

# BOOKSELLING **THIS** Week

AMERICAN BOOKSELLERS ASSOCIATION

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## Publisher Partners, Ingram Sponsor Winter Institute Scholarships

October 08, 2009 -- <sup>1</sup> More than two-dozen scholarships to the American Booksellers Association's Fifth Annual Winter Institute <sup>2</sup> (Wi5) will be awarded to booksellers at the end of this month thanks to the generous support of 21 Publisher Partners. Scholarship winners will be selected from among all ABA bookseller members (no special application is needed). Booksellers

who drop off a business card at the ABA tables at any of the nine fall regional shows will earn an extra entry in the scholarship drawings. Scholarships will cover the cost of reasonable airfare and up to a four-night hotel stay at the Doubletree San Jose, the Wi5 host hotel.

ABA Publisher Partners sponsoring bookseller scholarships to Wi5 are:

Bloomsbury	Penguin Group
Candlewick	Penguin Young Readers Group
Disney Book Group	Perseus/PGW
Egmont USA	Random House
Grove/Atlantic	Scholastic
Hachette Book Group	Simon & Schuster
HarperCollins	Small Press Distribution (SPD)
Houghton Mifflin Harcourt	Unbridled Books
Hyperion	Wiley
Macmillan	Workman
W.W. Norton	

"Our sincere thanks go out to all of the publishers who are demonstrating their support for indie bookseller by their sponsorship of Winter Institute scholarships," said Mark Nichols, ABA senior director of publisher initiatives. "We look forward to announcing the winners at the end of this month, after the last regional trade show, and hope all ABA members will join us in thanking the publishers in person in February in San Jose."

In related news, this week the Emerging Leaders Project <sup>3</sup> announced that it has begun accepting applications for eight scholarships supported by Ingram Book Company, the Wi5 event sponsor. An Emerging Leaders scholarship will be awarded for each bookselling region (with the exception of Northern California, the host region).

The Emerging Leaders Project is looking for the future leaders and innovators of the bookselling world. Booksellers can nominate themselves or bookstore owners and managers can nominate a staff member via e-mail to [abaemergingleaders@gmail.com](mailto:abaemergingleaders@gmail.com) <sup>4</sup>. A bookseller who is nominated by an owner or manager must also send an e-mail to [abaemergingleaders@gmail.com](mailto:abaemergingleaders@gmail.com) <sup>5</sup>. The e-mail should identify the candidate, their region, and the store in which he or she works. Information about the candidate's role in the store, his or her feelings about bookselling, the candidate's potential for a long-term bookselling career, and how she or he might benefit from the Winter Institute should also be included.

Emerging Leaders Wi5 scholarships cover lodging and transportation. The application deadline is October 20.

Wi5 will be held from Wednesday, February 3, through Friday, February 5, 2010, at the Doubletree San Jose <sup>6</sup> in San Jose, California. Registration is open <sup>7</sup> exclusively to booksellers at ABA member bookstores and to provisional members. Learn more <sup>8</sup>.

## Supreme Court Hears Arguments in First Amendment Case

October 08, 2009 -- In what many consider to be one of the most

important free speech cases to be argued in 25 years, the U.S. Supreme Court is reviewing a ban on depictions of animal cruelty that critics argue could be applied broadly to encompass everything from popular movies and documentary films to books and images posted by animal welfare groups.

"The government is asking the Supreme Court to create the first new exception to the First Amendment in over 25 years," said David Horowitz of Media Coalition. "If this law were upheld, a bookstore owner could face five years in prison for selling Hemingway's *Death in the Afternoon*, any travel books about Spain that included pictures of bull fights, or many hunting magazines and books."

On Tuesday, October 6, the court heard arguments in the case of *U.S. v. Stevens*. In 2004, Robert J. Stevens, 68, a Virginia resident and author, was sentenced to 37 months in prison by a federal court in Pennsylvania for selling videos that showed pit bulls fighting and training to hunt wild boar. Much of the footage in his videos is more than 30 years old or comes from foreign countries where dogfighting is legal. Stevens, whose published work praises pit bulls as pets and hunting dogs, is not accused of organizing dogfighting; he has publicly opposed the practice.

The Third Circuit Court of Appeals overturned Stevens' conviction in 2008, ruling that the law was unconstitutional. In doing so, the appeals court pointed out that the law criminalizes speech that is protected by the First Amendment. "If a person hunts or fishes out of season, films the activity, and sells it to an out-of-state party, it appears that the statute has been violated," the court said.

In July, the American Booksellers Foundation for Free Expression (ABFFE) joined the Association of American Publishers, the Freedom to Read Foundation, and other members of Media Coalition in filing an amicus brief urging the Supreme Court to affirm the lower court ruling that the law is both unconstitutional and unworkable.

Media Coalition noted that the Obama administration's interpretation of the law creates a new and unique exception to the First Amendment for the first time in 25 years and gives federal officials substantial power to decide whether certain words and images are worthy of First Amendment protection.

While an opinion in the case is not expected for several months, a new media update from the Reporters Committee for Freedom of the Press <sup>9</sup> noted that during Tuesday's oral arguments the Supreme Court justices "signaled their concerns about the constitutionality of the law."

"It was encouraging to hear that Justice Ginsburg cited the case of *American Booksellers Association v. Hudnut* during the argument," said ABFFE President Chris Finan. "This was the Supreme Court case in 1986 that overturned Indianapolis' 'feminist' anti-pornography law. It demonstrates the important role that booksellers have played and must continue to play in defending free speech."

At issue in *U.S. v. Stevens* is a 1999 federal law that makes it a crime to create, sell, or possess videos and other depictions of cruelty to animals. The statute defines depictions of animal cruelty as "any visual or auditory depiction, including any photograph, motion-picture film, video recording, electronic image, or sound recording of conduct" in which a living animal is intentionally wounded or killed, if such conduct is illegal under Federal law or the law of the State." Violators are subject to up to five years in prison for each count as well as unspecified fines.

In its brief, the Obama administration talks about the law in the context of gruesome dogfighting videos and sexual fetish "crush videos," in which women step on small animals. But, the Media Coalition said, "The government fails to acknowledge, the law was written much more broadly and could cover everything from real cockfighting scenes in the 2009 film *Fast and Furious* to documentaries about animal welfare, such as *Death on a Factory Farm*, which show explicit images of harm to animals."

"We await a decision from the Supreme Court which likely will take months," said Media Coalition's Horowitz. "The law was struck down by the Third Circuit Court of Appeals so there is no risk to retailers while we await the decision of the Court." --David Grogan <sup>10</sup>

## Small Business Groups Aim to Make a Difference in Health Care Reform

October 08, 2009 -- While both organizations agree on most aspects of health care reform, they do differ on one key aspect: the public option. While the Main Street Alliance believes it is a critical component, the Small Business Majority does not, though the group does think reform would be better with a public option.

Here's a look at each organization and their approach to health care reform.

### Main Street Alliance <sup>11</sup>

<sup>12</sup> Founded in 2008, MSA is a national network of small business coalitions that came together "in recognition that [the voice of small business] was not being represented" in the health care debate," said Sam Blair, MSA national network director, a former community organizer. "Last summer, we went door-to-door to small business owners and found that there was a disconnect in what they wanted" and what lawmakers thought small business owners needed.

MSA looks to create opportunities for small business owners to speak for themselves about health care and how to fix it, the MSA website <sup>13</sup> notes. The network includes small business coalitions in 15 states: Arkansas, Colorado, Florida, Idaho, Illinois, Iowa, Maine, Montana, Nebraska, New Jersey, New Mexico, New York, Oregon, and Washington. The alliance is governed by a National Advisory Council consisting of 25 small business owners.

MSA surveyed <sup>14</sup> about 1,200 small business owners in 12 states and conducted in-depth interviews with business owners about their experiences in the private health insurance system. The alliance found that small business owners are concerned deeply about the adequacy of insurance, including the breadth and affordability of services covered by their plans; believe government should provide a public alternative to private coverage; and are willing to contribute their fair share toward a system that makes health care work for small businesses, their employees, and the communities they serve.

Based on this information, Blair said, MSA came up with its "'4 C's' of Health Care":

- **Affordable Costs.** MSA wants affordable, predictable costs that small business owners can plan and budget for, and wants to level the playing field so small businesses can compete with large corporations that currently can offer better benefits for less.
- **Guaranteed Coverage.** MSA wants good health coverage regardless as to whether the insured runs a small business or a Fortune 500 company.
- **Shared Commitment.** MSA believes that health care reform can

work if "everyone pitches in." Its website notes, "It's got to be a commitment shared with government and employees."

- Real Choices. MSA wants everyone to have a choice between private and public health insurance plans, which it believes would encourage competition among insurers to drive down costs, and provide a guaranteed backup.

At present, MSA is asking interested small business owners to sign a petition demanding health care reform that includes a choice between private and public options among other things. For more information on MSA and to sign up for e-mail updates and action alerts, go to [mainstreetalliance.org/wordpress](http://mainstreetalliance.org/wordpress)<sup>15</sup>.

### Small Business Majority<sup>16</sup>

<sup>17</sup> SBM was founded in 2005 and is run by small business owners. John Arensmeyer, the group's founder and CEO, said his organization looks to be the voice for small business. "We felt there was an opportunity for a non-ideological voice, and health care was the big issue for small business," Arensmeyer told *BTW*. The group is currently focused on finding a solution to the health care crisis and believes the time has come to change the way people get and how much they pay for health insurance.

The policy position that SBM has taken in regards to health care is based on scientific research, said Arensmeyer. As part of this research, SBM commissions surveys of randomly selected small business owners across the country. The surveys have shown that small businesses are overly burdened by health care costs, that they want comprehensive reform now, and that they are open to a variety of solutions.

SBM also turned to MIT economist Dr. Jonathan Gruber to project the effects of three different health care reform scenarios on small business profits, jobs, and wages. The analysis found that, compared with no reform, each scenario would dramatically improve the situation for small businesses -- holding down health care cost increases, saving jobs, preserving wages, and bolstering profits.

Now, SBM is trying to get the word out that the status quo is simply unacceptable. "We do our best to project the idea that health care is the most critical issue facing small businesses," Arensmeyer said. "It is killing small business owners' ability to grow and succeed. It is essential that we get it fixed in order to allow small business to recover and to lead us out of the recession."

SBM's vision of health care reform includes an insurance exchange, insurance reform (for example., no exclusion of coverage for pre-existing conditions and requiring everyone to have health insurance), cost containment, and coverage with adequate subsidies. Currently, all the health care bills that have been introduced contain these solutions, Arensmeyer said. As for a public option, "we agree with the president's position," he said. "The public option is a good thing and it would be better to have it, but it's not the be all and end all of reform."

Noting that there is a lot of "noise out there," Arensmeyer said it's important to keep small business owners focused on the core issues, and not let a few details get in the way of that. "Everything that is currently proposed is vastly superior [to the status quo]," he explained.

Overall, Arensmeyer is confident that that health care reform, in some form, will be passed by year's end. "The stakes are too high not to do it," he said.

For more information, visit [smallbusinessmajority.org](http://smallbusinessmajority.org)<sup>18</sup>. --David Grogan<sup>19</sup>

## New Deadline Set in Google Settlement

*October 08, 2009* -- On Wednesday, October 7, at a hearing in U.S. District Court for the Southern District of New York, Judge Denny Chin set a deadline of November 9 for organizations involved in the Google Settlement<sup>20</sup> to provide the court with a revised agreement. In mid-September, the Justice Department asked the court to reject the Google Settlement and to encourage the parties -- which include the Authors Guild, the Association of American Publishers (AAP), and Google -- to continue negotiations to modify the agreement to comply with federal rules of civil procedure regarding class action suits as well as copyright and antitrust laws.

Paul Aiken, executive director of the Authors Guild, told the *New York Times*<sup>21</sup> that "the core agreement is going to stay the same." However, Richard Sarnoff, former chairman of the Association of American Publishers and co-chairman of the American unit of Bertelsmann, noted that whether the amendments would be minor or more significant, "may be in the eye of the beholder," noted the *Times*.

Under the agreement, which was initially announced by the Authors Guild, AAP, and Google in October 2008, Google agreed to pay a minimum of \$45 million into a Settlement Fund for copyright holders whose books it had digitized on or before May 5, 2009, and \$34.5 million to establish a Book Rights Registry, a nonprofit entity with authors and publishers equally represented on its Board of Directors, to oversee the resolution of claims and the distribution of payments. Google also agreed to pay the plaintiffs' legal fees and other administrative costs.

Under the current settlement, Google would allow users to see excerpts from books at no charge, and it would sell both access to individual books and institutional subscriptions to the database. Rightsholders would receive 63 percent of all revenue from sales, advertising placed on any page dedicated to the book, and other commercial uses.

A wide range of groups and individuals, including The Open Book Alliance had raised concerns about the settlement. In early September 2009, the Open Book Alliance filed an amicus brief in opposition to the Google Settlement in which it contended that the parties had constructed a settlement that would allow them to fix prices and maintain a monopoly.

## By Popular Demand: The Indie Next List in PDF Format

*October 08, 2009* -- The Indie Next List now also comes in a two-page, 8-1/2" x 11" PDF format for in-store and at home printing.

The printable Indie Next List features a brand-new, full-color layout, and is unabridged -- all of the month's titles and descriptions, the Now in Paperback section, and the Notables list are included.

In addition to a store's monthly shipments of the printed Indie Next List flier, booksellers can now print extra copies to use as bag stuffers or for display in different sections of the bookstore. The two separate pages allow for easy display of both sides in windows and elsewhere. This version for home printers also lets more customers see indie bookseller-recommendations in more places.

The Indie Next List PDF is on the Indie Next List page<sup>24</sup> at [IndieBound.org](http://IndieBound.org), directly under the carousel display of titles.

## Awards: The Nobel, Man Booker, Thurber & "5 Under 35"

October 08, 2009 --

**2009 Nobel Prize in Literature Awarded to Herta Mueller** On October 8, the Swedish Academy awarded the Nobel Prize in Literature for 2009<sup>25</sup> to German author Herta Mueller, who "with the concentration of poetry and the frankness of prose, depicts the landscape of the dispossessed." The announcement was made by Professor Peter Englund, permanent secretary of the academy, who noted that Mueller's uniqueness comes from the double experience of being part of a minority language while being under an oppressed society.

Mueller was born on August 17, 1953, in the German-speaking town Nitzkydorf in Banat, Romania. Her mother was among the many German Romanians sent to the Soviet Union in 1945. In *Atemschaudel* (2009), Mueller writes about the exile of the German Romanians in the Soviet Union. In 1982, Mueller published her debut, a collection of short stories *Niederungen*. In 1984, she published *Drueckender Tango* in Romania.

The Swedish Academy listed her works in English as:

- *The Passport*, translated by Martin Chalmers (London: Serpent's Tail, 1989). Translation of *Der Mensch ist ein grober Fasan auf der Welt*
- *The Land of Green Plums*, translated by Michael Hofmann (New York: Metropolitan Books, 1996). Translation of *Herztier*
- *Traveling on One Leg*, translated from the German by Valentina Glajar and Andre Lefevere (Evanston, Illinois: Northwestern University Press, 1998). Translation of *Reisende auf einem Bein*
- *The Appointment*, translated by Michael Hulse and Philip Boehm (New York: Metropolitan Books, 2001). Translation of *Heute war ich mir lieber nicht begegnet*

### Hilary Mantel Wins Man Booker Prize for Fiction

On October 6, Hilary Mantel was named the winner of the Man Booker Prize for Fiction<sup>26</sup> for *Wolf Hall*.

Set in the 1520s, *Wolf Hall* tells the story of Thomas Cromwell's rise to prominence in the Tudor court. Mantel has been praised by critics for writing "a rich, absorbingly readable historical novel."

*Wolf Hall* was chosen from a shortlist<sup>27</sup> of six titles, including works by A.S. Byatt, J.M. Coetzee, Adam Foulds, Simon Mawer, and Sarah Waters.

### Ian Frazier Wins Thurber Prize

On October 5, at the Algonquin Hotel, Ian Frazier was named the winner of the 2009 Thurber Prize for American Humor<sup>28</sup> for his book, *Lamentations of the Father*. The annual prize is presented by Thurber House, the national literary center for writers and readers, based in the boyhood home of author, humorist and New Yorker cartoonist James Thurber in Columbus, Ohio. Former Thurber Prize and multiple Emmy Award winner Alan Zweibel, a 2009 Thurber Prize judge, served as emcee for the evening.

Frazier is the author of nine books and a frequent contributor to *The New Yorker*. His *Coyote vs. Acme* won the first Thurber Prize for American Humor in 1997.

### National Book Foundation Celebrates "5 Under 35"

Five young fiction writers will be recognized by the National Book Foundation at the "5 Under 35"<sup>29</sup> celebration at PowerHouse Arena in the DUMBO section of Brooklyn on Monday, November 16. "5 Under 35 is a celebration of emerging talent and the perfect way to kick off National Book Awards Week," said Harold Augenbraum, the executive director of the National Book Foundation.

The 2009 "5 Under 35" are:

- Ceridwen Dovey, *Blood Kin*, (Viking, 2008)
- C.E. Morgan, *All the Living* (FSG, 2009)
- Lydia Peelle, *Reasons for and Advantages of Breathing* (HarperCollins, 2009)
- Karen Russell, *St. Lucy's Home for Girls Raised by Wolves* (Vintage, 2006)
- Josh Weil, *The New Valley* (Grove Press, 2009)

The event's emcee will be musician, novelist, and publisher Richard Hell, founder of the seminal punk band Richard Hell & the Voidoids. The evening's DJ will be novelist, essayist, and MacArthur fellow Jonathan Lethem.

## BTW News Briefs

October 08, 2009 --

### Credit Card Companies Seek to Increase Swipe Fees

On October 8, the National Retail Federation warned Congress that credit card companies are in an "arms race" to increase the \$48 billion in "swipe" fees paid by merchants and their customers each year, and urged passage of legislation that would put rules governing the fees under the jurisdiction of the Federal Trade Commission. "There is an arms race to create cards with higher fees and more bells and whistles," NRF senior vice president and general counsel Mallory Duncan said. Duncan testified before the House Financial Services Committee during a hearing on H.R. 2382, the Credit Card Interchange Act of 2009, sponsored by Rep. Peter Welch (D-VT) and co-sponsored by Rep. Bill Shuster (R-PA). "The market checks that would normally exist to curb this escalation in fees are diminished because the card companies know that every merchant is required to take these expensive new cards or lose their ability to accept any cards."

Duncan explained that most consumers are unaware that every time they use a rewards card "they are driving up the price of everything they buy even higher. This particularly hurts less-privileged Americans who don't have rewards cards or can't get cards at all because Visa and MasterCard rules effectively require that everyone pay the credit card price even if they are paying with cash, check, debit card, or even food stamps."

Interchange is a fee averaging two percent that Visa and MasterCard banks charge merchants each time one of their credit cards is swiped to pay for a purchase. But Duncan explained to the committee that the rate can range from as low as about 1.5 percent for an ordinary card to three percent or more for "gold" and "platinum" cards that offer rewards like travel miles or concierge services. In recent years, card companies have created an escalating series of rewards cards -- each carrying more rewards but also higher fees -- and "upgraded" millions of consumers. The higher-fee cards can't be turned down by merchants because of Visa and MasterCard's "Honor All Cards" rule. The practice, along with marketing that has pushed the use of plastic and introduced cards into new areas like taxis, has helped triple interchange

revenue from the \$16 billion collected when NRF began tracking the fees in 2001 to the \$48 billion collected last year.

### Frankfurt Survey Finds No Publisher Consensus on E-Book Pricing

According to a survey by the Frankfurt Book Fair, most publishers think e-books should be less expensive than traditional books, but only 15 percent support Amazon.com's flat-rate of \$9.99 on frontlist titles, *The Bookseller*<sup>30</sup> recently reported.

The report indicates that there is no clear consensus among publishers on e-book pricing, the article noted, and added that the Frankfurt Book Fair is going so far as to say that the publishing industry remains "completely divided about appropriate e-book pricing."

Eighty percent of the 840 respondents believe e-books should be less expensive than traditional books, while only four percent believe they should be more expensive. Frankfurt Book Fair organizers noted, "It is still completely unclear whether or not e-books will be used merely as a 'second book' for a quick glimpse, or whether portions will, in fact, ultimately be sold as mobile content for a price many times higher than the printed work."

### One Percent Decline Forecasted in Holiday Sales

On October 6, the National Retail Federation released its 2009 holiday forecast, projecting holiday retail industry sales to decline one percent this year to \$437.6 billion. While this number falls significantly below the 10-year average of 3.39 percent holiday season growth, the decline is not expected to be as dramatic as last year's 3.4 percent drop in holiday retail sales nor as severe as the 3.0 percent decline in annual retail industry sales expected for all of 2009. "As the global economy continues to recover from the worst economic crisis most retailers have ever seen, Americans will focus primarily on practical gifts and shop on a budget this holiday season," said NRF chief economist Rosalind Wells.

Though some hopeful signs of a recovery have begun to emerge, like better-than-expected sales in August and momentum in the stock market, continued consumer uncertainty over job security and housing values will take a toll on spending this holiday season. And, as retailers become even more promotional, certain popular holiday categories like apparel and electronics may experience deflation due to aggressive sales.

"The expectation of another challenging holiday season does not come as news to retailers, who have been experiencing a pullback in consumer spending for over a year," said NRF President and CEO Tracy Mullin. "To compensate, retailers' focus on the holiday season has been razor-sharp with companies cutting back as much as possible on operating costs in order to pass along aggressive savings and promotions to customers."

### Becoming "Unchained" on November 21

October 08, 2009 --<sup>31</sup> The American Independent Business Alliance<sup>32</sup> (AMIBA) is urging consumers in communities across the country to "unchain themselves" and to shop at local independent businesses on Saturday, November 21, the sixth annual celebration of America Unchained! Day. To help retailers, business alliances, and trade associations promote the campaign, which puts the focus on the economic contributions of locally owned businesses on the Saturday before Thanksgiving, AMIBA offers a range of resources. This year, Jeff Milchen, AMIBA's

co-founder, said, there has been a "huge explosion of interest from Buy Local campaigns around the country."

The 2009 America Unchained! celebration is placing more emphasis on drawing people into the localism movement "a little more deeply," he said, by encouraging participants to become active in promoting the benefits of local businesses within their communities. "We want folks to take the initiative in their own communities," he explained. "To not only say that it's important to patronize local businesses, but to find ways to inspire others to become engaged in their communities."

America Unchained! evolved out of a 2003 event, Austin Unchained, created by the Austin Independent Business Alliance<sup>33</sup> (AIBA), an AMIBA affiliate, whose president is American Booksellers Association Board member Steve Bercu of BookPeople<sup>34</sup>. Austin alliance members organized the event to demonstrate that even one day of shopping at locally owned businesses would have a significant economic impact on the city.

In conjunction with the 2003 event, AIBA commissioned "An Analysis of the Potential Economic Impact of Austin Unchained<sup>35</sup>," a study conducted by Civics Economics that indicated "the economic impact of a successful Austin Unchained event will be measured in the millions of dollars. This is the equivalent of dozens of new jobs in our community from a single day of changed consumer behavior."

In 2004, AMIBA took the campaign national, and participation has grown every year (even sparking *Canada Unchained!* north of the border). The event aims to plant seeds and heighten awareness before the holiday advertising deluge kicks into high gear.

Overall, the burgeoning localism movement has spurred interest from lawmakers, especially because of the ailing economy. "The biggest spike in interest is from local and regional government," said Milchen, who noted that the economic downturn "has woken up a lot of officials" to the fact that communities with strong local businesses fare much better in a recession. An event such as America Unchained! is a great way for an indie to drive home the message to local officials that local retailers return more economic value to the community than chain retailers.

It also offers participating retailers a great way to garner media attention, since media are attracted by the campaign's edgy name, and reporters love the opportunity to inject some spice into the obligatory, but routine annual rehashes about Black Friday and holiday shopping.

For the event, AMIBA provides free instruction and templates for posters, logos, button designs, press releases, and more for participants' use, and will help any organization with its outreach. "Buy Local" posters, window decals, and other educational materials are also available for purchase. For more information, go to [www.amiba.net/Unchained.html](http://www.amiba.net/Unchained.html) --David Grogan<sup>36</sup>

### 95 ABA IndieCommerce Sites Now on Drupal

October 08, 2009 -- In the past two weeks, 11 more ABA IndieCommerce sites have gone live on the program's new Drupal platform, which is earning high marks from booksellers and bringing an overall increase in traffic to ABA member sites.

"IndieCommerce's help with expanding our website by 3.5 million books was terrific," said Betsy Rider of Otto's, a booklover's paradise<sup>37</sup>, who added that she worked closely with ABA staff to set everything up in a few days and was able to call on them with

follow-up questions.

About the Drupal platform's features, Rider said, "I was particularly impressed with the adaptability of the system, especially regarding the diverse methods of fulfillment and payment. I was amazed at the ease with which I could adapt the 'net' and 'short discount' prices to a discount we could live with. I was also pleased with the e-mail notification of new orders on our website so I didn't have to go into it myself several times a day to see if there were any."

The launch of these 11 sites brings the total number of ABA IndieCommerce sites on Drupal to 95:

Barrington Books <sup>38</sup>	The Norwich Bookstore <sup>44</sup>
Brazos Bookstore <sup>39</sup>	Outwrite Bookstore and
Hicklebee's <sup>40</sup>	Coffeehouse <sup>45</sup>
Lee Booksellers <sup>41</sup>	Politics and Prose <sup>46</sup>
Longfellow Books	Prince Books <sup>47</sup>
<sup>42</sup> Mendham Books <sup>43</sup>	Riverwalk Books <sup>48</sup>

To see the list of 84 members previously on Drupal and more bookseller testimonials, click here <sup>49</sup>.

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## ABA Board Nomination Deadline October 30

*October 08, 2009* -- Nominations of qualified candidates to serve on the American Booksellers Association's Board of Directors <sup>50</sup> must be received by the Nominating Committee, chaired by Ken White of the SFSU Bookstore in San Francisco, by October 30. Any ABA member may submit nominations for board directors.

Under ABA's bylaws <sup>51</sup>, 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" <sup>52</sup>.

Nominations can be submitted via an electronic form <sup>53</sup> or a downloadable PDF <sup>54</sup> on BookWeb.org. The downloadable form should be sent to the attention of 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.

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## Nominations Needed for Strong Winter Kids' Next List

*October 07, 2009* -- This Friday, October 9, is the deadline for the upcoming Winter Children's Indie Next List.

"The Winter Children's list will be reaching stores just as holiday shoppers are poised to make their purchases," 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. From

the nominations already in hand, we are definitely seeing the potential for a very strong list -- but we need to learn from more indie booksellers what kids' titles they are going to be enthusiastically handselling this winter. I hope as many booksellers as possible will help us create this list."

Cullen also reminded booksellers that staff recommendations already written for newsletters, websites, and in-store shelf-talkers make great Indie Next List nominations.

Booksellers can use the online nomination form <sup>55</sup>, or they can send their nominations in an e-mail to [indienextlist@bookweb.org](mailto:indienextlist@bookweb.org) <sup>56</sup>.

Looking ahead, Wednesday, November 4, is the deadline for the January 2010 Indie Next List.

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## Seen Around Last Weekend's Regional Shows

*October 07, 2009* -- The fall trade show season continued last weekend with events hosted by the New England, Great Lakes, and New Atlantic booksellers associations. Each featured an array of engaging educational programming, special authors events, and plenty of networking opportunities. ABA staff was on hand at each to meet with booksellers and to share innovative and timely education sessions on such topics as e-books, ABA IndieCommerce, and social media. Above the Treeline staff was also at the three shows to present demos of Edelweiss <sup>57</sup>, the new free interactive catalogs system for stores and their publisher reps.

Watch for a wrap-up of the fall trade show season in *BTW* at the end of October ... but, for now, here's a glimpse of some of the people, and fun, at last weekend's shows.

ABA Board member Beth Puffer of New York City's Bank Street Bookstore <sup>58</sup> and Suzanna Hermans of Oblong Books & Music <sup>59</sup> in Rhinebeck, New York, who sports a custom-made IndieBound T-shirt, at the New Atlantic Independent Bookseller Association <sup>60</sup> trade show at the Sheraton City Center in Baltimore, Maryland.

Chris Morrow of Northshire Bookstore <sup>61</sup> in Manchester, Vermont; ABA CEO Oren Teicher, and Wendy Hudson of Nantucket Bookworks <sup>62</sup> in Nantucket, Massachusetts, at the New England Independent Booksellers Association <sup>63</sup> trade show at the Connecticut Convention Center in Hartford, Connecticut.

Garth Stein (*The Art of Racing in the Rain*, Harper) snaps a photo of the banquet audience at the Great Lakes Independent Booksellers Association <sup>64</sup> trade show at the Renaissance Cleveland Hotel in Cleveland, Ohio.

GLIBA's winning Quiz Bowl team, "The Six Pistols": *front* - Carl Lennertz, HarperCollins vice president for independent retailing; Bridget Piekarz, Random House sales rep; Len Vlahos, ABA COO; *back* - Eileen Becker, Random House Sales rep; ABA Vice President Becky Anderson of Anderson's Bookshops in Naperville, Illinois; and Melanie Benjamin, author of *Alice I Have Been* (Delacorte).

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## The Indie October Baseball Bestseller List

*October 07, 2009* -- With the Major League Baseball post-season now underway, we present the Indie October Baseball Bestseller List, based on sales in independent bookstores nationwide for the eight-week period ending October 6, 2009.

1.	<b>Satchel: The Life and Times of an American Legend</b> Larry Tye, Random House, \$26, 9781400066513
2.	<b>The Yankee Years</b> Joe Torre, Tom Verducci, Doubleday, \$26.95, 9780385527408
3.	<b>Moneyball</b> Michael Lewis, Norton, \$13.95, 9780393324815
4.	<b>Cooperstown Confidential: Heroes, Rogues, and the Inside Story of the Baseball Hall of Fame</b> Zev Chafets, Bloomsbury, \$25, 9781596915459
5.	<b>Born to Play: My Life in Baseball</b> Dustin Pedroia, Simon Spotlight, \$25, 9781439157756
6.	<b>As They See 'em: A Fan's Travels in the Land of Umpires</b> Bruce Weber, Scribner, \$26, 9780743294119
7.	<b>Game Six: Cincinnati, Boston, and the 1975 World Series -- The Triumph of America's Pastime</b> Mark Frost, Hyperion, \$26.99, 9781401323103
8.	<b>Yogi Berra: Eternal Yankee</b> Allen Barra, Norton, \$27.95, 9780393062335
9.	<b>Living on the Black: Two Pitchers, Two Teams, One Season to Remember</b> John Feinstein, Back Bay, \$15.99, 9780316113922
10.	<b>Watching Baseball Smarter: A Professional Fan's Guide for Beginners, Semi-Experts, and Deeply Serious Geeks</b> Zack Hample, Vintage, \$14, 9780307280329
11.	<b>The Unwritten Rules of Baseball: The Etiquette, Conventional Wisdom, and Axiomatic Codes of Our National Pastime</b> Paul Dickson, Collins, \$14.99, 9780061561054
12.	<b>Bert Sugar's Baseball Hall of Fame: A Living History of America's Greatest Game</b> Bert Randolph Sugar, Running Press, \$35, 9780762430246
13.	<b>The Machine: A Hot Team, a Legendary Season, and a Heart-Stopping World Series: The Story of the 1975 Cincinnati Reds</b> Joe Posnanski, Morrow, \$25.99, 9780061582561
14.	<b>Odd Man Out: A Year on the Mound With a Minor League Misfit</b> Matt McCarthy, Viking, \$25.95, 9780670020706
15.	<b>Sixty Feet, Six Inches: A Hall of Fame Pitcher &amp; A Hall of Fame Hitter Talk About How the Game Is Played</b> Bob Gibson, Reggie Jackson, et al., Doubleday, \$26, 9780385528696
16.	<b>Great Baseball Feats, Facts &amp; Firsts</b> David Nemecek, Scott Flatow, Signet, \$7.99, 9780451226570
17.	<b>Forever Blue: The True Story of Walter O'Malley, Baseball's Most Controversial Owner, and the Dodgers of Brooklyn and Los Angeles</b> Michael D'Antonio, Riverhead, \$25.95, 9781594488566
18.	<b>Red Sox Rule: Terry Francona and Boston's Rise to Dominance</b> Michael Holley, Harper Paperbacks, \$15.99, 9780061458552
19.	<b>We Would Have Played for Nothing: Baseball Stars of the 1950s and 1960s Talk About the Game They Loved</b> Fay Vincent, Simon & Schuster, \$15, 9781416553434
20.	<b>The Complete Game: Reflections on Baseball, Pitching, and Life on the Mound</b> Ron Darling, Knopf, \$24.95, 9780307269843

21.	<b>New York Yankees 365</b> Associated Press, Abrams, \$29.95, 9780810982611
22.	<b>Summer of '49</b> David Halberstam, Harper Perennial, \$14.95, 9780060884260
23.	<b>Bottom of the Ninth: Branch Rickey, Casey Stengel, and the Daring Scheme to Save Baseball From Itself</b> Michael Shapiro, Times Books, \$26, 9780805082470
24.	<b>365 Oddball Days in Boston Red Sox History</b> John Snyder, Clerisy Press, \$12.95, 9781578603442
25.	<b>American Icon: The Fall of Roger Clemens and the Rise of Steroids in America's Pastime</b> Teri Thompson, et al., Knopf, \$26.95, 9780307271808

## Celebrating 20 Years of Service to the Whole Community ... Even the Dogs

October 07, 2009 -- Tricia and Alan Lightweis founded The Booksmith<sup>65</sup> in Seneca, South Carolina, in October 1989 with the intention of serving both the book needs of their family and the greater Seneca community. "We had moved to South Carolina from New Jersey, and we had four young children," explained Tricia Lightweis. "We had been huge library and independent bookstore goers. But when we got here, I thought the libraries were underfunded and there were no other bookstores within 30 miles."

October 8 is The Booksmith's official anniversary, but the Lightweises will be holding birthday events throughout the first two weeks of November with discounts and parties. "Since we'll be coming into the holiday season, we will be using recipes from some wonderful new cookbooks -- *The Lee Bros. Southern Cookbook* [Matt Lee, Ted Lee, Norton] and *Soby's New South Cuisine* [Rodney Freidank, et al.; Table301] -- to make cakes and pastries to celebrate with our customers," said Lightweis. "We'll also have giveaways of signed first editions that we'll announce on Facebook and Twitter."

The Lightweises also have another reason to celebrate: their youngest daughter was recently honored with the SUNY Press Dissertation/First Book Prize in African-American Studies, her Ph.D. in American Literature, and a forthcoming book contract. "We are proud of her achievements and of all of our children who worked so diligently as youngsters in the bookstore these past 20 years," said Lightweis. "Their support has been unwavering as has been our community, customer base, past staff members, and our current staff members."

During its two decades, The Booksmith has doubled in size, growing from 3,300 square feet to 6,600. The general bookstore caters to the Seneca community with a large regional section, an active events calendar emphasizing local authors, an espresso bar, and an in-store post office, which Lightweis highly recommended to other booksellers. "If you're in an area where it's feasible, [the post office] brings people to the store over and over again. The other side of the coin is that it makes it easier for our regular customer base to do their everyday tasks, so they can shop longer with us."

The Booksmith also serves as a canine rescue group, and dogs often spend some time at the store before they find a home. "We've found dogs at the back door, in storms," said Lightweis. After fliers are posted to make sure stray dogs are not just lost, they go home with a Booksmith customer, who will often bring the dog back to

visit.

The bookstore recently started posting events and other information on Facebook and Twitter. "Right now we're in our infancy with social media," said Lightweis. "We just started three months ago, but we're finding it very helpful and getting good results. I've been really pleased with our interactions with customers on Facebook."

The Booksmith allows customers to take books from their collection of ARCs if they promise to post a review on Facebook, which also gets posted as a shelf-talker in the store. "It's like one customer handselling to another," Lightweis said. "It's almost viral." -- *Karen Schechner*<sup>66</sup>

## So Little Time, So Many Memories: The Book Industry Tour to China

October 07, 2009 -- By Barbara Theroux of Fact & Fiction<sup>67</sup> in Missoula, Montana

I recently had the privilege of leading a People to People<sup>68</sup> Book Industry Tour to Beijing and Xi'an, China. The trip was from September 4th through the 14th, and was to have been lead by Russ Lawrence<sup>69</sup>, who had worked with People to People to determine if the book industry might be a professional area in which to expand their programs. Russ invited booksellers to travel and started to develop ideas for professional visits. At the same time Russ and his partner, Jean Matthews, had applied to serve in the Peace Corps, knowing the process of becoming a volunteer can take time. Things happen ... Russ and Jean ended up in Peru<sup>70</sup>, and I ended up in China.

Our flight was scheduled for take-off at 1:50 a.m. from LAX to Hong Kong, so most of the travelers had to spend the day getting to Los Angeles in order to connect with the international flight. There had been a few e-mail exchanges, but none of the delegation had met face to face. We managed to find each other, however, make introductions, and head to the gate for boarding. Thirteen hours later we were in China!

Delays in getting to the hotel, due to health forms and lost luggage, were appeased by the fresh noodles prepared for our dinner and an early retreat to showers and comfortable beds. We hoped to be rested for orientation in the morning and our first afternoon of meetings, but several travelers were awakened at 1:30 in the morning. Seeing traffic stopped and hundreds of tanks in the streets was indeed fascinating, but what was happening?

At breakfast, we learned that rehearsals for the 60th National Day Celebration take place at midnight in Tian An Men Square, and the night before had been the Army's turn to practice.... We were in China!

The People to People movement was founded by President Dwight D. Eisenhower, who firmly believed that direct interaction between ordinary citizens around the world can promote cultural understanding and world peace. There were 14 members in our Book Industry Delegation -- 10 listed as professionals and four guests. The delegation represented seven different bookstores from across the U.S. -- all members of ABA and most also members of a regional association. Each store has survived competition, economic downturns, and changes in reading habits of their customer base. Several people had recently sold their businesses. Several stores have local authors that receive worldwide attention -- including Chuck Palahniuk and John Grisham. While none of us was an expert, we were experienced booksellers and looked forward to our time in China, meeting their booksellers and

industry leaders.

During our trip, we visited bookstores, a book wholesale market, and a village school library -- learning more each day about the nature of bookselling and publishing in China. We also had cultural days to tour Tian An Men Square, the Forbidden City, the Great Wall, and the Terra-cotta Soldiers. Along the way, we ate some wonderful food and made many new friends.

Our first professional program was a meeting with the China Private Book Industry Committee (CPBIC), one of nine professional working committees of the Books and Periodicals Distribution Association of China. This association is the only national book distribution organization in China. Its members include publishers and book dealers, bookstore owners and managers of all sizes. It was established in 1991 and currently has 5,600 members.

Mr. Xue Ye, president of Guizhou XI Xi Bookstore and director of CPIBC, was our host. Other participants included Ms. Ou Hong, editor-in-chief of China Publishing Today; Mr. Liu Suli of All Sages Bookstore; Ms. Sun Chi of Sun Cultural Promotion Company; and Mr. Jiang Yitan, an author and publisher. At Sunglory Education, informal greetings immediately launched us into questions and exchanges. We assembled around the conference table and proceeded with introductions, but right away we knew we were among friends and like-minded souls. Yang Jie, our guide and interpreter, learned right away of our shared passions, interests, and concerns.

As part of the afternoon session, Sunglory Education gave a presentation on the whole language approach to reading and showed pictures and examples of winning young reader book designs. This company does not sell books in bookstores, but distributes to schools and reading centers. They presented us with a copy of a catalog of student book design winners. The catalog is all in Chinese, but the artistry of the illustrations and the photographs of the school children needed no translation.

Mr. Xue Ye had arranged for dinner that night for all of the Chinese participants and the entire PTP delegation to be hosted by Yao Dan Quian of dangdang.com ( *the* online bookseller of China). We walked from the meeting room to the restaurant still engaged in conversations. We could not have asked for a better beginning for our discussions and a start to the learning process.

Other Beijing highlights included time with Mr. Sun, manager of O2Sun Bookstore in the Wudaokou district, and Mr. Lui Suli, manager of All Sages Bookstore. These stores had different ways to market and different books to sell, but both places had much for us to explore. O2Sun is a small chain with 13 stores across China. The sunflower is part of its logo, and many of its marketing techniques seemed similar to stores in the U.S. -- signs with new releases and rules for books in the coffeehouse. Two marketing techniques of note: a blank book with a few sketches placed throughout with scenes from the different stores; and a packet of postcards with a perforated coupon for discounts on books.

All Sages Bookstore had a small, unassuming street-level entrance, but as you walked upstairs, lighted display cases gave hints of the treasures ahead. This was one of the largest inventories of academic books I had ever seen -- room after room. Our time sitting in The Thinker's Coffee Shop talking about books and bookselling with Mr. Lui Suli was far too short.

In Xi'an, we visited Han Tang Book City to meet with Mr. Tang Daiwei, CEO and general manager; Mr. Niu Derang, executive chairman; and Ms. Luo Xiuzhen, manager of the Book City store.

As we waited for the doors to open, we commented on the large number of customers waiting to get in, and the two large bank machines by the doors. This store is one of 10 across China, and has over 300,000 titles on three floors of selling space.

We met in a beautiful conference room that was the size of most of our stores. There was a large section of books in English, and Chinese editions of Grisham and Palahniuk were purchased. One marketing tip was the banding of books: when the purchase was made, instead of offering a bag, the books were banded together with a self adhesive strip featuring the store logo.

Chinese booksellers are concerned about price regulation and online book sale -- much like American booksellers. However, they also have state-owned bookstores and the state in general to contend with -- all publishers are state owned, all ISBN numbers are controlled by the state. China currently has 579 publishing houses that belong to different government bureaus or universities. Presently, China does not have private publishing houses, but many publishing houses have learned the ropes of operating in a competitive market economy and have launched private "cultural companies" to handle packaging, corporate development planning, marketing, and other facets of their business. Some of the larger bookstore chains also have "cultural companies," which seem to allow private funding or financial backing toward the expansion of businesses.

Marketing issues were discussed. We were able to talk about the ABA IndieBound program and presented "Peace. Love. Books." bags containing other gifts to our Chinese counterparts.

Two observations made about our group were the number of women and the age of the delegation, so we talked about the Emerging Leaders meetings and networking opportunities at ABA.

My fellow booksellers on this adventure were: Robin Dunn of St. John's College; Nancy Olson and Sarah Goddin of Quail Ridge Books & Music; Luanne Kreutzer of St. Helens Book Shop; Joyce Moore and Allen Moore of City Lights Bookstore (NC); Mary Gay Shipley of That Bookstore in Blytheville; and Mary Ann Steele of Mary Ann's Mostly Books.

Our 10 days together were grand and full of many memories -- even the departure from Hong Kong in a typhoon with sheets of water blowing across the tarmac...

## Children's Books That Changed the Way Booksellers See the World

October 07, 2009 -- Anita Silvey, the editor of *Everything I Need to Know I Learned From a Children's Book*<sup>72</sup>, coming this month from Roaring Brook Press, recently asked booksellers across the country to the answer the question, *what children's book changed the way you see the world? Here, she shares some of their responses, as well as personal insights about some of the best-loved children's books.*

<sup>73</sup> As I head out on book tour for *Everything I Need to Know I Learned From a Children's Book*, I wanted to talk about some of the titles that booksellers across the country have submitted as a children's book that changed their lives. It is always interesting to learn what book touched a young reader in a special way, and the recent submissions from ABA members, as I would expect, contain some fabulous titles.

Andy Lacher of BookStacks<sup>74</sup> in Bucksport, Maine, wrote about *The Story of Ferdinand*<sup>75</sup>. For him, the book emphasized passive

resistance and "taking time to smell the flowers but staying strong, too."

*Ferdinand* has one of the most surprising backstories of all our classics. Munro Leaf and Robert Lawson eventually would live near each other in Connecticut, but when they worked on this book, they both resided in New York City. Leaf -- a political leftist like Dr. Seuss, Wanda Gag, Rockwell Kent, and Lynd Ward -- always insisted that he chose a bull for a protagonist because bunnies and kittens had been done to death.

<sup>76</sup> Leaf and Lawson had a lot of fun, crafting this small gem with visual jokes on many pages, and in 1936 Viking released a modest first printing of 1,500 copies. But timing in publishing is everything, then and today.

The book appeared at the time of Spanish Civil War, and everyone assumed it promoted a political message -- although some confusion existed about the nature of that message. It was attacked for being both Fascist and Socialist. Hitler burned it; it was banned in Spain. Such notoriety meant that every major political figure -- from Franklin Roosevelt to Mahatma Gandhi -- could articulate their position on this small book. Of course, controversy and censorship always sell books. With all of this attention *The Story of Ferdinand* rose to the top of the *New York Times* bestseller list.

In my research for *Everything I Need to Know I Learned From a Children's Book*, I was intrigued to learn that Leaf's classic is beloved by alternative rockers -- people like Pete Wentz of Fall Out Boys -- who applaud the book's premise that individuals should do what they need to do, not what society expects. So Munro Leaf still inspires those who take their own road, much as he did in his lifetime.

Two booksellers mentioned Shel Silverstein's *The Giving Tree*<sup>77</sup>. "The story confirmed a suspicion I had that the world was a complex and bittersweet place," wrote Angela K. Sherrill of 57th Street Books<sup>78</sup> in Chicago.

<sup>79</sup> *The Giving Tree* has always divided, rather than united, the children's book world. Up until now, I have thought that those who encounter it as children tend to have positive memories; those who find it for the first time as adults often view it more negatively.

I myself first read *The Giving Tree* as an adult during the 1970s, and the concept that a female tree would sacrifice everything for a male made me ill. But then I was bringing an adult, 1970's perspective to the book.

However, Luan Stauss of Laurel Book Store<sup>80</sup> in Oakland, California, wrote a response that intrigued me. *The Giving Tree* is "among the most important pieces of literature written in the 20th century," she said. "If everyone in the whole world read this book, there would be no war. I know I didn't feel this way as a child. *The Giving Tree* then was a perplexing, and possibly disturbing, tale about a boy who apparently seemed to take full advantage of the generosity of a naive tree... I took the story too literally as a child, compared to the adult I would become. Now, as a grown-up, I see the story as a tale of unconditional giving, and the tree as the parent every adult should aspire to be."

Obviously, Luan appreciates the book as an adult, but did not as a child. So I will have to think about this book again -- and reexamine my own theories.

Ellen Mager of Booktenders' Secret Garden Children's Bookstore & Gallery<sup>81</sup> in Doylestown, Pennsylvania, selected *The Secret Garden*<sup>82</sup> as her favorite. I could actually create an entire book with essays about Frances Hodgson Burnett's masterpiece.

<sup>83</sup> Both writer Katherine Paterson and ALSC President Pat Scales wrote about *The Secret Garden* in *Everything I Need to Know I Learned From a Children's Book*, and many of the other contributors mentioned it as one of their favorites.

Right next to my writing desk, I keep a first book club edition of this title. Purchased by my mother's great aunt, who was born in 1865, at the end of the Civil War, the book was then passed on to my mother, who read it to me. When I look at this well-worn volume, I am connected to all the women in my family, back to the time of the Civil War. For me, it is one of those classics that I pick up every few years; it only gets richer with each reading.

Finally, my friend Cliff Wohl (who once pushed my car out of a ditch -- but that is another story) of Books & Books <sup>84</sup> in Miami Beach, Florida, found his favorite children's book as an adult: Holling C. Holling's *Paddle to the Sea* <sup>85</sup>.

<sup>86</sup> Holling's story has been built with so much complexity that it speaks on many different levels. Cliff "realized through this book that reading offers everyone experiences they may otherwise never have. The boy in the story carves a little canoe that he names *Paddle to the Sea*, so it can journey where he knows he can never go." In the end, this book, like so many others for children, takes readers to places they have never been.

The last essay in *Everything I Need to Know I Learned From a Children's Book* is entitled "It is never too late to have your life changed by a children's book" by Mazza [Museum of International Art From Picture Books] curator Jerry J. Mallett. There are many people, like Cliff and Jerry, who find inspiration from a children's book later in life.

Time and space make it necessary for me to wrap up this column, although I would love to discuss every book submitted. I hope I see some of you while I am out on the road this fall. But even more important, I hope you can take to heart what I learned while working on this book. Many of those interviewed talked about the bookstore where they found their favorite title; they talked about the person who put the book in their hands. As you do your daily work, providing customers with what they need, you are truly shaping the future leaders of our society. As I say in the introduction to the book, "When we give children books, we become part of their future, part of their most cherished memories, and part of their entire life." --Anita Silvey

Anita Silvey is the editor of *Everything I Need to Know I Learned From a Children's Book: Life Lessons From Notable People From All Walks of Life*, published by Roaring Brook Press, an imprint of Macmillan Children's Publishing Group. Her other works include *500 Great Books for Teens*, *100 Best Books for Children*, and *The Essential Guide to Children's Books and Their Creators*. To learn more, visit [www.anitasilvey.com](http://www.anitasilvey.com) <sup>87</sup>.

## Banned Books Week Displays Generate Important Conversations

October 07, 2009 -- From September 26 through October 3, indies around the country celebrated Banned Books Week with everything from in-store displays to special events.

Old Firehouse Books <sup>88</sup> in Fort Collins, Colorado, featured a display of banned books, including *Prep* by Curtis Sittenfeld, *The Catcher in the Rye* by J.D. Salinger, and *The Lovely Bones* by Alice Sebold. "We have blurbs explaining why the books have been banned," said manager Jacqie Hasan. "People can hardly believe that some of

these books have been challenged or banned because they're so well known and widely read. So we had a lot of success generating discussion in the store and selling the books."

And, she added, "Having the IndieBound materials and links to ABFFE <sup>89</sup> handy made it so much easier to create the display. We use them every year."

To coincide with its grand opening, The Printed Page Bookshop <sup>90</sup> in Denver staged an exhibit of about 60 books that have been banned or challenged -- and one that hadn't been. "We wrote copy for the display about why and how books get banned (*Huck Finn* was banned in our home town of Denver in 1902), and we invited visitors to guess which book in the collection had never been banned or challenged," said Printed Page's Dan Danbom. "It was a great conversation-starter that left most visitors shaking their heads about some of the books that have been banned." Banned books in the display included *Alice in Wonderland*, *The Diary of a Young Girl* by Anne Frank, and the *Autobiography of Benjamin Franklin*.

"Our book that had never been banned was *Slick Chicks* by Claude Dauphine, Elite Books, 1962, a novel of 'fiery-haired luscious beauties' and 'those audacious, curious men with prying eyes and harsh cruelty lurking in their veins,'" said Danbom, adding "I guess I was a little surprised that it had never been challenged, but more surprised that it had ever been published!" Sixty-five people entered the Printed Page contest. The five who correctly picked *Slick Chicks* as the title that hadn't been banned were rewarded with bookstore gift certificates.

In Chicago, Illinois, at 57th Street Books <sup>91</sup>, part of the Seminary Co-op Bookstores, Angela Sherrill, the children's book department manager and buyer, created the store's Banned Books Week display, which invited customers to imagine a world without some of the books that have been banned, and listed some famous challenged authors.

In the young adult section, red tags sticking out from the shelves flagged these authors and titles that had been either challenged or banned. "The amount of red flags was impressive (and scary!)," said 57th Street Books' Laura Prail via e-mail. --Karen Schechner <sup>92</sup>

## MARKETPLACE

### Classifieds

#### BOOKSTORES FOR SALE

**Central Vermont.** Well-established, village location w/good pedestrian traffic, as well as seasonal tourist traffic. Loyal customer base and potential for growth/expansion. Business purchase: inventory, fixtures, equipment, customer database, website, and software. No real estate - lease w/renewal terms. Details w/non-disclosure confidentiality agreement.

CONTACT: Terry Boone (603) 643-0127/Ext 28; [tboone@c21energyshield.com](mailto:tboone@c21energyshield.com) <sup>99</sup>.

**Washington State:** Trails End Bookstore, located in Winthrop, WA. This 1,800 square foot, small town bookstore is thriving, profitable, and a joy to operate. Current owners receive a generous salary and take 2 - 4 months vacation per year. The highly skilled staff runs the store when owners are away. Prime downtown location, newly remodeled, professionally designed store, with new

fixtures (2007). Current owners also own building, long-term lease available. Owners are moving on to new challenges. This is a great opportunity for the right person. Sales price of \$349,800 + inventory (average of \$65,000, but can be reduced). Full sales presentation packet available. Please contact Brian Sweet, (509) 996-7888 or telesweet@hotmail.com<sup>100</sup>.

**Do you have a dream to own a unique Book Store?** A unique bookstore in **Los Angeles, CA** is for sale.

Three options:

1) You can buy the bookstore including fixtures & book inventory.

2) You can become an investment partner & help expand this great store to its unlimited potential level with multiple branches.

3) You can buy all its new Franklin fixtures, books, inventory, and assets.

Contact ASAP: (818) 430-3195 or RARFBD@YAHOO.COM<sup>101</sup>.

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## OPPORTUNITY

### Investment Partner Wanted for a Unique Kind of Bookstore.

Recently opened in Los Angeles, CA. Getting very good responses from customers, this store has opened in a low-traffic location to economize on rent. Have future plans to franchise this store concept in more desirable locations. Very low cost entry & profit share opportunity--for now. For details please contact: RARFBD@YAHOO.COM<sup>102</sup> or (818) 430-3195.

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## POSITIONS OPEN

Links in this document:

1. See <http://www.bookweb.org/events/institute>
2. See <http://www.bookweb.org/events/institute>
3. See <http://www.abaemergingleaders.org/>
4. See <mailto:abaemergingleaders@gmail.com>
5. See <mailto:abaemergingleaders@gmail.com>
6. See <http://doubletree.hilton.com/en/dt/groups/personalized/JOSE-DT-ABA-20100131/index.jhtml>
7. See <https://events.indiebound.com/civCRM/event/info?reset=1&id=1>
8. See <http://www.bookweb.org/events/institute>
9. See <http://www.rcfp.org/newsitems/index.php?i=11054>
10. See <mailto:dave@bookweb.org>
11. See <http://mainstreetalliance.org/wordpress/>
12. See <http://mainstreetalliance.org/wordpress/>
13. See <http://mainstreetalliance.org/wordpress/>
14. See [http://mainstreetalliance.org/wordpress/wp-content/uploads/2009\\_01\\_15\\_Taking\\_the\\_Pulse\\_of\\_Main\\_Street.pdf](http://mainstreetalliance.org/wordpress/wp-content/uploads/2009_01_15_Taking_the_Pulse_of_Main_Street.pdf)
15. See <http://mainstreetalliance.org/wordpress/>
16. See <http://www.smallbusinessmajority.org>
17. See <http://www.smallbusinessmajority.org>
18. See <http://www.smallbusinessmajority.org>
19. See <mailto:dave@bookweb.org>
20. See <http://news.bookweb.org/read/6896>
21. See <http://www.nytimes.com/2009/10/08/technology/internet/08google.html>
22. See <http://www.indiebound.org/files/nextlist/pdf/IndieNextList200910.pdf>
23. See <http://www.indiebound.org/files/nextlist/pdf/IndieNextList200910.pdf>
24. See <http://www.indiebound.org/indie-next-list>
25. See [http://nobelprize.org/nobel\\_prizes/literature/laureates/2009/](http://nobelprize.org/nobel_prizes/literature/laureates/2009/)
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