized the chaos that is

e-Books; a rep from Nielsen BookScan, who gave a detailed bestseller data analysis for Australia, the U.K., and the U.S.; and booksellers David Gaunt and Susie Wilson, who reported on the national Indigenous Literacy Project ⁴⁸.

A big topic at the conference's open forums was e-books, which are just now entering the Australian market in the smallest way, and without the Kindle or a significant Amazon presence. The Aussie indie booksellers, who see the DDS (discount department stores) rather than the chains or the Internet as their biggest threat, are by and large quite open to the notion of e-books and mobile reading -- whatever the format, delivery, or device. They view it as an opportunity to interest more people in reading, in buying books, and in shopping at their local retailer for recommendations and guidance. They were quite interested in our ABA digital strategy and are watching the U.S. market closely for the dominant players in all aspects to emerge.

As the Australian book trade is smaller than the U.S., and most publishers are located in Sydney, I had the opportunity to meet the heads of all the major global and local publishing houses over the course of the conference events. That printing press brought over by the First Fleet's *Golden Grove* was the beginning of an active and vital Australian publishing scene. Australian writers are abundant, are often published overseas, and are fiercely promoted at home. The expression "punching above their weight" was often used to refer to the position of Australian writers and publishers in the rest of the English-speaking world.

One of the best loved of Australian writers and wits, Don Watson (*Death Sentences*) spoke wonderfully at the concluding bookseller dinner, and this Anglophile-cum-Aussie-enthusiast was delighted by it all. That 85th annual booksellers dinner, which included the presentation of the Booksellers Choice Award to Tsolkas for *The Slap*, also introduced me to the custom of the "Australian wedding": traditionally, men were served meat and woman chicken, and so even now there are two choices for each of the appetizers, main course, and dessert, but not at the guests' option. You are expected to negotiate with your tablemates for the food of your choice! And if everyone wants chocolate pudding for dessert? Well, just don't ask the waiter for extras!

The trip was capped by one more awards ceremony: the ABIA's, the Australian Book Industry Awards ⁴⁹. This annual event, sponsored by the Australian Publishers Association, brings together publishers, booksellers, and authors in grand style to celebrate the best in books and industry players. Derek had told me the ABIA's were their "book Oscars" and it was. The only thing missing was the red carpet spectacle.

I had time for a drive to the gorgeous Blue Mountains and then, too soon, was back on a plane for the long journey home.

Over the next few weeks I and my colleagues at ABA expect to follow up with both Malcolm Neil, the CEO of OzBA, and Lincoln Gould, the CEO of Booksellers New Zealand, about how, what, and when we might develop partnerships for IndieBound and other ABA programs. Both groups are anxious to, in their words, "not reinvent the wheel" that ABA has so carefully begun to build.

View all these pictures and more on Flickr ⁵¹.

Downtown Santa Fe's New Gathering Place

June 30, 2009 -- Booksellers Dorothy Massey and Mary Wolf are off to an auspicious start in the new location of Collected Works

Bookstore ⁵² in Santa Fe, New Mexico. On June 12, the same day the 31-year-old business reopened in a new 4,000-square-foot space, the co-owners were presented with the New Mexico Book Association's Book-in-Hand Honor.

"It's going very, very well," Massey said of Collected Works' first few weeks in the new location. "We had a wonderful reception from the community, and we've already had several successful events. "We had 350 people for David Sedaris [on June 18], and we had 70 people last week for Arthur Sze, Santa Fe's first poet laureate."

Massey and Wolf moved all of Collected Works' inventory to the new space with the help of customers, friends, and authors. "We made the move without spending one dollar on gasoline," said Massey.

The new storefront, which is twice the size of the former space, allows more flexibility. "We're looking forward to doing more events, as well as starting a series of events, which we couldn't do in the old space," said Massey. "We'll have a regular poetry series, and book clubs in various genres. We're also welcoming community events, which will take place in our expanded cafe area." The expansion and addition of a cafe are part of a plan to fill an area need. "Santa Fe needed a downtown gathering place," said Massey. "And I hope very much that we will be that place."

Massey and Wolf's commitment to creating a "third place" was recognized by The New Mexico Book Association, which commended them for serving "New Mexico readers and authors with dedication and professionalism since buying the store in 1996."

Collected Works, now in a large, historic building "flooded with light," has an outdoor patio and a fireplace. A coffee bar and cafe is expected to open in July. Wolf designed the interior, which houses 30,000 books. The store specializes in local history, literature, poetry, cooking, and art. "Santa Fe has a well-read public, and it also has an astounding number of working authors and poets," explained Massey. "It's a very supportive community."

Now that the bricks-and mortar business is getting settled, Massey said Collected Works would also be moving online, to a new ABA IndieCommerce ⁵³ site.

Any further changes to the business will be driven by Collected Works' customers. "We are really looking to the literary community for their extensive and knowledgeable input on what to stock and how to be inviting as we can be," said Massey. "The store still has the feel of a finely tuned independent bookstore, and that we do not want to lose." -- *Karen Schechner* ⁵⁴

Video Demonstrates New Book List Features

June 30, 2009 --

IndieBound.org has a new video teaching tool that demonstrates, in a fun way, all of the recently launched Book List features available to members of the Indie Community. Check it out, and bookmark it to show your customers how to:

- Add books to their current Wish Lists, and add notes to each book
- Create multiple book lists -- for their book groups ⁵⁵, interesting subjects, or to-read lists
- Send their lists to friends and family
- Export their lists to any website
- And more!

See the video here ⁵⁶ and on IndieBound.org ⁵⁷.

Cross Promoting Indies: Tattered Cover and Twist & Shout

June 30, 2009 -- ⁵⁸ For Tattered Cover Book Store ⁵⁹ and indie record store Twist & Shout ⁶⁰, neighbors in Denver's Lowenstein "CulturePlex," cross promotions have become a regular, and successful, way of doing business. "The theme of all of our promotions is always the importance of independent businesses and why people should shop local," Heather Duncan, Tattered Cover's director of marketing, said recently of the long-term relationship between the two businesses.

For Twist & Shout, which began working on cross promotions with Tattered Cover in 2003, the benefits are many, said owner Paul Epstein. "First, we have had the privilege of hitching our wagon to one of the great retailers in the world, and have received the reflected glory of said hitching. Second, we have cemented our place in the independent arts community through our proximity to Tattered Cover. In Denver, when people think about independent business or the arts, we believe that our little 'CulturePlex' is the first place they think of going. Third, and most importantly, we have had the opportunity to create a few events with Tattered Cover that have made a big impact on the community and resulted in sales and good feelings."

The first joint Tattered Cover/Twist & Shout campaign was a 2003 holiday promotion, "The Twisted and Tattered Great Prize Giveaway," which featured the slogan "Global Selection, Local Connection." During the promotion, customers who shopped at both stores could enter a drawing to win prizes.

"We advertised 'two stop shopping for everyone on your holiday list,'" said Duncan. "We collected names and e-mail addresses, and gave away some coupons, tokens, swag, and more. So, not only did customers come in to enter the drawing, they were also brought back in to use a coupon or book token after the holidays."

To advertise, Duncan said, the businesses sent out a press release, advertised in a local alternative newspaper, and set up displays in each store. "We felt the promotion was successful as it did get some media attention, and it generated quite a few entries for the drawing."

Following that first promotion, Tattered Cover and Twist & Shout continued to work together on various projects, and in 2006 their efforts were made easier when both businesses opened stores in the Lowenstein CulturePlex, just one door down from each other. Over the years, the two businesses have done a joint holiday catalog; advertised in each other's print and e-mail newsletters; hosted a private shopping party for a new residential development; held joint Memorial Day weekend sidewalk sales; and more.

The Memorial Day sidewalk sale is one of Twist & Shout's most important events, said Epstein. "When Tattered Cover joined us in this endeavor, the number of customers attending jumped significantly, and I believe Tattered Cover saw the advantages of participating."

⁶¹ Both Tattered Cover and Twist & Shout are founding members of the Mile High Business Alliance ⁶² (MHBA), which is currently working on the "Local Flavors Fest," a celebration of indie businesses to be held on Saturday, August 8, at the Lowenstein CulturePlex. "We'll have local business booths, giveaways, music, food, face painting, a kids' author event, tours of our stores, and more," said Duncan. "That evening, after the Festival, we'll be

hosting happy hour for the MHBA members in celebration of the organization's second anniversary."

The regular cross promotions have become a profitable partnership. They generate good will, as well as sales, said Epstein. "Through our continued mutual support and sharing of customers and know-how, we have created a retail environment that is both financially rewarding for us and aesthetically rewarding for consumers." -- *Karen Schechner*⁶³ (Send *BTW* a tweet about your cross promotions @KSchechner⁶⁴.)

BTW News Briefs

June 30, 2009 --

NECBA Spring Galley Review Project Online The New England Children's Booksellers' Advisory Council⁶⁵ (NECBA) has announced that its 2009 Spring Review Project is now online. NECBA Chair Kenny Brechner of Devaney, Doak & Garrett Booksellers⁶⁶ (DDG Booksellers) noted that "new for this year NECBA'S Spring Top Ten List⁶⁷ is now an interactive web page." The images link to the book on Indiebound.org, which gives consumers the choice of ordering online from an independent bookstore, finding a bricks-and-mortar store near them, and adding the title to their wish lists.

The full Spring Galley Review Project is available online in PDF form⁶⁸.

Carol Seajay Named New NCIBA Administrator

Hut Landon, executive director of the Northern California Independent Booksellers Association⁶⁹, this week announced that Carol Seajay has been hired as the next NCIBA administrator. She will replace Joyce Ripp.

A former bookseller (Old Wives Tales Bookshop), Seajay is also known to many in the book industry as the publisher for more than 20 years of *Feminist Bookstore News* and for her *Books to Watch Out For* online newsletter.

Seajay, who is currently being trained by Ripp, will begin working part-time on a regular basis for NCIBA the week of July 27.

Magic Tree Bookstore Pairs With Library to Create YA Cafe

Oak Park, Illinois' Magic Tree Bookstore⁷⁰ has joined with the Oak Park Public Library to create The YA Caf, a pairing of young adult authors with live rock bands in a series of concerts that fuse fiction and music.

The YA Cafe will premiere on Saturday, July 25, with author James Kennedy (*The Order of Odd-Fish* , Delacorte Books for Young Readers) and the local band Brilliant Pebbles. Also on tap, in August, are author, feminist music journalist, and bass player Jessica Hopper (*The Girls' Guide to Rocking: How to Start a Band, Book Gigs, and Get Rolling to Rock Stardom* , Workman), who will also bring her band to perform, and Forest Park author Stephanie Kuehnert, whose new book, *Ballads of Suburbia* (MTV Books), features the local area and a heroine from Oak Park.

The programs, which are free, will be held at the library.

S&S to Handle Kaplan Sales Worldwide

This week, Simon & Schuster and Kaplan Publishing announced that S&S will handle worldwide sales for all lines of books

published by Kaplan, effective immediately.

S&S has been the distributor of Kaplan trade and test prep titles since January 2007; however, the new agreement expands the relationship to include the sales arm of S&S's Sales and Distribution Division. The companies said that they were expanding their relationship "to further raise the visibility of Kaplan's growing line of test preparation, trade, and professional titles."

MARKETPLACE

Classifieds

BOOKSTORE FOR SALE

Read All About It Bookstore for Sale

Beautiful Hill Country Location (Boerne, Texas)

14 Years in Business

Main Street Storefront Lease

Turnkey Operation

Website with Online Shopping (www.ReadItTexas.com⁸⁰)

Established Customer Base

Contact: Darla or Rebecca (830) 249-7323 or e-mail readit@gvtc.com⁸¹.

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.com⁸².

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