

BOOKSELLING **THIS** Week

AMERICAN BOOKSELLERS ASSOCIATION

September 10, 2009

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ABA Seeks Nominations for Board of Directors

September 10, 2009 -- The American Booksellers Association's Nominating Committee, chaired by Ken White of the SFSU Bookstore in San Francisco, is searching for qualified candidates to serve on the ABA Board of Directors ¹.

Under ABA's bylaws ², the terms of three members of the nine-member board expire each year, and at least one of the three nominated candidates cannot have served on the current board. Board members are eligible to be elected for two three-year terms.

A candidate for the Board of Directors must be an ABA member who is the owner or employee of an independent bookstore with a storefront location that is operated according to sound business principles. In addition, a candidate must have at least three years of recent experience as the owner or employee of a member company. It is desirable that nominees have at least two years of experience as an active volunteer in ABA or in a regional association or other constituency organization, or possess similar experience. Complete qualifications are outlined in the "ABA Nomination and Election Guidelines ³."

Any ABA member may submit nominations for board directors via an electronic form ⁴ or a downloadable PDF ⁵ on BookWeb.org. The downloadable form should be sent to the attention of Ken White, either by fax to (415) 338-1450 or by mail to the SFSU Bookstore, 1650 Holloway Avenue, San Francisco, CA 94132. The Nominating Committee requests that as much information as possible be provided about Board candidates. All information will be kept confidential.

Nominations should be submitted as soon as possible but no later than October 30, 2009.

ABA IndieCommerce Launches E-Book Functionality

September 10, 2009 -- ABA member stores with IndieCommerce websites on the Drupal platform now have the ability to sell more than 220,000 e-books in several formats, including Adobe, Palm, and Microsoft. The new functionality allows consumers to purchase e-books and to have those books downloaded from store sites to consumers' computers and/or handheld devices.

"We're pleased to be able to offer IndieCommerce stores a way to take advantage of the burgeoning e-book market," said ABA IndieCommerce Director Ricky Leung. "Most experts agree that the prevalence and popularity of digital media among consumers -- especially younger people -- will continue to grow. We believe that our new e-book functionality will help drive sales to ABA member stores and will be a great complement to the bookstore's traditional inventory."

In the coming weeks, ABA IndieCommerce will be providing additional functionality for e-books. At present, searches will return physical books with a tab to search for e-book versions. There is also a new block to search for e-books directly.

Supported devices include Adobe Digital Editions Readers ⁶, Microsoft Readers ⁷, and Palm eReaders ⁸, including the iPhone.

Booksellers with questions about the new e-book functionality can contact IndieCommerce at staff@bookweb.org ⁹.

Strong Fall List Has Booksellers Feeling Optimistic

September 10, 2009 -- The promise of a stellar list of new releases from bestselling authors has indie booksellers excited and upbeat about the upcoming holiday season. Booksellers who spoke to *BTW* are optimistic that fall sales would outpace last year's and then some.

The buzz really began in August, with bestselling releases from Pat Conroy (*South of Broad*, Nan A. Talese/Doubleday), Thomas Pynchon (*Inherent Vice*, Penguin), and Richard Russo (*That Old Cape Magic*, Knopf). And the industry will look to continue this momentum throughout the fall season with an impressive array of new releases from established authors.

In September alone, there have been, or will be, releases from Dan

Brown (*The Lost Symbol* , Doubleday); Lorrie Moore (*A Gate at the Stairs* , Knopf); Sara Paretsky (*Hardball* , Putnam); Mitch Albom (*Have a Little Faith* , Hyperion); Diane Gabaldon (*An Echo in the Bone* , Delacorte); and Audrey Niffenegger (*Her Fearful Symmetry* , Scribner); as well as *True Compass* , the late Sen. Edward Kennedy's memoir (Twelve).

And October and November will see releases from John Grisham (*Ford County* , Doubleday); Stephen King (*Under the Dome* , Scribner); Capt. Chesley "Sully" Sullenberger (*Highest Duty: My Search for What Really Matters* , Morrow); Malcolm Gladwell (*What the Dog Saw and Other Adventures* , Little Brown); and Alice Munro (*Too Much Happiness: Stories* , Knopf).

At Northshire Bookstore ¹⁰ in Manchester Center, Vermont, Stan Hynds said that he is optimistic about the fall season. "If we aren't up this fall, I'll be shocked. It really is the strongest list I've seen in while," he said.

On December 2, Northshire will be holding an event with Stephen King, who will appear at the store to promote *Under the Dome* . And the store will hold a drawing where one customer who pre-orders Dan Brown's *The Lost Symbol* will receive a signed copy. "As for other titles, we've got a lot of really strong bookseller reads," Hynds said. With the release of Lorrie Moore's *A Gate at the Stairs* , "there has been a lot of interest in her backlist, which has been hard to get. And there is interest in Alice Munro backlist" in anticipation of her new book *Too Much Happiness: Stories* , which will be published November 11.

And while new books by Brown, King, and E.L. Doctorow (*Homer & Langley: A Novel* , Random House) may be taking the spotlight, Hynds said he is looking forward to handselling the new Nick Hornby novel, *Juliet, Naked* (Riverhead), as well as *The Art of Disappearing* by Ivy Pochoda (St. Martin's Press) and *The Order of Good Cheer* by Bill Gaston (House of Anansi Press), a fictionalized portrait of Samuel de Champlain.

Rick Simonson of The Elliott Bay Book Company ¹¹ in Seattle noted that things started rolling with the new Thomas Pynchon and Pat Conroy novels, which were released in August. "It has already begun," he said, and noted that the store always does reasonably well in the summer. However, strong August releases "help build into what comes next."

Simonson observed that last year not as many people were buying and reading books due to the economy and the presidential election. But this year, he said, "it feels like more people are reading and paying attention to books. This wasn't the case a year ago."

Elliott Bay prides itself on being a strong handselling store, Simonson said, "so once a customer comes in the store, [the handselling] begins. We try to be strong on helping people with their book needs. People here are very well read, and we try to aid and abet that." One title with a regional bent that Simonson will be recommending is *The Big Burn: Teddy Roosevelt and the Fire That Saved America* by Timothy Egan (Houghton Mifflin).

For BookPeople ¹² in Austin, Texas, it's business as usual this fall, said Steve Bercu. "We're doing the same stuff. We have tons of author signings.... With the quality of the authors, we're expecting a pretty strong fall. August was pretty strong, too. We were up by eight percent in August, and we will be up in September. We're comping with 2007." Though currently down by one percent for the year, he expects the store to be up by the end of December.

Handselling plays a huge part at BookPeople, and staff will try to

lead customers who come in for one particular author or title to similar authors and titles. And, Bercu added, the store will pump up the backlist of the authors releasing big titles this fall.

For Betsy Burton at The King's English ¹³ in Salt Lake City, the fall list is a record breaker. "I've never seen a better fall list in my 31 years of bookselling. Every famous writer has a book out and they all seem to be good." And she believes the list will translate into sales. "Although the economy is bad, people are still buying books. Those who might have traveled are staying home and reading."

To offer another incentive that will bring customers into the store, Burton is contemplating launching a First Editions Club, starting with Richard Russo (*That Old Cape Magic* , Knopf) and Sherman Alexie (*War Dances* , Grove), since both will be visiting the store. Offering signed first editions brings in customers for events, she said, but stocking some on the shelves will keep them visiting throughout the holiday season for a "wonderful and meaningful gift."

Some of Burton's favorite titles this season include *The Children's Book* (A.S. Byatt, Knopf -- "big and fascinating and interesting"); *Family Album* (Penelope Lively, Viking -- "a brilliant writer"); *The Year of the Flood* (Margaret Atwood, Nan A. Talese/Doubleday -- "reads like a thriller"); and *Generosity* (Richard Powers, FSG -- "futuristic theme and fascinating book"). And, finally, though it's not from this season, Burton couldn't help tout one of last year's Indie Next List selections -- Abraham Verghese's *Cutting for Stone* (Knopf) -- "people come in and buy four or five at a time".

One of Burton's recommendations by a local writer is *The Devil's Trill* (Minotaur) -- a "well-written mystery with all kinds of musical analysis" -- by Gerald Elias, a violinist with the Utah Symphony.

To upsell along with the big titles this season, Burton is tinkering with building a reading list featuring various Salt Lake City public figures' choices for the book they've been most thankful for, aside from religious books. "We'll be asking a lot of people around Salt Lake City -- the mayor, the head of the symphony, all kinds of people from all walks of life," said Burton. "We're hoping to elicit some backlist that we can talk about and feature alongside the big fall titles."

Also happy with the new crop of titles is Gayle Shanks at Changing Hands Bookstore ¹⁴ in Tempe, Arizona. "I'm optimistic about the fall and think that customers are going to be excited about the fall lists, both fiction and nonfiction," she said. "We have a full line-up of authors, and I'm grateful that they are on the road and backed by full publisher support." Big authors this fall at Changing Hands include Garrison Keillor (*Liberty* , Penguin); Jon Krakauer (*Where Men Win Glory: The Odyssey of Pat Tillman* , Doubleday); Sarah Vowell (*The Wordy Shipmates* , Riverhead Trade); Sherman Alexie (*War Dances* , Grove); and Barbara Kingsolver (*The Lacuna* , Harper).

Shanks is especially excited about Jeannette Walls' *Half Broke Horses* (Scribner). "It is set in southern Arizona and features Jeannette's strong, resourceful, often funny grandmother," she said. "Walls' descriptions of life in the early 20th century are like reading a wonderful history book filled with amazing people."

Another pick is *The Children's Book* . "It is huge, almost 700 pages, and hard to put down, and I was sad to finish it. [A.S. Byatt] is an incredible storyteller -- uses myth, psychology, fairy tales -- and this novel has stories within stories. You learn about early pottery making, the beginnings of the Arts & Crafts movement, British aristocracy and their attempts to help the poor, and, most

importantly, the strange and convoluted relationships that develop among family members and their immediate sets of friends. She's an amazing novelist."

To help market the list, Changing Hands will send out weekly e-mail blasts and create in-store displays. Part of Changing Hands' strategy is to ensure staff is well informed. "I've asked all my sales reps to come in early for their appointments with me, bring bagels, and talk about the fall releases to the staff," Shanks said. "We're hoping in this way to get the staff excited about the fall list, too, and have information about the books even if they haven't read all of them."

Arsen Kashkashian at Boulder Bookstore ¹⁵ in Boulder, Colorado, is feeling less rosy about the upcoming season, although not because he doesn't love the list. "I'm guardedly optimistic at best," he said. "I think there are many great titles, and a lot will sell well individually. But I'm not very optimistic about that being enough to overcome the hurdles of the economy and the downturn in book sales in general."

Kashkashian looks forward to the new Dan Brown ("interesting"), but thinks it will be a fast moving storm. "Like with Harry Potter sales, I think it'll sell during the first few weeks, but by December 1, anyone who really wanted the book will have it." And he considers it unlikely that *The Lost Symbol* would help upsell other titles. "People will run in, buy it, and run out," Kashkashian said. "I'd be stunned if they bought another hardback fiction." However, he does think it might lead to some used book, remainders, and chocolate sales.

Pat Conroy and Richard Russo will have longer legs, he said, but the darlings of Boulder Bookstore are Barbara Kingsolver, who will "be very helpful," and Jon Krakauer, who will sell more than Dan Brown, and who is appearing at a Boulder Bookstore ticketed event two days after the release date.

Kashkashian said the store is seeing surprising sales from local, self-published writers, who are paying for shelf space and marketing (and are happy to do so, he said), as well as bringing in sizable crowds for events. --David Grogan ¹⁶ and Karen Schechner

¹⁷

Fifth Annual Winter Institute Registration Underway

September 10, 2009 -- ¹⁸ Registration for the American Booksellers Association's Fifth Winter Institute ¹⁹ (Wi5), to be held from Wednesday through Friday, February 3 - 5, 2010, in San Jose, California, began last week. The annual education event, exclusively for ABA bookstore and provisional members, is sponsored by Ingram Book Company/Ingram Publisher Services.

The Wi 5 program, at the San Jose Doubletree, includes 25-plus education sessions on topics such as children's bookselling, graphic novels, health care reform, gift cards, the IndieBound movement, and more. Wednesday, February 3, will be a special Technology Day, with tracks for booksellers new to the digital phenomenon as well as for those more experienced.

Registration for Wi5 is capped at 500, and spaces will be filled on a first-come, first-served basis. There is a \$50 nonrefundable meal fee for the three-day event that will help offset some of the food and beverage costs. ABA members can also register for a single-day pass; the meal fee for a single-day pass is \$25 (booksellers will need to identify the day they are planning to attend when registering). ABA added the meal fee this year to help

keep the education program free to all members. Since it is not logistically possible for ABA to track who will be attending the meal functions at this time, the meal fee is mandatory and due upon registration.

Past Winter Institutes have been sellouts, so ABA is encouraging members to register for the education program as soon as possible. The Wi5 event registration deadline is December 1. Register now ²⁰.

ABA has reserved a block of rooms at Wi5's host hotel, the Doubletree San Jose, for Tuesday, February 2, through Saturday, February 6, 2010. The special room rate of \$115/night for ABA bookseller and provisional members and participating publisher sponsors only will be available until Friday, January 8, 2010, or until the group block is sold out, whichever comes first. This year's hotel cancellation policy is different from previous years: To avoid being charged one night's rate plus tax, cancellations must be made prior to Friday, January 8. Any cancellations after that date will be subject to a charge of one night's rate plus tax. Registration is via the Doubletree's dedicated Wi5 registration page. Any questions regarding Wi5 hotel reservations should be addressed directly to the hotel at (408) 453-4000. Overnight self-parking is available at \$5.00 per night. Reserve a room now ²¹.

ABA Publisher Partners are sponsoring more than two-dozen Wi5 bookseller scholarships. Scholarship winners will be selected from among all ABA bookseller members, with booksellers dropping off a business card at the ABA booth at the fall regional trade shows earning an extra entry in the scholarship drawings. Scholarships will cover the cost of reasonable airfare, up to a four-night hotel stay at the Doubletree San Jose, and the Wi5 meal fee. Scholarship winners will be drawn at the end of October, after the last regional trade show.

Wi5 session descriptions and the complete education schedule are available on BookWeb's Wi5 Event pages ²². Questions may be addressed to Wi5@bookweb.org ²³.

Watch for updates on the complete Wi5 program in upcoming editions of *BTW*.

ABA to Wind Down Gift Card Program

September 10, 2009 -- Booksellers to Have More Cost-Effective Options Moving Forward

Due to significant changes in consumer behavior and in ABA Gift Card Program usage, the American Booksellers Association will be phasing out the program after the upcoming holiday season. ABA has been reaching out to inform Gift Card Program participants of the plan over the last several weeks. In an e-mail ²⁴ to all program participants last week, ABA outlined the reasons for the change and stressed its commitment to helping members be more profitable.

After monitoring the ABA Gift Card Program carefully over the past six years and following discussions with the ABA Board and the Booksellers Advisory Council, ABA concluded that the gift card program was no longer the most cost-effective arrangement for independent bookstores.

ABA noted three key reasons for the change:

- The Book Sense Gift Card Program (now ABA Gift Cards) was launched in September 2003 in response to bookseller demand for a program that would allow cards to travel from store to store, giving consumers a choice when they wanted to send a gift card to a friend or loved one in another state. The expectation

was that a significant number of ABA gift cards sold in one store would be redeemed in another store. However, that never proved to be the case. Instead, statistics show that 98 percent of ABA gift cards are redeemed in the selling store, and only two percent of cards travel between different businesses. This means that participating ABA member stores are paying a very high premium for this very small percentage of the overall gift card business.

- Technological advances since the program's launch now allow consumers to easily go online or call a store in another community where a friend or loved one lives in order to purchase a gift card for them, rather than buying a card in one city and mailing it to another. There has been a palpable shift in consumer interest towards the network of locally owned businesses within their communities, and away from the network of bookstores across the country. This is the same shift that led to the development and growth of IndieBound and all its facets.
- Gift card processing technology and services have evolved sufficiently that ABA believes stores can manage their own programs much less expensively than the current program.

As the Gift Card Program winds down over the next 10 months, ABA stressed, booksellers will have choices in the way they operate and manage their costs going forward and ample time to prepare. The current process will not change before January 1, 2010, and the program will remain in place for stores that want to use it through June 1, 2010, when cards will no longer be valid at other bookstores (they will, however, still be valid among the issuing store's various locations). Removing the gift cards' portability and ABA's management role will significantly cut the costs associated with a bookstore's gift card program.

ABA will continue to honor cards sold by stores that have gone out of business indefinitely.

The association is currently finalizing details about the transition to an in-store program, securing pricing information from Givex for those stores who elect to stay with them, as well as compiling information on other processing options.

ABA's Jill Perlstein or Linda Ford will be contacting all current Gift Card Program participants over the next few months to review the basic plan, answer questions, and provide options that will enable booksellers to make an informed decision moving forward.

President Obama Urges Congress to Move Forward on Health Care Reform

September 10, 2009 -- In an address before a joint session of Congress, on Wednesday, September 9, President Barack Obama urged lawmakers to put aside partisan rancor and come together to help finalize a bipartisan health care solution. "The time for bickering is over," the president said. "The time for games has passed. Now is the season for action. Now is when we must bring the best ideas of both parties together and show the American people that we can still do what we were sent here to do."

President Obama noted that the current health care system, plagued by rising costs and a lack of access for those who are out of work, takes a special toll on small businesses.

"We spend one-and-a-half times more per person on health care than any other country, but we aren't any healthier for it," Obama said. "This is one of the reasons that insurance premiums have gone up three times faster than wages," he noted, adding "it's why so

many aspiring entrepreneurs cannot afford to open a business in the first place, and why American businesses that compete internationally, like our automakers, are at a huge disadvantage."

The president explained that his health care reform proposals, if enacted, would not require anyone to change the health insurance they currently have. And for those who do not have health insurance "this plan will finally offer you quality, affordable choices," he stated. "If you lose your job or you change your job, you'll be able to get coverage. If you strike out on your own and start a small business, you'll be able to get coverage. We'll do this by creating a new insurance exchange, a marketplace where individuals and small businesses will be able to shop for health insurance at competitive prices."

Moreover, Obama added: "Now, for those individuals and small businesses who still can't afford the lower-priced insurance available in the exchange, we'll provide tax credits, the size of which will be based on your need."

Under the president's plan, individuals will be required to carry basic health insurance and businesses will be required to either offer their workers health care, or chip in to help cover the cost of their workers. However, there will be a hardship waiver for those individuals who still can't afford coverage, and, the president said, "Ninety-five percent of all small businesses, because of their size and narrow profit margin, would be exempt from these requirements."

In response to critics who oppose a "public option," fearing it would do away with free-market competition, Obama stressed his desire for choice and competition. However, in many states, there isn't much choice or competition, he explained. "In 34 states, 75 percent of the insurance market is controlled by five or fewer companies. In Alabama, almost 90 percent [of the market] is controlled by just one company. And without competition, the price of insurance goes up and quality goes down. And it makes it easier for insurance companies to treat their customers badly -- by cherry-picking the healthiest individuals and trying to drop the sickest; by overcharging small businesses who have no leverage; and by jacking up rates." Obama also noted that the public option would not be subsidized by taxpayer money, but by the premiums it collects.

In the Republican response to the president's address, Rep. Charles Boustany (R-LA) stressed that his party agrees with the president that health care reform is needed. However, he expressed disappointment that the president did not take "government-run" health care off the table and argued that the current plan creates an unwieldy bureaucracy. Instead, he noted that part of the solution could be found in offering Associated Health Plans. "Let's also talk about letting families and businesses buy insurance across state lines." --*David Grogan*²⁵

The Indie Local First Reading List

September 10, 2009 --²⁶ ABA's popular list of notable Local First titles has received a makeover. Updated for 2009, the Indie Local First Reading List²⁷ has a new design, new titles, new indie bookseller recommendations, and links to local first resources. All of the recommended titles are great reads about making and keeping local communities vibrant.

Included are several newer titles on shopping locally, eating locally, and the impact of small businesses on communities. Titles making their debut on the 2009 list include *Cheap: The High Cost of Discount Culture* by Ellen Ruppel Shell (Penguin); *Big Box*

Reuse by Julia Christensen (MIT Press); and *Hope and Hard Times: Communities, Collaboration, and Sustainability* by Ted Bernard (New Society).

Use the list as inspiration for a Local First in-store display. Or, visit your indie neighbors with a copy of the list along with select titles and a Here's What You Just Did flier²⁸. It's a great way to spur a cross-merchandising effort between businesses. Use the fliers, cross-merchandising ideas, and other Local First resources included to prompt and promote Local First activities.

The Indie Local First Reading List is available in the IndieBound Bookseller DIY²⁹ as a PDF in full color³⁰ and will also be included in the October Red Box. It is also available in PDF format³¹ on the Shop Local page of BookWeb.org.³²

SCIBA Offers Authors and Education for Kids' and General Booksellers

September 10, 2009 --³³ The Southern California Independent Booksellers Association³⁴'s 2009 Authors Feast & Trade Show will be held on Saturday, October 24, at the Millennium Biltmore Hotel in Los Angeles. Among the highlights will be an address by Elizabeth Kostova, the first-ever Authors Feast keynote speaker; the presentation "Going Digital: The Case for E-Books" from ABA COO Len Vlahos; and an informative session and demo of Edelweiss³⁵, the electronic catalogue product.

"We've made a few minor tweaks and changes to our Fall Authors Feast and Trade Show," said SCIBA Executive Director Jennifer Bigelow. "We have shortened our exhibit time to the peak hours of 5:15 p.m. to 7:15 p.m. and added a keynote speaker, Elizabeth Kostova, author of the bestselling novel *The Historian* and [the forthcoming] *The Swan Thieves* (both Little Brown)." The feast will also feature 60 authors moving among tables throughout the evening and the presentation of the SCIBA Book Awards.

Authors scheduled to appear at the SCIBA luncheon are Joseph Kanon (*Stardust*, Atria); Sharon Robinson and Kadir Nelson (*Testing the Ice: A True Story About Jackie Robinson*, Scholastic Press); Norman Ollestad (*Crazy for the Storm*, HarperCollins); and Scott Westerfeld (*Leviathan*, Simon Pulse).

The full-day program also includes Rep's Pick of the Lists and continuing education aimed at children's and general booksellers.

ABA's "Going Digital: The Case for E-Books" will be held from 10:00 a.m. to 11:45 a.m. E-book sales are growing at 150 percent or more each month, and consumer interest has been piqued by the iPhone, Kindle, and Sony eReader. All SCIBA attendees are invited to come hear ABA COO Len Vlahos explain how and why the e-book phenomenon is real and happening now, and what ABA is doing to help ensure indie booksellers are a part of it.

Afternoon educational seminars include "Using Edelweiss Interactive Catalogs, an overview of the new platform for publishers' e-catalogs, including a demo of how to use Edelweiss to research and buy a new title. This session is aimed at first-time Edelweiss users and those with limited experience who would like a refresher on its capabilities or would like to learn more about its features.

Kristen McLean, executive director of the Association of Booksellers for Children³⁶ (ABC), will lead the afternoon panel discussion "The Gen Z Reader: Understanding the New Reader of the Post-Electronic Age." She will also present "Building Productive & Profitable Programming Partnerships With Your Local Public Libraries," which will cover practical strategies for

initiating productive institutional relationships.

Booksellers are encouraged to stop by the ABA tables on the show floor to discuss their concerns with Vlahos and to find out about ABA programs and services that can help them better manage their businesses. In addition, ABA is offering booksellers attending regional shows an extra chance at winning one of more than two-dozen publisher-sponsored scholarships to the Fifth Annual Winter Institute³⁷, 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, up to a four-night hotel stay at the Doubletree San Jose, and Wi5 meal fees.

For the latest SCIBA program details, including participating authors, and to register, visit www.scibabooks.org³⁸. -- Karen Schechner³⁹

BTW News Briefs

September 10, 2009 --

Marketing Association Files Amicus in Support of Amazon E-Fairness Challenge

This week, the Performance Marketing Association announced that it had filed an amicus brief in support of the Amazon.com and Overstock.com challenge to New York State's e-fairness provision, as reported by *Online Media Daily*. The Performance Marketing Alliance, a not-for-profit trade association for the performance marketing industry, joined Amazon and Overstock in asking a New York Appellate Court to overturn the state's e-fairness provision, which was signed into law on April 15, 2008, by Gov. David Paterson.

The provision requires out-of-state retailers with nexus in the state -- via a warehouse, office, sales agent, or online affiliate -- to comply with New York State sales tax laws and to collect and remit sales tax on sales to state residents. Soon after, both Amazon.com and Overstock.com challenged the provision in New York State Supreme Court in Manhattan. However, in a significant victory for the state's bricks-and-mortar retailers, in January 2009, a judge dismissed the lawsuit filed by Amazon.com. A similar lawsuit by Overstock was also dismissed. Both Overstock.com and Amazon.com then filed notices of appeal.

Inspired by a Children's Book? Roaring Brook Press Wants to Know

To celebrate the publication of *Everything I Need to Know I Learned From a Children's Book* (October, ISBN: 9781596433953), Roaring Brook Press is inviting booksellers to share which children's book changed the way they see the world.

Select respondents to the survey⁴⁰ will be interviewed by the book's editor, Anita Silvey, for an article to appear in an upcoming edition of *BTW*.

Glenn Goldman Booksellers Scholarship Deadline Extended

The Southern California Independent Booksellers Association has extended the application⁴¹ deadline for the Glenn Goldman Booksellers Scholarship (GGBSF) to September 15.

Two scholarships will be awarded this year: one scholarship will be

for SCIBA's Authors Feast & Trade Show, on October 24, 2009, and the second will be for ABA's Winter Institute in San Jose, February 3 - 5, 2010. The GGBS committee will review all applications and announce the recipients by October 1, 2009. Full details are available on the SCIBA website ⁴².

Man Booker Unveils 2009 Shortlist

The shortlist for the 2009 Man Booker Prize for Fiction was announced on Tuesday, September 8.

The shortlist includes: *The Children's Book* by A. S. Byatt; *Summertime* by J.M. Coetzee; *The Quickening Maze* by Adam Foulds; *Wolf Hall* by Hilary Mantel; *The Glass Room* by Simon Mawer; and *The Little Stranger* by Sarah Waters.

The winner will be announced on Tuesday, October 6.

GLIBA Announces Book Award Winners

The Great Lakes Independent Booksellers Association ⁴³ (GLIBA) has announced its 2009 Book Award winners:

- **Fiction:** *The Great Perhaps* by Joe Meno (Norton)
- **General:** *The Foie Gras Wars* by Mark Caro (S&S)
- **Children's Chapter Book:** *The Blind Faith Hotel* by Pamela Todd (S&S)
- **Children's Picture Book:** *That Book Woman* by Heather Henson, David Small (illus.) (S&S)
- **Voice of the Heartland** (presented to a person or company in the book industry for a lifetime contribution to regional books): Becky Anderson, Anderson's Bookshops, Naperville, Illinois

The awards will be presented at a luncheon on Friday, October 2, during the GLIBA Fall Trade Show in Cleveland, Ohio. Winners will receive \$500 and an award designed and produced by Pewabic Pottery, a historic maker of art tiles, ceramics, and glazes, based in Detroit. Winning titles are also featured in the association's holiday catalog, *From Our Shelves to Yours: Books for Giving*.

Conversation Starters on IndieBound.org

September 10, 2009 -- ⁴⁴ Hundreds of IndieBound.org book information pages now feature "conversation starter" questions, courtesy of Reading Group Choices ⁴⁵.

One teaser question appears on a page, and a click on "read more" brings up a full list of questions intended to provoke conversations among book groups and promote critical reading.

For an example, check out the "Conversation Starters from ReadingGroupChoices.com" for *The Pirate's Daughter* ⁴⁶ by Margaret Cezair-Thompson (Random House Trade).

Since 1994, Reading Group Choices has been recommending discussible books and providing conversation starters. Annually, it prints a nationally distributed guide to recommended titles and questions. ReadingGroupChoices.com ⁴⁷ has tons of reading group-focused features, such as "Wine by the Book," in which sommelier Laurie Forster pairs a wine with a recommended title.

Help your store book groups explore their next picks at ReadingGroupChoices.com ⁴⁸ and IndieBound.org ⁴⁹.

Free Resources Make It Easy to Celebrate Banned Books Week

September 09, 2009 -- Here's a look at some of the freely available resources that make it easy for booksellers to participate in this year's celebration of Banned Books Week (from September 26 through October 3). ^{50 51}

- The American Booksellers Foundation for Free Expression ⁵² (ABFFE) offers a Banned Books Week Handbook ⁵³, which describes a variety of activities, simple displays, and easy events. It also features posters that can be downloaded and reproduced at a local copy shop for a nominal fee. This year's handbook includes two posters based on the new graphic novel adaptation of the anti-censorship classic *Fahrenheit 451* (Hill and Wang).
- A map of book-censorship incidents ⁵⁴, published on the official website of Banned Books Week ⁵⁵, displays more than 120 book challenges that have occurred since the beginning of 2007. The map is drawn from cases documented by the American Library Association and the Kids' Right to Read Project ⁵⁶, sponsored by ABFFE and the National Coalition Against Censorship (NCAC).
- ABFFE and the American Library Association help booksellers promote their Banned Books Week activities via www.bannedbooksweek.org ⁵⁷. The site features a state-by-state list of participating bookstores and libraries. Bookstores and libraries can submit details of their Banned Books Week celebrations for posting to the site at bannedbooksweek.org/signup ⁵⁸.
- ⁵⁹ To commemorate Banned Books Week, Ellen Hopkins, the author of *Crank* and *Tricks* (Margaret K. McElderry Books), has written the poem "Manifesto," which is featured on a poster from the Simon & Schuster Children's Publishing. Booksellers can download the poster from simonandschuster.com ⁶⁰ or request a copy via e-mail to Ellen.Chan@simonandschuster.com ⁶¹. (Limited supplies of unsigned posters are currently available.) S&S also offers a tip sheet on how to use the poster. (Look for an interview with Ellen Hopkins on the Kids' Right to Read Voices Against Book Censorship page ⁶² on Wednesday, September 16.)
- ⁶³ For a limited time, ABFFE is also discounting its popular Freedom products. The Freedom T-shirt is available in four colors -- black, royal blue, charcoal gray, and forest green -- for \$12 (\$10 for orders of 12 or more). Imprinting is available for \$1 per shirt. There are also Freedom buttons, bumper stickers, and bookmarks. A small Freedom button is sold in three different colors that are sold mixed in bags of 100 (\$30). A hundred bookmarks are \$5. (Download an order form ⁶⁴.)

Banned Books Week is also the perfect time for stores participating in the ABA Gift Card Program to promote their back inventory of FREEDOM gift cards. ABFFE provided the cards for free to booksellers participating in the ABA Gift Card Program in return for a donation of 10 percent of the gift card sale and any amounts later added to the card. The donation supports ABFFE's crucial work fighting censorship and supporting free expression. All three past designs are still good, and additional holders can be purchased at jettdirect.com/aba ⁶⁵.

For more information about Banned Books Weeks and other FREEDOM products, visit abffe.com or contact Jamie Chosak at (212) 587-4025, ext. 13, or jamie@abffe.com ⁶⁶.

The Indie Music Bestseller List

September 09, 2009 --

For the eight-week period ending September 9, 2009, and based on sales at independent bookstores nationwide.

1.	Musicophilia Oliver Sacks, Vintage, \$14.95, 9781400033539
2.	The Soloist Steve Lopez, Berkley, \$15, 9780425226001
3.	This Is Your Brain on Music Daniel J. Levitin, Plume, \$15, 9780452288522
4.	The World in Six Songs: How the Musical Brain Created Human Nature Daniel J. Levitin, Plume, \$16, 9780452295483
5.	Girls Like Us: Carole King, Joni Mitchell, Carly Simon -- and the Journey of a Generation Sheila Weller, Washington Square, \$17, 9780743491488
6.	The Road to Woodstock Michael Lang, Ecco, \$29.99, 9780061576553
7.	Woodstock: Three Days That Rocked the World Mike Evans (Ed.), Sterling, \$35, 9781402766237
8.	The Rest Is Noise: Listening to the Twentieth Century Alex Ross, Picador, \$18, 9780312427719
9.	Stormy Weather: The Life of Lena Horne James Gavin, III, Atria, \$27, 9780743271431
10.	Home: A Memoir of My Early Years Julie Andrews, Hyperion, \$15.99, 9780786884759
11.	1,000 Recordings to Hear Before You Die: A Listener's Life List Tom Moon, Workman, \$19.95, 9780761139638
12.	Guitars: A Celebration of Pure Mojo David Schiller, Workman, \$13.95, 9780761138006
13.	Back to the Garden: The Story of Woodstock Pete Fornatale, Touchstone, \$24.99, 9781416591191
14.	Lowside of the Road: A Life of Tom Waits Barney Hoskyns, Broadway, \$29.95, 9780767927086
15.	Scar Tissue Anthony Kiedis, Hyperion, \$14.95, 9781401307455
16.	The Protest Singer: An Intimate Portrait of Pete Seeger Alec Wilkinson, Knopf, \$22.95, 9780307269959
17.	The Music Lesson: A Spiritual Search for Growth Through Music Victor L. Wooten, Berkley, \$15, 9780425220931
18.	Will You Take Me as I Am: Joni Mitchell's Blue Period Michelle Mercer, Free Press, \$24.99, 9781416559290
19.	How the Beatles Destroyed Rock 'n' Roll: An Alternative History of American Popular Music Elijah Wald, Oxford University Press, \$24.95, 9780195341546
20.	Hip Hop Speaks to Children: A Celebration of Poetry With a Beat Nikki Giovanni (Ed.), Kristen Balouch, et al. (Illus.), Sourcebooks Jabberwocky, \$19.99, 9781402210488

21.	Bumping Into Geniuses: My Life Inside the Rock and Roll Business Danny Goldberg, Gotham, \$15, 9781592404834
22.	Grand Obsession: A Piano Odyssey Perri Knize, Scribner, \$17, 9780743276399
23.	Heavy Rotation: Twenty Writers on the Albums That Changed Their Lives Peter Terzian (Ed.), Harper Perennial, \$14.99, 9780061579745
24.	Growing Up Dead: The Hallucinated Confessions of a Teenage Deadhead Peter Connors, Da Capo, \$14.95, 9780306817335
25.	The Piano Shop on the Left Bank: Discovering a Forgotten Passion in a Paris Atelier Thaddeus Carhart, Random House, \$14, 9780375758621

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All Regular ABA Member Bookstores in good standing may have up to four 2-week Classified Ad insertions per year in *Bookselling This Week* at no charge (50-word limit). For more information on booking a classified ad, click here⁷².

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