

BOOKSELLING THIS Week

AMERICAN BOOKSELLERS ASSOCIATION

August 27, 2009

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Indie Bookstores to Sell eContent, Sony Readers

August 27, 2009 -- On Tuesday, August 25, Sony announced that it is cooperating with the American Booksellers Association, other retailers, and a variety of traditional and digital publishers to make available a universe of reading material in EPUB format compatible with Sony Readers. Among the sites offering EPUB content for sale to consumers will be more than 200 independent bookstores participating in ABA's IndieCommerce program¹.

Beginning this Labor Day, ABA member stores on IndieCommerce's new Drupal platform will have the ability to sell

e-content in several formats, including the EPUB format protected by Adobe's Content Server 4 (ACS4) digital rights management.

Plans are also underway to make Sony Reader devices available for purchase from *all independent bookstores* in time for this holiday season. (Watch for announcements in *BTW* as soon as the details are finalized.)

"We're delighted Sony recognizes the value of the open EPUB format," said Len Vlahos, ABA's chief operating officer, "and are pleased that independent bookstores will be able to serve customers with Sony Readers."

Sony noted that EPUB format, the International Digital Publishing Forum's (IDPF) XML-based standard format for reflowable digital books and publications, has already gained acceptance among major trade book publishers, with dozens already producing a majority of their eBooks using the standard. Earlier this month, Sony announced that it was converting its entire content library to the EPUB format to make its eBook store compatible with multiple devices and its Reader devices open to multiple sources for content.

"From the beginning, we have said that an open format means more choice for consumers," said Steve Haber, president of Sony's Digital Reading Business Division. "Now, working with other industry leaders, we can provide a device that is compatible with the widest selection of content available. Readers can shop around for what interests them rather than be locked into one store."

Sony also announced the Reader Daily Edition, its first eBook reader with built-in wireless capability, set to launch this December. The unit, which is priced at \$399, will allow users to connect to the Sony eBook store, using AT&T's 3G network, where they'll be able to browse, purchase, and download books and newspapers.

Earlier this month, Sony announced the less-expensive Touch Edition and Pocket Edition Readers. Both units were unveiled at today's press conference and are available from existing Sony retail partners immediately.

ABA will provide details about the plan allowing all indie bookstores to sell Sony readers as soon as they are finalized.

September Indie Notables Flier & Shelf-Talkers Available

August 27, 2009 -- Booksellers can now download the September Indie Next List Notable title recommendations in a flier² and shelf-talkers³ on BookWeb.org⁴. The titles, which reflect an intriguing range of new fiction, nonfiction, and mystery/suspense, make a great addition to a bookstore's September Indie Next Great Reads display.

All ABA members can help ensure that three upcoming lists offer other great title recommendations by nominating by:

- September 4 for the November Indie Next List,
- October 2 for the December Indie Next List, and
- October 9 for the Winter Children's Indie Next List.

Booksellers can submit Indie Next List recommendations via e-mail to indienextlist@bookweb.org⁵ or via the electronic nomination form⁶ on ABA's trade website, BookWeb.org.

IndieBound.org's Book Info Pages Are Growing

August 27, 2009 -- Recent updates to IndieBound.org have its book info pages bustling with activity. Visitors can now find more information, reviews, and interactivity than ever before.

Alternative Weekly Reviews

Book reviews from 131 diverse, independent, alternative newspapers across North America -- all members of the Association of Alternative Newsweeklies⁷ (AAN) -- are now featured on IndieBound.org's book info pages. These alternative newsweeklies focus on local news, culture, and arts, and their book reviews highlight local authors, events at indie bookstores, and books on community topics, in addition to new titles and great reads.

See *Love Is a Four-Letter Word*⁸ (edited by Michael Taeckens), for example, with a review from Durham, North Carolina's *Independent Weekly*⁹.

Book Videos

Now on book info pages, visitors can find videos: book trailers, author interviews, skits, and more.

ABA's Publisher Partners can submit videos for any of their titles, and hundreds of videos are already available for viewing. (*Publishers:* For information on how to get your videos on IndieBound.org, contact ABA's Senior Director of Publisher Initiatives, Mark Nichols¹⁰.)

See *All in a Day*¹¹ by Cynthia Rylant and Nikki McClure, with a video interview of illustrator McClure.

Browse Sample Pages

Another treat from publishers on IndieBound.org is the ability to browse inside books. Over 10,000 titles now feature links to browse sample pages directly under the book cover image.

See Haruki Murakami's *After Dark*¹².

Lists Galore

Find out who else is wishing for books on IndieBound.org. Just under the Find Bookstores button, visitors will see a new feature: "This book is on these lists," showing which users are wishing for what books. Explore fellow readers' lists, find books in common, and pick up some new reading ideas.

See *The Magicians*¹³ by Lev Grossman, an example of a much wished for book.

Ask Indies

¹⁴Every IndieBound.org book info page has a link to the new Ask Indies project. The link takes visitors to an embedded Twitter form, where the book's URL and the #askindies hashtag are automatically entered, and they can tweet questions directly from the site.

Bookseller's "Unchain Yourself" Campaign on the Button

August 27, 2009 -- ¹⁵Murrie Zlotziver, owner of Page After Page¹⁶ in downtown Lewisburg, Pennsylvania, isn't sitting idly by waiting

for a new Bucknell University Barnes & Noble College Store to impact his business. Zlotziver reacted to the May announcement¹⁷ of plans for a 29,000-square-foot store, scheduled to open in 2010 across the street from Page After Page, by creating a Red Button marketing campaign, which has now grown to include 22 other local businesses.

Zlotziver used IndieBound's "Unchain Yourself" graphic¹⁸ to create red buttons that he gave to customers. He then declared Thursday "Red Button Day" in Lewisburg. Any customer wearing the "Unchain Yourself" button in the store on Thursdays receives a 15 percent discount off the price of a book.

"Twenty-two other Lewisburg stores and restaurants have jumped on the 'Red Button Thursday' bandwagon," reported Zlotziver. The stores have been advertising as a group in local newspapers and are about to begin a radio campaign. In addition, window signs indicate to customers the stores that are "Red Button" participants. Other cooperative advertising is being planned.

Page After Page has given out over 400 buttons since the start of the campaign. And Zlotziver said, "I've definitely noticed a lot of interest in shopping locally owned businesses, and my Thursday sales have increased overall, especially since the addition of the 21 other participating stores."

A complete toolbox of posters, slogans, graphics, and more, which booksellers can adapt and use as Zlotziver did to create his own campaign, is available to all ABA members in IndieBound's Bookseller DIY¹⁹. Suggestions and help in adapting the materials is also available from IndieBound Outreach Liaison Paige Poe²⁰.

Handbook Homepage Features Indie Next List

August 27, 2009 -- Ordering titles on the Indie Next List just became easier. Beginning this week, the ABA Book Buyer's Handbook homepage²¹ features the upcoming month's Indie Next List Great Reads linked with the Handbook's keyword search feature.

The Indie Next List in the Handbook (currently the September list) includes bibliographic information, book covers, and booksellers' blurbs. Clicking anywhere on a title entry will launch the Handbook's keyword search function and provide a link to the publisher's Handbook listing, which includes ordering, returns, and discount information, key contacts, and special offers. Since it's a keyword search, the results may include multiple links, but the relevant match will appear at the top.

Access to the Book Buyer's Handbook is open to all ABA bookstore, associate, and provisional members.

Since indie booksellers use information provided in the Handbook to order books and process returns, ABA encourages publishers to update their listings on an ongoing basis. (Learn how.²²)

Questions regarding the ABA Book Buyer's Handbook should be addressed to Handbook Coordinator Denise Krause²³. Questions about the Indie Next List should be addressed to the list's editor-in-chief, Dan Cullen²⁴.

Chronicle IndieBound Promo Offers Chance to Win Framed "Curiosity"

August 27, 2009 -- ²⁵This September, Chronicle Books will launch a consumer promotion and contest through IndieBound to mark the

release of *Pictorial Webster's: A Visual Dictionary of Curiosities*²⁶, by John Carrera, a compilation of more than 1,500 original illustrations from 19th-Century Webster's Dictionaries. Consumers can enter to win one of five framed *Pictorial Webster's* posters as well as vote for their favorite bookstore. The bookstore with the most votes will win a unique piece of wall art designed by Carrera.

"Chronicle Books is so pleased to partner with IndieBound to celebrate the release of *Pictorial Webster's: A Dictionary of Visual Curiosities* -- a title we are sure will resonate with independent booksellers across the country," said Patti Quill, Chronicle marketing and publicity manager. "In addition to the five framed posters for the giveaway, we are happy to supply booksellers with in-store signage and take away bookmarks."

Beginning September 1, consumers visiting IndieBound.org or the websites of participating local independent bookstores will be able to enter the contest drawing. Winners will be drawn at random from all entries on November 2, 2009.

Booksellers participating in the promotion will receive:

- Self-standing signage with details of the consumer giveaway
- Bookmarks with details of the consumer giveaway
- Additional unframed copies of the poster (up to 10 copies per bookstore)
- An eButton/link for the store's website or newsletter to the IndieBound entry form
- Additional visual content and a Q&A with John Carrera for the bookstore's website or newsletter

Chronicle will promote the contest online via Twitter, Facebook, the Chronicle Books blog²⁷, as well through other channels. The title qualifies for Chronicle's "Gift Books Priced \$35 and Over" special: Buy five units or more per retail location and get an extra five percent discount. Bookstores should contact their Chronicle sales rep for ordering details.

Booksellers interested in learning more about the promotion should contact Quill at patti_quill@chroniclebooks.com²⁸. --Karen Schechner²⁹

BTW News Briefs

August 27, 2009 --

Oprah to Announce Book Club Pick

Oprah will announce her newest Book Club reading selection -- a Little, Brown paperback, priced at \$14.99 -- on Friday, September 18. The ordering phone number is (800) 750-0190, and the dummy ISBN is 9780316086370. Information about Oprah's Book Club is available at www.oprah.com³⁰.

Plans Underway for National Reading Group Month

To celebrate the joy of shared reading and to encourage more people to get involved in reading groups, the Women's National Book Association³¹ (WNBA) has designated October as National Reading Group Month (NRGM). October 2009 will be the third annual celebration.

Festivities will include events with book club authors in each of the WNBA's 10 chapter cities: Boston, Dallas, Detroit, Los Angeles, Nashville, New York City, San Francisco, Washington, D.C., Seattle, and the newly formed Charlotte, North Carolina, chapter.

Participants, partners, supporters, and sponsors include

HarperCollins Publishers/HarperPerennial (Official 2009 NRGM Sponsor), the American Library Association/Booklist, and American Booksellers Association/IndieBound. WNBA invites publishers, companies, or individuals interested in becoming sponsors of National Reading Group Month to contact Jill Tardiff, National Reading Group Month chair, at (201) 656-7220, jtardiff-wnbanational@att.net³².

More information is available at www.NationalReadingGroupMonth.org³³.

IBNYC Posts "Upcoming 25" NYC Events

The Independent Booksellers of New York City recently posted its latest "Upcoming 25," listings of events, exhibits, and programming happening at or in partnership with indie booksellers around NYC on the IBNYC website³⁴.

Events include a September 7 reading at McNally Jackson³⁵ by author James T. Fisher, (*On the Irish Waterfront*, Cornell University Press); a September 14 event at Hue-Man Bookstore³⁶ with Jeff Johnston (*Everything I'm Not Made Me Everything I Am*, Hay House); and a Rosh Hashanah Storytime event on September 15 at Bank Street Bookstore³⁷.

IBNYC is planning a celebration of Indie Bookstore Week for November 15 - 21, 2009.

President Obama's Vacation Book List

The *New York Times*³⁸' political blog, The Caucus³⁹, noted that President Obama packed five books for vacation reading on Martha's Vineyard. The books represent a mix novels and nonfiction. According to Bill Burton, the deputy White House press secretary, said the president's vacation reading list features:

- *The Way Home*, by George Pelecanos
- *Hot, Flat and Crowded*, by Thomas L. Friedman
- *Lush Life*, by Richard Price
- *Plainsong*, by Kent Haruf
- *John Adams*, by David McCullough

Maryland Senator Plans to Reintroduce E-Fairness Legislation

August 27, 2009 -- When Maryland's next legislative session opens in January 2010, state senator Richard S. Madaleno (D - District 18) plans to reintroduce an e-fairness bill that would level the playing field for the state's Main Street retailers, as reported by Gazette.net⁴⁰. Sen. Madaleno had introduced the bill in late March 2009, but it did not make it out of the Senate Budget and Taxation Committee, the article noted.

"We are very pleased to hear that Sen. Madaleno plans to reintroduce his e-fairness bill," said ABA CEO Oren Teicher. "This important legislation would play a significant role in leveling the playing field for Maryland businesses and would help secure needed revenue to support essential local services. The tax avoidance being practiced by large remote sellers is unfair to retailers throughout Maryland who are collecting tax for online sales, and it has clear economic implications for the entire state."

Sen. Madaleno projects his e-fairness legislation would generate \$7.5 million annually for the state and help plug a multimillion-dollar budget gap next year, according to Gazette.net.

The bill would require out-of-state companies that have affiliates in

Maryland to collect and remit sales tax on sales over the Internet to in-state customers. The legislation stipulates that a seller is presumed to have nexus if the seller enters into an agreement with a resident of the state under which the resident, for a commission or other consideration, directly or indirectly refers potential customers to the seller, whether by a link on an Internet website or otherwise. In addition, the cumulative gross receipts from sales by the seller to customers in the state who are referred to the seller by all residents having an agreement with the seller must be greater than \$10,000 during the preceding four quarterly periods ending on the last day of February, May, August, and November for the seller to be required to collect sales tax.

Thus far, three states have implemented e-fairness legislation: New York, Rhode Island, and North Carolina. At present, Connecticut's budget contains an e-fairness provision, though state legislators and Gov. M. Jodi Rell appear no closer to reaching a resolution in their budget negotiations. The New England Independent Booksellers Association and ABA have been working with booksellers in the state in support of e-fairness. The associations have provided a template letter⁴¹ 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. --David Grogan⁴²

ABA Board Issues Statement on Proposed Google Settlement

August 26, 2009 --

In a statement issued this week, the Board of Directors⁴³ of the American Booksellers Association said that it neither supports nor opposes the proposed Google Book Search Settlement, but does believe that "there are important, related issues involved."

Below is the complete statement from the ABA Board.

ABA Board Statement on the Proposed Google Book Search Settlement

While the proposed Google Book Search Settlement only indirectly affects ABA member bookstores -- and noting that ABA does not support or oppose the settlement -- we do believe that there are important, related issues involved.

ABA has long believed that the interests of our members, of writers and readers, and of our democratic society, are best served when the marketplace adheres to a standard of open access to books and other forms of intellectual content. That is, ABA believes that when any one company's proprietary formats or exclusionary contractual relationships prevent other, competing, members of the supply chain from gaining access to these books and/or other forms of intellectual content, our society as a whole is harmed.

Related to the question of open access is the issue of reader privacy. Independent booksellers have long been stalwart defenders of First Amendments rights, and we strongly believe that information about what books any individual may be reading should be kept confidential. We vigorously opposed Section 215 of the USA Patriot Act because we believe that allowing government unfettered access to citizens' reading choices has a chilling effect on the free exchange of ideas throughout the entire culture. Concentrating too much power in any one entity and restricting or denying readers' access to content threatens the protection of these essential civil liberties.

NAIBA Triple Play: Authors, Education & Networking Opportunities

August 26, 2009 --⁴⁴ The New Atlantic Independent Booksellers Association⁴⁵ (NAIBA) will hold its annual trade show from Saturday, October 3, through Monday, October 5, at the Sheraton City Center in Baltimore, Maryland. "Our education is phenomenal," said NAIBA Executive Director Eileen Dengler, who added that she was excited about the prospect of "seeing all of these booksellers getting together to talk shop and encouraging each other."

"We've provided a lot for booksellers who come to the conference on Saturday," said Dengler. "The Preview Supper will feature Paul Rudnick (*I Shudder*, HarperCollins) and Laurie Halse Anderson (*The Hair of Zoe Fleefenbacher Goes to School*, S&S). But before that, we've coordinated store visits in Baltimore, and the owners and staff are ready to do tours and talk operations with out-of-town booksellers. After the supper, we'll have an author reception, dessert bar, and quiz bowl. The Quiz Bowl will feature questions from the 'Eat. Sleep. Read.' Indie Calendar that we've worked so hard on."

Sunday, which will be devoted to education, starts with the Children's Breakfast, featuring authors Patricia Reilly Giff (*Wild Girl*, Random House); Gordon Korman (*Zoobreak*, Scholastic); and Tomie dePaola, *Strega Nona's Harvest* (Putnam). Following the breakfast will be NAIBA's "Sunday Morning Show," which Dengler said "will follow the format of broadcast morning shows, with news, weather, business, cooking, children's, etc., segments and interviews, with commercial interruptions from publishers. It should be a lot of fun with a lot of industry content packed into one hour."

Sunday will also include the Adult Pick of the Lists, the Tween Reader, and Moveable Feast. After the feast, NAIBA opens its technology center, "Online Right Now," where booksellers can get one-on-one help on various social media platforms, as well as learn about Drupal, the new ABA IndieCommerce platform. Also at the Technology Center, Above the Treeline⁴⁶'s John Rubin will present "Edelweiss⁴⁷: Interactive Online Publisher Catalogs." This new eCatalog product works across participating publishers and is freely available to booksellers, publicists, bloggers, agents, and other catalog end users.

Sunday afternoon sessions will cover buying and shelving graphic novels, taking advantage of and increasing book buzz, capturing co-op, and creating community.

The American Booksellers Association's schedule of education programming on Sunday includes:

- **2:30 p.m. - 3:30 p.m. IndieCommerce: The New System**
Aimed at booksellers currently using the product.
IndieCommerce (the program formerly known as BookSense.com) has been transformed. Specifically, the product has migrated to an open-source content management system called Drupal. This new and improved program provides booksellers with more intuitive and robust administrative tools; allows for much greater control over the look and feel of their websites; and allows ABA staff to roll out new features more quickly. Matt Supko, ABA web content coordinator, will demo the new product and answer bookseller questions.
- **3:45 p.m. - 4:45 p.m. Adapting to the New Landscape**

Aimed at owners and managers

Financial markets are strained, energy prices are soaring, and your customers are scared. This isn't the first time, and it won't be the last, that your business has to navigate tough times. While the road may be bumpy, there are proven strategies to help your business emerge stronger. A panel of bookseller experts will discuss the value of cash reserves, controlling expenses, managing inventory, managing staff, and providing leadership skills. The discussion will be led by ABA CEO Oren Teicher.

On Sunday night, NAIBA will hold its Opening Reception, which will include the presentation of the Helmuth Sales Rep of the Year award to Tim Hepp of Simon & Schuster. The reception will be followed by the NAIBA Awards Banquet, which will feature the presentation of the 2009 NAIBA Books of the Year Awards [http://www.newatlanticbooks.com/book_awards.html]. Capping the night will be the Noir Bar, where mystery, thriller, and crime writers, including Colin Harrison (*The Finder* , FSG) and George Pelecanos (*The Turnaround* , Little, Brown) will meet with booksellers; an Emerging Leaders event; and Bedtime Stories, where debut authors will read from their works.

Monday morning begins with the NAIBA Annual Meeting/Pick of the Lists Breakfast. The rest of the day will be dedicated to the Publishers Exhibition, which runs from 9:30 a.m. - 4:00 p.m.

Booksellers are encouraged to stop by the ABA tables on the show floor to discuss their concerns and to find out about ABA programs and services that can help them better manage their businesses. In addition, booksellers who stop by will have an extra chance at winning one of more than two-dozen publisher-sponsored scholarships to the Fifth Annual Winter Institute ⁴⁸ , to be held at the Doubletree San Jose in San Jose, California, from February 3 - 5, 2010. Scholarship winners will be selected from among all ABA bookseller members, with booksellers dropping off a business card at the ABA booth at the regional shows earning an extra entry in the scholarship drawings. Scholarships cover the cost of reasonable airfare and up to a four-night hotel stay at the Doubletree San Jose.

For more details about the NAIBA trade show, including advance ticket information, and to register, visit www.newatlanticbooks.com ⁴⁹ . -- *Karen Schechner* ⁵⁰

Strong Author Lineup, Good Education Mix on Tap for NCIBA Show

August 26, 2009 -- ⁵¹ The Northern California Independent Booksellers Association ⁵² (NCIBA) Trade Show, from Thursday, October 8, through Saturday, October 10, at the Oakland Convention Center and City Center Marriott, will feature much that is new, and much to look forward to, said the organization's executive director, Hut Landon.

"I'm most excited about the author lineups, which are exceptionally strong this year," Landon told *BTW* via e-mail. "I am pleased with our educational offerings, including two sessions presented by ABA, which provide a mix of timely material and bookseller interaction."

Regarding the trade show floor, Landon explained, "We are reaching out to sidelines companies as exhibitors this year, and have had a very good initial response. Also, although some are taking less space, all of our regular exhibitors will be at the show."

In a change from last year, the NCIBA day of education will be Thursday, and the trade show floor will be open on Friday and Saturday. The Author Breakfast on Friday will begin at 9:30 a.m.

(to help attendees avoid rush hour traffic) and will offer more of a brunch menu. However, the Children's Author Breakfast will begin as usual at 8:00 a.m. on Saturday.

Attendees at the author breakfasts will receive pre-signed copies of the featured authors' books, so there will be no more waiting in line on the trade show floor. The \$30 admission price includes breakfast, three books, and \$1 donation per book to the American Booksellers Foundation for Free Expression.

In another change, all author signings on the show floor will occur at exhibitor tables or booths.

As part of NCIBA's education program on Thursday, the American Booksellers Association, represented at the show by ABA CEO Oren Teicher and COO Len Vlahos, will offer two sessions:

- **Social Media & the Independent Bookseller, 10:00 a.m. - 11:30 a.m.**

Aimed at booksellers of all levels who are interested in social media

Facebook, Twitter, YouTube, blogs, and other social networking sites have fundamentally changed the way people approach not only their private lives, but also their business transactions. Social media networks are not the wave of the future -- they are the wave of the now: in today's connected world you are no longer building relationships with "customers" but with "friends." Session participants will leave with a greater understanding of where this paradigm shift is taking small business.

- **Going Digital: The Case for E-Books, 1:45 p.m. - 2:45 p.m.**

Aimed at all booksellers interested in this topic

The industry has been hyping e-books since the late 1990s. But the reality might finally be outpacing the hype. E-book sales are growing at 150 percent or more each month, and consumer interest has been piqued by the iPhone, Kindle, and Sony Readers. ABA's Vlahos will explain why the e-book phenomenon is real and happening now. (See related story.)

Also on Thursday, a representative from Above the Treeline ⁵³ will give a brief overview of Edelweiss ⁵⁴ , the interactive online catalog platform, and then moderate a buying session between a publisher rep and a bookstore buyer.

The day's other events include bookseller roundtables on such topics as co-op, selling used books, and human resources; "Lunch and a Conversation With Nick Hornby"; a session on landlord-tenant relations and another on changes in the credit field, featuring NCIBA President Mike Barnard of Rakestraw Books in Danville, California. NCIBA's annual membership meeting will be held on Thursday, and there will be a Welcome Reception at AJ Toppers.

Friday's programming kicks off with an Author Breakfast featuring Jonathan Safran Foer (*Eating Animals* , Little Brown); Timothy Egan (*The Big Burn: Teddy Roosevelt and the Fire That Saved America* , Houghton Mifflin); and Richard Russo (*That Old Cape Magic* , Knopf).

The trade show floor opens at 10:00 a.m. on Friday, with author autographing running from 10:30 a.m. until 3:30 p.m. at exhibitor tables.

ABA is offering booksellers attending the NCIBA show an extra chance at winning one of more than two-dozen publisher-sponsored scholarships to the Fifth Annual Winter Institute ⁵⁵ , to be held at the Doubletree San Jose in San Jose, California, from February 3 -

5, 2010. Scholarship winners will be selected from among all ABA bookseller members, with booksellers dropping off a business card at the ABA booth at the regional shows earning an extra entry in the scholarship drawings. Scholarships cover the cost of reasonable airfare and up to a four-night hotel stay at the Doubletree San Jose.

"Not Your Typical Rep Picks: Best Books by Category," the first of three Rep Picks sessions at this year's show is scheduled for Friday afternoon, and the AJ Toppers Cocktail Party and the NCIBA Author Reception (in the Simmons Ballroom and featuring more than 20 authors) cap the day.

Saturday starts with the Children's Author Breakfast, featuring Nancy Farmer (*The Islands of the Blessed* , Atheneum); Berkeley Breathed (*Flawed Dogs* , Philomel); and James Dashner (*The Maze Runner* , Random House). Also on Saturday will be two morning Rep Picks sessions, at AJ Toppers -- one focusing on university and small press titles, and the other on children's books. The "CookBook Celebration" will be held on the trade show floor at 1:00 p.m.

For additional program details, ticket information, and to register, visit the NCIBA website ⁵⁶. --David Grogan ⁵⁷

Plan Ahead: Bestseller Reporting Deadline Extended for Labor Day Weekend

August 26, 2009 -- Due to the Labor Day holiday, Indie Bestseller reporting deadlines for the September 10 lists will be extended for all reporting methods, until noon EDT, on Tuesday, September 8.

The Indie Bestseller Lists will be produced, sent to stores, and posted to BookWeb late on Wednesday, September 9.

Regular reporting deadlines remain in effect for next week's (September 3) Bestseller Lists, which will be sent to stores as usual on Tuesday and posted to BookWeb on Wednesday.

New CPSIA Requirements for Children's Products Take Effect

August 26, 2009 -- On August 14, several new requirements of the Consumer Product Safety Improvement Act (CPSIA) that are aimed at making children's products safer went into effect.

Among the new requirements, the limit for lead in children's products dropped from 600 parts-per-million (ppm) to 300 ppm. Thus, it became unlawful to manufacture, import, sell, or offer for sale, a children's product that has more than 300 ppm of lead in any part (except electronics) that is accessible to children. In addition, the limit for lead in paint and similar surface-coating materials for consumers, including toys and other articles intended for children, dropped from 600 ppm to 90 ppm.

On August 18, however, the Consumer Product Safety Commission (CPSC) voted to reaffirm "that certain materials and children's products do not exceed the lead limits" spelled out in CPSIA and are therefore not subject to CPSIA testing requirements, said CPSC Chair Inez M. Tenenbaum in a statement ⁵⁸.

Although CPSC could not make a determination concerning all ordinary books published after 1985, Tenenbaum said, CPSC staff had assessed scientific and industry data concerning several components of children's books and the materials that comprise them. "Based on these determinations, books printed with the modern four-color system with a paper or cardboard cover and an

inaccessible binding would not need testing unless they include other components that have not received a determination," said Tenenbaum. "[CPSC] staff found that printing inks using the modern CMYK printing process and the paper used in books do not contain lead in excess of the CPSIA's lead limits."

Tenebaum also noted that "adhesives and binding materials used in children's books will normally be inaccessible and therefore fall within the inaccessibility exception to the lead limits. However, the staff was not able to determine that spot colors, inks not utilizing the CMYK process, foils, laminates, metal wire saddlestitch, spiral bindings, and certain after treatments would not violate the lead standard. Although every book component did not receive a determination at this time, further scientific test data and additional information about manufacturing processes may prove helpful in any future determinations concerning ordinary children's books."

Regarding books published prior to 1985, Tenenbaum said, "[CPSC] also recognizes that testing and certification of books published prior to 1985 is not required for libraries and resellers because they do not typically manufacture or import children's books. Because older children's books did not use the modern CMYK printing process and some have been found to contain lead, the Commission was unable to make a determination that older books or their components do not exceed the CPSIA's lead limits."

However, she added, CPSC "continues to recognize that used children's books that are sold as collectors items to adults would not be considered to be 'children's products' as defined by the CPSIA because as collector's items for adults such books would not be 'designed or intended primarily for children 12 years of age or younger.' Accordingly, these collector's item books may be sold to adults."

Regarding older children's books that are lent out, Tenenbaum said CPSC would issue a separate statement of policy.

The Indie Biography & Memoir Bestseller List

August 26, 2009 -- For the eight-week period ending August 25, 2009, and based on sales at hundreds of independent bookstores nationwide.

1.	Julie & Julia Julie Powell, Back Bay, \$14.99, 9780316044271
2.	Three Cups of Tea Greg Mortenson, David Oliver Relin, Penguin, \$15, 9780143038252
3.	My Life in France Julia Child, Anchor, \$15, 9780307277695
4.	Animal, Vegetable, Miracle Barbara and Camille Kingsolver, Steven Hopp, Harper Perennial, \$14.95, 9780060852566
5.	My Stroke of Insight Jill Bolte Taylor, Plume, \$15, 9780452295544
6.	Eat, Pray, Love Elizabeth Gilbert, Penguin, \$15, 9780143038412
7.	American Lion: Andrew Jackson in the White House Jon Meacham, Random House, \$18, 9780812973464
8.	The Last Lecture Randy Pausch, Hyperion, \$21.95, 9781401323257

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