

BOOKSELLING **THIS** Week

AMERICAN BOOKSELLERS ASSOCIATION

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Important Reminders About the Winter Institute

December 17, 2009 -- With the February 3 - 5 Winter Institute ¹ in San Jose just weeks away, the American Booksellers Association sends some important reminders.

- What to do if your plans have changed
- Sessions that require an RSVP
- Laptops, handouts, wireless, and power
- Getting to the Doubletree San Jose

If your plans have changed

The Winter Institute is now sold out, and ABA has started a waiting list for both the event and the hotel. If your plans have changed and you or your staff are no longer attending, or if you no longer need your hotel room, contact ABA as soon as possible at Wi5@bookweb.org ². Doing so will allow a bookseller on the

waiting list to fill your space.

If you have registered for the event and do plan to attend, but have not yet booked your hotel room at the Doubletree San Jose, send a note to Wi5@bookweb.org ³ as soon as possible to secure a place on the hotel waiting list.

Sessions that require an RSVP

On the Wi5 schedule ⁴ (which reflects some minor changes), there are nine sessions that require booksellers to sign-up to attend. Spaces will be filled on a first-come, first-served basis. The sessions are:

Thursday, February 4

10:15 a.m. - 11:45 a.m.

Small and Mid-Size Store Roundtable

Large Store Roundtable

A veteran bookseller will moderate each of these roundtable discussions for owners and managers. Space is limited to 50 booksellers per session and will be filled on a first-come, first-served basis. Those interested in attending should e-mail ABA's marketing coordinator, Sarah Rettger ⁵, with either "Small Store Roundtable" or "Large Store Roundtable" in the subject line.

3:00 p.m. - 4:30 p.m.

Buyers Roundtable

If you are a buyer, this is your chance to spend some uninterrupted time in conversation with other buyers. Come discover new tactics, share some of your own, and enjoy a conversation with your colleagues. Space is limited to 50 booksellers and will be filled on a first-come, first-served basis. Those interested in attending should e-mail ABA's marketing coordinator, Sarah Rettger ⁶, with "Buyers Roundtable" in the subject line.

3:00 p.m. - 6:15 p.m.

Consultation Station

This new Winter Institute feature will afford you the opportunity to schedule one-on-one conversations with a wide variety of service providers, including the American Specialty Toy Retailers Association (ASTRA), Ingram, IndieCommerce, LIBRIS (business insurance), National Association of College Stores (NACS), PartnerShip, Paz & Associates, Shelf Awareness, and the following POS Vendors -- Anthology, BookLog, Computac/iMerchant, and IBID. Watch your e-mail and *Bookselling This Week* for details on the Consultation Station.

4:45 p.m. - 6:15 p.m.

ABA's Gift Card Users Group: Preparing for the Transition

The ABA Gift Card Program Users Group, led by ABA's director of member services, Jill Perlstein, will review the process for winding down the national program to a more cost-effective in-store program. Learn about the importance of reconciliation and other procedures for a smooth transition. Space is limited to 50 booksellers and will be filled on a first-come, first-served basis. Contact Perlstein via e-mail ⁷ to reserve your space.

Friday, February 5

10:15 a.m. - 11:45 a.m.

IndieBound Design Workshop

How do you tell your customers why shopping at locally owned, independent businesses is different?... And, specifically, *your* locally owned, independent business? IndieBound is tailor-made to communicate that message. Bring your questions, your problems -- and your laptop. Participants will brainstorm projects designed to promote your independence and will work with graphic design programs for hands-on experience customizing items from the Bookseller DIY ⁸. Space is limited to 50 attendees, and all attendees are required to bring a laptop. To RSVP, and for further details, send an e-mail to ABA's IndieBound outreach liaison, Paige Poe ⁹, with "IB Workshop" in the subject line.

1:45 p.m. - 3:15 p.m.

The Fundamentals of Security & Loss Control

Linda James, president of Loss Prevention Resources, Inc., has over 38 years of law enforcement and loss prevention experience. Her career includes positions as deputy sheriff and as director of loss prevention and risk management for major corporations, including Nordstrom. James teaches loss prevention classes and seminars for Washington State Crime Prevention. Her professional experience will help you identify and control loss in order to keep your store profitable. This session is open to owners, managers, and their designated employees only. RSVP via e-mail to ABA's education coordinator, Lisa Winn ¹⁰.

1:45 p.m. - 3:15 p.m.

"It's a Wrap" Video Lab

Small businesses are increasingly relying on video to communicate with their customers, and indie bookstores are no different. In this space-limited, hands-on lab, you'll learn how to shoot a short video, get that video from the camera to your computer, and get the clip from your computer to your blog, website, or Facebook page. This session is open to 20 booksellers only; all registrants must bring their own laptops. To register, e-mail ABA's IndieBound outreach liaison, Paige Poe ¹¹. Registrations are accepted on a first-come, first-served basis. ABA staff will communicate with registrants prior to the event to discuss session requirements.

3:30 p.m. - 5:00 p.m.

Hicklebee's Store Tour

Reprising his role as last year's merchandising tour guide extraordinaire, Book Inc.'s Calvin Crosby will lead a group of booksellers to the world-famous Hicklebee's children's bookstore in San Jose. The tour bus will leave the hotel at 3:30 p.m. and return by approximately 5:00 p.m. The tour is limited to 30 booksellers, and spaces will be filled on a first-come, first-served basis. To reserve your spot, contact ABA's education coordinator, Lisa Winn ¹².

Laptops, handouts, wireless, and power

Winter Institute session handouts will be provided to attendees when they arrive on a 2G USB memory stick. (This is a small device, which you plug into your computer, that functions as an external drive.) For this reason, if you have a laptop, ABA encourages you to bring it. ABA will also make handouts available online in advance of the event, but as sessions change, the most up-to-date handouts will be found on the memory stick, or online during and after the event.

While the Doubletree does offer free Internet access in the lobby (and paid access in guest rooms), there will be no access in the meeting rooms. Each meeting room will have small charging stations located at the back of the room. ABA is asking everyone to be mindful of needs of others, and to limit their charging time to only what is necessary.

Getting to the Doubletree San Jose

The Winter Institute headquarters hotel, the Doubletree San Jose, is located close to the San Jose International Airport. While a wide variety of airlines serve San Jose, the airport is a Southwest hub. Southwest offers affordable flights from many markets, including fares as low as \$59 from Burbank, \$82 from Denver, and \$99 from Baltimore. (All fares are one-way.) ABA encourages booksellers to shop carriers, and to book flights soon!

For those flying into San Jose, there is shuttle service from the airport to the hotel. Those who are driving should note that the Doubletree is located near the airport, just off Highway 101. Detailed directions are available on the Doubletree website ¹³. Discounted parking for attendees is \$5/day.

38 Authors to Take Part in Wi5 Reception

December 17, 2009 -- ¹⁴ This week, the American Booksellers Association announced the names of 38 authors and illustrators who will participate in the publisher-sponsored Author Reception at the Fifth Annual Winter Institute ¹⁵ (Wi5). Always a highlight of ABA's premier winter education event, the reception, on Thursday evening, February 4, will provide booksellers with an opportunity to mingle with the authors and illustrators, who will be there to autograph new or forthcoming titles.

"Thanks to the continuing support of ABA's Publisher Partners ¹⁶, we're once again able to bring booksellers and authors together for this festive, annual event at the Winter Institute," said Senior Director of Publisher Initiatives Mark Nichols. "The reception has proven to be a wonderful venue for booksellers to meet new talent as well as handselling favorites. Authors, too, appreciate the chance to acknowledge the indie booksellers who have placed their books in the hands of readers across the country."

The 38 authors and illustrators currently scheduled to participate in the Author Reception at the Wi5 host hotel, the Doubletree San Jose, are:

Brunonia Barry	<i>The Map of True Places</i>	William Morrow
Erica Bauermeister	<i>The School of Essential Ingredients: A Novel</i>	Berkley Trade
Elise Blackwell	<i>An Unfinished Score</i>	Unbridled Books
Ally Carter	<i>Heist Society</i>	Disney-Hyperion
Zoe Fitzgerald Carter	<i>Imperfect Endings: A Memoir</i>	Simon & Schuster
Jef Czekaj	<i>Hip and Hop, Don't Stop!</i>	Disney-Hyperion
Justin Cronin	<i>The Passage: A Novel</i>	Ballantine Books
Anna Dewdney	<i>Roly Poly Pangolin</i>	Viking Books for Young Readers

Chitra Divakaruni	Banerjee	<i>One Amazing Thing: A Novel</i>	Voice/Hyperion
Heidi W. Durrow		<i>The Girl Who Fell From the Sky: A Novel</i>	Algonquin
John Freeman		<i>The Tyranny of E-mail: The Four-Thousand-Year Journey to Your Inbox</i>	Scribner
Tom French		<i>Zoo Story: Life and Death in the Garden of Captives</i>	Hyperion
Brenda Z. Guiberson		<i>Moon Bear</i>	Henry Holt Books for Young Readers
Michelle Hoover		<i>The Quickening: A Novel</i>	Other Press
Joshilyn Jackson		<i>Backseat Saints: A Novel</i>	Grand Central Publishing
Lily King		<i>Father of the Rain: A Novel</i>	Atlantic Monthly Press
Michael Koryta		<i>So Cold the River</i>	Little, Brown
Barry Lynn		<i>Cornered: The New Monopoly Capitalism and the Economics of Destruction</i>	Wiley
Marianne Malone		<i>The Sixty-Eight Rooms</i>	Random House Books for Young Readers
Emily St. John Mandel		<i>The Singer's Gun: A Novel</i>	Unbridled Books
Greil Marcus		<i>When That Rough God Goes Riding: Listening to Van Morrison</i>	PublicAffairs
Karl Marlantes		<i>Matterhorn: A Novel of the Vietnam War</i>	Atlantic Monthly Press
Zachary Mason		<i>The Lost Books of the Odyssey: A Novel</i>	Farrar, Straus and Giroux
Anchee Min		<i>Pearl of China: A Novel</i>	Bloomsbury
Pete Nelson		<i>I Thought You Were Dead: A Love Story</i>	Algonquin
Maggie O'Farrell		<i>The Hand That First Held Mine: A Novel</i>	Houghton Harcourt Mifflin
Lauren Oliver		<i>Before I Fall</i>	HarperTeen
David Patneaude		<i>Epitaph Road</i>	Egmont USA
Adam Ross		<i>Mr. Peanut</i>	Knopf
Laura Amy Schlitz		<i>The Night Fairy</i>	Candlewick
Dr. Cuthbert Soup		<i>A Whole 'Nother Story</i>	Bloomsbury Children's Books
Thomas Steinbeck		<i>In the Shadow of the Cypress: A Novel</i>	Pocket Books
Francisco Stork		<i>The Last Summer of the Death Warriors</i>	Arthur A. Levine Books/Scholastic

Matt Tavares	<i>Henry Aaron's Dream</i>	Candlewick
Danielle Trussoni	<i>Angelology: A Novel</i>	Viking
Barry Udall	<i>The Lonely Polygamist: A Novel</i>	W. W. Norton
Jacqueline Winspear	<i>The Mapping of Love and Death: A Maisie Dobbs Novel</i>	Harper
Ed Young	<i>Moon Bear (illustrator)</i>	Henry Holt Books for Young Readers

Watch for updates to the list in *BTW* in January.

More on Publishers' E-Book Release Date Strategies

December 17, 2009 -- Four major U.S. publishers announced plans last week ¹⁷ to delay, or consider delaying, the release of e-book editions until weeks or even months after the publication of hardcover titles, as the industry attempts to adapt to the accelerating growth in the sales of digital editions and the widespread sub-\$10 pricing of bestsellers in digital format. This week, Macmillan joined the ranks of those announcing e-book release plans, while HarperCollins CEO Brian Murray told *Bookselling This Week* that there is a lot more to HarperCollins' e-book strategy than a simple change in release scheduling.

Simon & Schuster was the first to issue a release last week detailing its plans to wait four months after the hardcover publication of 35 new titles before releasing e-book editions. The decision will cover hardcovers published between January and April 2010. Adam Rothberg, vice president, corporate communications for S&S, told *BTW* this week via e-mail: "Our decision was arrived at after much deliberation and consideration about all aspects of the publishing business, especially the long-term effects that current e-book pricing standards may have for authors and the bookselling marketplace."

As to whether S&S will continue this e-book release schedule beyond April 2010, Rothberg said, "It's certainly possible: We'll want to study the data we get back before making any longer term decisions."

HarperCollins said last week that it planned to experiment by delaying e-book publication of five to 10 new hardcover titles a month, starting in January or February. In an interview with *BTW* this week, Harper CEO Brian Murray said that as part of its long-term e-book strategy, the company is looking into producing e-books with special features, such as narrative, author videos, and social media features, as part of an enhanced e-book experience. "We're trying to innovate the product and come up with a different experience" for the digital consumer, Murray said. Looking long-term, he expects that some e-books with special features could be released alongside their hardcover editions and sold for a "fair value."

Hachette also announced last week that it plans to publish e-books of a "vast majority" of its titles three to four months following the publication of their hardcover editions. "We're doing this to preserve our industry," David Young, chief executive of the Hachette Book Group, told the *Wall Street Journal* ¹⁸. "I can't sit back and watch years of building authors sold off at bargain-basement prices. It's about the future of the business." Hachette declined *BTW*'s request to comment further on its e-book

release strategy.

In response to an inquiry regarding its long-term e-book release strategy, Penguin Group told *BTW* it had "no plans at this time to issue a blanket policy on e-book publishing. We have always treated authors and titles on an individual basis, and we will continue to do so in the digital arena."

In a statement released this week ¹⁹, Macmillan CEO John Sargent discussed the publisher's e-book release strategy for frontlist titles. "In 2010," he said, "we will publish our bestsellers in several ways. Some bestsellers will be enhanced with additional content and priced to reflect their increased value to the consumer. These will be published at the same time as the hardcover and will be available for three months as special editions. We will publish other bestsellers, without enhancements, several months after the hardcover release. We will adjust the number of special edition bestsellers we publish based on the market response. Working with our authors, we will continue to experiment with new models going forward."

Murray told *BTW* that HarperCollins took a close look at its e-book strategy because "we don't want to wind up like the music industry." Among the publisher's goals, he said, is to have strong partners in both the "physical [world] and a vibrant digital marketplace. We're looking for the best possible outcome, with the new alongside the traditional."

The practice of sequencing formats, Simon & Schuster's Rothberg explained, is one that is common to many media industries, including motion pictures and television. "In publishing, we have long provided different formats for consumers who prefer certain book formats, such as hardcover, trade paperback, mass market paperbacks, and now e-books," he said. "Historically, those formats have been published at different times in a book's life, with the less expensive paperback edition usually following the hardcover publication by nine to 12 months. We think the e-book can naturally follow this model, and four months is really not too long to wait to read the electronic edition."

Added Rothberg, "It is also true that we seek to preserve the value of our authors' works -- works that in many cases they have labored many years to create -- at the moment when that work has its maximum value."

Though HarperCollins is experimenting with the e-book releases of five to 10 new hardcover titles, Murray said the publishing house had not yet formulated a firm policy on release dates. "There is tremendous change [occurring in the marketplace]," he said. "Making the right decision book-by-book is critical. We need to be agile and learn from every possible decision."

Some e-books will be released six weeks after the hardcover and some three months after. Choosing the timing for the e-book release date is a "gut feel" more than a hard and fast rule, Murray said. The key for the publisher is that the timeframe will allow it to learn quickly from the strategy. "We chose six weeks rather than, say, 12 months because HarperCollins didn't want to wait 12 months to learn."

Moreover, Murray stressed it's important to strike a balance for those avid readers who want to buy e-books, while also supporting those who don't have e-readers and want to buy traditional books -- "and there are more of those," he said. "We don't want to set economics that will destroy the avenue for those who want to buy traditional books."

S&S expects that e-books will represent about four percent of its

revenues this year, Rothberg reported, but he said that there is "no doubt that this format is going to gain market share. It is still in its early stages, and more technology companies are getting into the business."

Similarly, at HarperCollins, e-books represent four percent of HarperCollins adult fiction business overall, though many backlist titles are not available. However, on any given new titles, e-books can represent as much as 15 percent in the first 15 months, "which is rather significant," Murray noted. He stressed that e-books will continue to grow in importance -- it's just a matter of "how quickly it will grow. Over the past one to two years, it's grown faster than the publishing industry expected." -- *David Grogan* ²⁰

IndieCommerce Introduces Innovative Feature for Online Handselling

December 17, 2009 -- ABA IndieCommerce this week launched a new feature that allows stores to create new orders on their customers' behalf and charge their credit cards automatically using a secure, encrypted feature called a Customer Information Manager (CIM) Profile.

A CIM Profile is an encrypted data snapshot of a customer's credit card info.

How might you use this feature?

- As a convenience for repeat customers. All that a customer needs to do is let you know that he or she would like to purchase a book, and you can do the rest for them.
- As an opportunity for handselling. If you've shipped a book to a customer, and they liked it, offer them something else.

Is this secure?

Credit card security and fraud protection are high priorities for the IndieCommerce program. Since migrating to the Drupal platform, IndieCommerce has taken several steps to become PCI compliant ²¹. This helps reduce liability relating to fraudulent orders for both IndieCommerce and participating bookstores.

The CIM profile feature fits within the strict requirements of PCI compliance. The customer's sensitive payment information is stored on the credit card processor's secure server, not locally. All that your store will ever have access to is the customer reference ID. This means that even if a hacker was able to penetrate your website, she or he would not be able to retrieve a customer's credit card number or obtain funds from it.

Of course, not every customer will be comfortable with this, and it's down to your judgment whether and how to promote the CIM feature. But, from the customer's perspective, the ease of ordering in this way is something unmatched on any other e-commerce site. It's also an opportunity to build a personal relationship -- and customer trust.

The CIM profile feature is automatically available to all existing IndieCommerce users, and no configuration is necessary. Saved CIM profile data will be available for all customers who make purchases on or after Wednesday, December 16, 2009. A training video demonstrating how to use the CIM Profile is available here ²². --*Matt Supko* ²³

Report Finds States Will Try to Stop Sales Tax Declines

December 17, 2009 -- Faced with budget shortfalls, state governments will be looking at different ways to increase sales and use tax revenue, according to the white paper "The Impact of the Loss of State Sales and Use Tax Revenue ²⁴", which was recently released by CCH, a provider of tax, accounting, and audit information, software, and services. Methods for increasing sales and use tax revenue will run the gambit from sales tax increases to e-fairness legislation, depending on the state, the report noted.

"This report makes it abundantly clear how significant the issue of e-fairness is and how it is imperative that we urge states to act now," said Oren Teicher, ABA CEO. "As online shopping grows, states will suffer increasing sales tax revenue declines and larger budget shortfalls as significant remote retailers eschew their legal obligation to collect and remit sales tax. We continue to believe that a simple, direct solution is the equitable enforcement of existing sales tax laws."

Based on current law, Teicher continued, remote retailers with either a physical presence in a state (such as shipping facilities) or affiliates in the state are obligated to collect and remit sales tax, but in most states, they do not. And while states such as New York, North Carolina, and Rhode Island, have updated their sales tax laws, "most states are still allowing hundreds of millions of dollars in lost sales tax revenue to go uncollected."

While CCH's white paper does not endorse any particular method for increasing sales tax revenue, it does articulate the "depth of the situation that most states find themselves in, both presently, and for the foreseeable future." It also examines the myriad ways that states will likely deal with these financial woes.

According to the Nelson A. Rockefeller Institute of Government's October 2009 State Revenue Report, sales tax revenue suffered a 9.5 percent decline for second quarter 2009, the report noted. Of the 45 states that have sales tax, 42 had declines during the second quarter of 2009, and 14 of those states had double-digit declines. Wisconsin suffered the greatest decline, at 34.4 percent, followed by Arizona, at 27.3 percent.

The white paper noted that states have a number of options at their disposal to generate additional sales and use tax revenue, including beefing up tax collection staff, increasing tax rates, becoming a member of the Streamlined Sales and Use Tax Agreement, or following New York State's lead and passing e-fairness legislation.

The report also provides an overview of how some states are planning to combat the loss in sales tax revenue.

Among the states that have, or plan to, increase their sales tax rates are California, Maine, Massachusetts, Minnesota, Nevada, and Utah.

"For our member booksellers in these states, it is imperative that we get the word out that the first order of business in meeting the challenge of falling sales tax revenue is to equitably enforce existing sales tax laws," said Teicher.

The report also lists those states considering e-fairness legislation, and these include California, Connecticut, Florida, Illinois, Michigan, Tennessee, and Texas.

Booksellers looking to campaign for e-fairness in the aforementioned states are urged to contact ABA Public Policy Liaison David Grogan at (914) 373-6662 or via e-mail at dave@bookweb.org ²⁵ for assistance, tips, and information on advocating for e-fairness.

the Demand for Graphic Novels

December 17, 2009 -- Graphic novels have reached a tipping point, and booksellers can position themselves to benefit, says Diamond Book Distributors sales manager John Shableski, a presenter at ABA's upcoming Winter Institute.

Sales of graphic novels are climbing dramatically, and at the Wi5 session "Graphic Novels: An Amazing Marketing Event & Opportunity for Independent Retail," Shableski will lead a panel discussion on the current state of the market and how booksellers can strategically buy, shelve, and promote graphic novels. Panelists include Dan Kusunoki of Skylight Books in Los Angeles, Gina Moon of Malaprop's in Asheville, North Carolina, and librarian Eva Nottage from Watsonville Public Library in California.

An interesting stat from the library world, Shableski said, is that "a young adult graphic novel collection that represents 15 percent of [an entire young adult] collection can generate 45 - 52 percent of its circulation numbers. Circulation is equal to turns in the retail language.... What the librarians know is that graphic novels represent more than a chance to increase circulation, they're an opportunity to develop a new audience for the library."

With the growing popularity of graphic novels, "now is the moment for the independent retailer," said Shableski. "The best thing indie booksellers can do is create a setting where they can become a resource for teachers and can partner with librarians to create book clubs."

Shableski is confident that the popularity of graphic novels will continue to grow in the next year. "These next 12 months are going to be amazing," he said. "The momentum kicked into gear with [last month's] American Association of School Librarians convention in Charlotte. Baker & Taylor had a graphic novel day in its booth and never imagined it would have nearly a thousand people standing in line to get graphic novels autographed." Programs at the Miami International Book Fair, also in November, "all went really well," he said, adding each session had more than 100 teachers in attendance. "The kids and teens programs literally drew thousands.... Miami rocked it. David Small's *Stitches* landed on the list of finalists for the 2009 National Book Awards, and now the American Library Association is looking to do some major programming for its show next summer.... It's going to be a busy 12 months."

Shableski, who has been a speaker, panelist, and program coordinator for library, educational, and retail trade shows and symposiums, including BookExpo America, Comic-Con International, New York Comic-Con, and the Miami Book Fair, will lead the Graphic Novels sessions at Wi5 on Thursday, February 4, from 10:15 a.m. - 11:45 a.m.

The Winter Institute, to be held from Wednesday through Friday, February 3 - 5, 2010, at the Doubletree San Jose in California, is now booked to capacity. ABA bookstore and provisional members who would like to add their names to a waiting list should send an e-mail to Wi5@bookweb.org ²⁶. Booksellers who are no longer planning to attend Wi5, or who no longer need their hotel rooms, are also asked to contact ABA as soon as possible, so waiting booksellers can attend.

Full Wi5 program details, including session descriptions, are available on BookWeb's Wi5 Event pages ²⁷. Questions about the education program and event registration may be addressed to Wi5@bookweb.org ²⁸. -- *Karen Schechner* ²⁹

Seize the Moment @ Wi5: Building on

Patriot Act Reauthorization Delayed Till 2010

December 17, 2009 -- ³⁰ Work to reach a final compromise on key provisions of the USA Patriot Act that are set to expire at the end of this year has been put off until 2010. The expiring provisions -- including Section 215, which allows the FBI and other law enforcement agencies to search bookstore and library records -- are being extended for two to three months to allow time for the House and Senate to reach a consensus on a final agreement. Both the House and the Senate have Patriot Act reauthorization bills that have been approved in committee, but neither has passed its own revised version.

House Speaker Nancy Pelosi (D-CA) rejected a Senate plan to include the Patriot Act amendments in a larger Pentagon funding bill that is expected pass before Congress breaks for the holiday, in part, because liberal Democrats are already upset about President Obama's escalation of the war in Afghanistan, according to Politico.com ³¹.

The House Patriot Act reauthorization bill would prohibit the use of Section 215 to search the records of a library patron or bookstore customer unless there are "specific and articulable facts" to show that the person is "a suspected agent of a foreign power" or someone who is in contact or known to the suspected agent.

Under the Senate version, which has the support of the U.S. Justice Department, a Section 215 order could be used to obtain "library records or patron lists" only when those records pertain directly to someone suspected of terrorism or espionage. However, this added protection would not apply to the records of bookstore customers. They could still be searched even when the customer is not suspected of criminal conduct.

At the end of November ³², the American Booksellers Association and its partners in the Campaign for Reader Privacy ³³ encouraged their supporters to call on their senators to urge that the reader privacy protections for library records in the Senate bill also be extended to those of bookstores.

Chris Finan, president of the American Booksellers Foundation for Free Expression ³⁴, told *BTW*: "We hope that the delay in the final vote will give everyone the time to focus on the importance of restoring the protections for reader privacy that were eliminated by the Patriot Act. We're counting on booksellers to get on the phone with their senators and representatives after January 1."

AMIBA Offers "Buy Indie/Buy Local" Outreach Tools

December 17, 2009 -- ³⁵ The American Independent Business Alliance ³⁶ (AMIBA) has a free holiday gift for local communities -- new outreach tools aimed at ramping up "Buy Indie/Buy Local" campaigns for the holidays -- or anytime. Among the offerings are a bag stuffer template and two posters/fliers spreading the pro-independent message. Each is ready to print on standard 8-1/2" x 11" paper. One poster, which can also serve as an ad, features the holiday-theme "Give a Gift to Your Community." The other compiles three messages from AMIBA's popular "Why Buy Local?" poster series ³⁷ into one design. The posters can be viewed and downloaded here ³⁸.

³⁹ AMIBA is also offering a free copy of *Main Street News* ⁴⁰ magazine, featuring an eight-page primer on creating effective Buy Indie/Buy Local campaigns. Booksellers who would like to receive

a complimentary copy should e-mail news@AMIBA.net ⁴¹ with their contact information.

Forthcoming in 2010 are more outreach materials, and AMIBA "eagerly invites booksellers' suggestions for posters, bumper stickers, t-shirts, and other ideas," said Jeff Milchen, the group's co-founder and outreach director.

Specifically, AMIBA is seeking immediate input on two items: Military personnel are a large portion of the population in several IBA communities, so the alliance is looking for slogans, images, and ideas to effectively communicate the value of going local to folks who often have short residencies and little community contact. In addition, AMIBA wants to design a T-shirt and tote bag to distribute nationally with a Go Local/Go Indie message that can be customized with a local IBA's name and logo. Anyone submitting ideas that AMIBA uses in either of these initiatives will receive a prize.

AMIBA is also asking for input on what conversations or workshops will be most valuable for member communities at its April conference in Tampa.

To submit ideas for any of the AMIBA initiatives, send an e-mail to info@amiba.net ⁴². For more information, go to www.amiba.net ⁴³.

More IndieCommerce Sites Move to Drupal Platform

December 17, 2009 -- Eighteen ABA member stores have migrated from the old BookSense.com legacy system to IndieCommerce's Drupal-based platform in the last month, bringing the total number of stores on the new system to more than 120.

The deadline for all IndieCommerce stores to move to the new platform was recently extended ⁴⁴ to March 31, 2010; however, effective January 1, stores still using the old system will no longer have the following services:

- 1 Wholesaler fulfillment
- 2 E-book sales
- 3 National affiliate traffic referrals

Basic content management and shopping cart functions on the legacy system will remain uninterrupted until the end of March. ABA is urging all stores still on the BookSense.com platform to move to the new system as soon as possible.

Stores launching on IndieCommerce's Drupal-based platform within the last month include:

The Book Bin ⁴⁵	Liberty Bay Books ⁵⁴
The Book Nook & Java Shop ⁴⁶	Mysteries on Main Street ⁵⁵
The Bookworm ⁴⁷	Mysterious Galaxy ⁵⁶
Boulder Book Store ⁴⁸	Schuler Books & Music ⁵⁷
Brace Books & More ⁴⁹	The Seminary Co-op Bookstore ⁵⁸
Flyleaf Books ⁵⁰	Teaching for Change Bookstore ⁵⁹
A Great Good Place for Books ⁵¹	The Toadstool Bookshops ⁶⁰
Green Apple Books ⁵²	Women & Children First ⁶¹
Inkwood Books ⁵³	WORD ⁶²

Questions about the new platform or anything else related to ABA IndieCommerce may be e-mailed to staff@bookweb.org ⁶³.

Also, see this week's related story on IndieCommerce's brand-new features and customer training video.

Bookseller's Memoir Details Grassroots Efforts in Support of Obama

December 17, 2009 -- ⁶⁴ John and Michelle Presta got their start in bookselling in 1991 as the founders of a small bookstore, Reading on Walden, in Chicago. They got their start in politics about a decade later working on the campaign of then-congressional hopeful Barack Obama.

In *Mr. and Mrs. Grassroots: How Barack Obama, Two Bookstore Owners, and 300 Volunteers Did It* ⁶⁵ (Elevator Group Publishing, January 2010), John Presta shares his involvement in Obama's political campaigns from 2000 to 2008, and details how he helped build a grassroots network of hundreds of volunteers.

Presta, who was born and raised in Chicago, recently explained to *BTW* that, though his volunteer work for Obama was his first trek into political activism, politics had always been a passion of his.

Obama's *Dreams From My Father* (Crown) was Presta's introduction to the man who would eventually become the 44th president of the U.S. "We ordered a copy of the paperback of *Dreams From My Father*, then published by Kodansha Globe," he said. "We even tossed around the idea of a book signing since we loved to host local authors. This book especially caught my eye because ... [Obama] was running for political office."

During late 1999 and early 2000, Presta learned more about Obama from his campaign manager, Dan Shomon. "The book was the catalyst," Presta said. "[But] it was on March 13, 2000, when my wife, Michelle, and I talked to Obama at length, and I realized, 'This man is going to be president one day. He has 'it'.... He had that gift of making you feel like the only person in the room.'"

Shomon recruited the Prestas to help with Obama's run for the U.S. Congress in 2000. "We eventually agreed to help organize a candidates' forum, inviting the four candidates on the Democratic ticket," Presta explained. "[Obama] lost that particular race, but he did not lose me." In *Mr. and Mrs. Grassroots*, Presta describes how he capitalized on his position as an indie bookstore owner to bring hundreds of people in the community together to work on Obama's senate campaign and eventual run for the presidency.

Independent bookselling, politics, and community are things that Reading on Walden had always combined, said Presta, who now runs the bookstore exclusively online ⁶⁶ and blogs regularly for the *Chicago Examiner*. "The words 'independent booksellers' connotes involvement in the community," he stressed. "Booksellers are catalysts for change, and it is what independent booksellers have done for many years."

Presta hopes that *Mr. and Mrs. Grassroots* gives readers a sense of the importance of community activism, and that "when you believe in something or someone strongly, you stay with it and never give up." He also hopes that his own story of how two booksellers helped launch a political career will "bring attention to the great things independent booksellers do for their communities."

Presta invited booksellers who are interested in receiving an ARC of *Mr. and Mrs. Grassroots* to send an e-mail, including the store mailing address, to readingonwalden@att.net ⁶⁷, with "Send me *Mr. and Mrs. Grassroots*" in the subject line. -- *Karen Schechner* ⁶⁸

Around Indies

December 17, 2009 --

Little Shop of Stories Claims Its Prize: Neil Gaiman ⁶⁹

On Monday, December 14, Little Shop of Stories ⁷⁰ in Decatur,

Georgia, claimed one of two grand prizes in the Neil Gaiman *Graveyard Book* Halloween Party Contest ⁷¹, sponsored by HarperCollins Children's Books: a visit by Neil Gaiman himself. The event drew a thousand fans to Agnes Scott College for "a fantastic night," said Little Shop of Stories owner Diane Capriola. "Neil signed for six hours!" On the store blog ⁷², Little Shop of Stories staff expressed their heartfelt thanks to Gaiman "for coming to Decatur and spending time with us yesterday. For a small, independent bookstore like ours, this was an opportunity to thank our loyal customers in a very special way and to introduce ourselves to a large number of people from all over Atlanta and the entire Southeast. In what often feels to be a desolate landscape littered with the remains of our comrades, you have helped to keep our light shining."

Lucky fans in the first row were home with an autographed book by 7:30 that night, but Gaiman "graciously signed until 1:18 a.m.," Little Shop of Stories said.

Eagle Eye Book Shop Honored as "Best of Atlanta"

⁷³ Eagle Eye Book Shop ⁷⁴ in Decatur, Georgia has been named "Best Indie Bookstore in Atlanta for 2009" by *Atlanta Magazine* ⁷⁵. In its December issue, the magazine said the store, owned by Diane and Doug Robinson, "strikes the perfect bookish balance between orderly and overwhelming. It's easy to dash in for something specific, but it's also possible to lose an entire afternoon just browsing. The staff is smart and witty. And if they can't find or special-order what you need, they'll refer you to other independent bookstores in town. Eagle Eye, which boasts 'more than a mile' of new and used books, is an active member of the community it serves, which is the best measure of success."

Doug Robinson, who is Eagle Eye's general manager, said that it was very gratifying to receive the reward, and the couple looks forward to "living up to the *Atlanta Magazine* standards."

Rainbow Bookstore Cooperative Celebrates 20 Years

⁷⁶ The *Wisconsin State Journal* ⁷⁷ (WSJ) profiled the Rainbow Bookstore Cooperative ⁷⁸, which celebrated its 20th anniversary in Madison, Wisconsin, last Sunday with a party at a local bar featuring cake, music, "guest appearances by local characters, and a lot of shared memories."

The store, managed by Allen Ruff, Marsha Rummel, and Joshua Stuewer, carries on "a tradition that is deep-rooted in Madison" Ruff told the *WSJ*, which noted that the local "[Green Lantern Food Co-op] is said to have burned its membership files in 1951, after it was rumored they might be subpoenaed by Joe McCarthy. Fifty years later," the *WSJ* added, "the Rainbow Bookstore Cooperative was front and center in the effort by booksellers and libraries to resist attempts by Homeland Security to monitor the reading habits of the citizenry."

The Rainbow Co-op continues to serve as a gathering place for progressives, who come not only to buy books, but also to hear speakers, poetry readings, music, and more. The store's "anchor" is textbooks for UW-Madison students, according to the *WSJ*, but it also sells general books and includes nonfiction sections catering to the progressive and university communities. The co-op also has an e-commerce site ⁷⁹ and a page on Facebook, with an extensive list of friends.

Aaron's Books Launches "Book Buying for a Cause"

Aaron's Books⁸⁰ in Lititz, Pennsylvania, will be launching a new community fundraising and outreach program in January 2010: "Book Buying for a Cause," a monthly initiative providing local nonprofit groups with a new means of raising funds.

The bookstore, owned by Sam and Todd Dickinson, will choose one nonprofit that serves the same communities as Aaron's each month and donate a portion of all sales on Tuesdays during the month to the group. The first groups benefiting from the new program include the Lititz Rec Center, Lancaster County Division of the American Heart Association, the Literacy Council of Lancaster Lebanon, and the Susquehanna Sustainable Business Network. Future beneficiaries will be announced in the Aaron's Books monthly newsletter.

BTW News Briefs

December 17, 2009 --

Above the Treeline in New Partnership to Provide Digital Galleys Above the Treeline, a provider of web-based interactive publisher catalogs, and Firebrand Technologies⁸¹, a provider of digital galleys, announced this week that NetGalley⁸² services will be integrated with Edelweiss digital catalogs⁸³ to allow publishers the option to provide electronic galleys to selected retailers, reviewers, and other professional readers.

Edelweiss publishers will be able to use NetGalley's functionality to offer digital galleys, with or without DRM, directly from their Edelweiss catalogs. NetGalley supports a broad range of dedicated reading devices and platforms, and publishers can select reading options and security features based on their specific needs. For NetGalley publishers with Edelweiss catalogs, this additional functionality will come at no additional charge. Edelweiss publishers who are not currently using NetGalley will be able to purchase the NetGalley add-on on a per-title basis for their Edelweiss catalogs through Above the Treeline. The first electronic galleys provided by NetGalley will appear in Edelweiss in the second quarter of 2010.

SBA, Dell Launch Video Series to Help Small Businesses Grow, Create Jobs

The U.S. Small Business Administration and the Dell corporation this week launched an online video series offering tools and strategies to help small business owners recover from the recession and expand and create jobs.

*Strategies for Growth: Advice for Expanding Your Business*⁸⁴ includes real-world insight, solutions, and advice from small business owners who have succeeded, in good and bad economic times. Additionally, the series draws on the expertise of counselors, policy makers and others for accessing resources and tools available to small business owners. Topics include Planning for Growth, Government Contracting, Team Building, Marketing, Technology, Exporting Opportunities, and Disaster Recovery, as well as a Profiles of Success segment spotlighting two successful entrepreneurs.

Rights to Backlist Books in E-book Format in the News

Although e-book plans for frontlist titles have been the main focus of recent news reports⁸⁵, the *New York Times*⁸⁶ and others media outlets this week reported on a letter sent by Markus Dohle, chief executive of Random House, to dozens of literary agents. Dohle's

letter made clear the company's position that "the vast majority of [its] backlist contracts grant [Random House] the exclusive right to publish books in electronic formats, as well as more traditional physical formats." Dohle further clarified: "Accordingly, Random House considers contracts that grant the exclusive right to publish 'in book form' or 'in any or all editions' to include the exclusive right to publish in electronic book publishing formats."

Backlist titles are crucial to publishers due to their potential for revenue long after their release, but authors and agents are concerned that publishers are not offering sufficient royalties for e-book editions, the *New York Times* said. And some authors and agents are thinking about taking digital rights elsewhere. Already, some publishers have forged agreements with authors or their estates to publish digital editions, but "with only a small fraction of the thousands of books in print available in e-book form, there are many titles to be fought over," the article explained.

On December 15, the Authors Guild posted a response⁸⁷ to Dohle's letter that stated: "A fundamental principle of book contracts is that the grant of rights is limited. Publishers acquire only the rights that they bargain for; authors retain rights they have not expressly granted to publishers. E-book rights, under older book contracts, were retained by the authors."

In related news, the *Times*⁸⁸ reported this week that Stephen R. Covey recently moved e-book rights to two of his bestselling books from his print publisher, Simon & Schuster, a division of the CBS Corporation, to a digital publisher that will sell the e-books to Amazon.com for one year.

Adam Rothberg, vice president, corporate communications for S&S, declined to comment directly on Covey's moves, but told the *Times*, "Our position is that electronic editions of our backlist titles belong in the Simon & Schuster catalog, and we intend to protect our interests in those publications."

BTW's Holiday Schedule

December 17, 2009 -- **Bestseller Reporting Remains Unchanged**

To get a jump on the Christmas holiday, next week's edition of *Bookselling This Week* will arrive in your inbox on Tuesday, December 22. There will be no *BTW* the following week (the week of New Year's Day). However, the Indie Bestseller Lists will be produced and e-mailed as usual on Tuesday, December 22, and Tuesday, December 29; they will also be posted to BookWeb late Tuesday afternoon.

The Bestseller reporting period for both weeks remains unchanged:

- ABA Manual Entry -- 3:00 a.m. EST on Tuesday, via the ABA reporting site
- ABA File Upload --3:00 a.m. EST on Tuesday, via the ABA reporting site
- BookScan -- 10:00 p.m. EST on Monday, directly from the store POS system.

When *BTW* returns on Thursday, January 7, we'll feature a report on the holidays at bookstores across the country. If you're an ABA member and interested in being a part of our wrap-up, please drop us an e-mail⁸⁹ describing how this year's holiday sales compared to last year; what titles were your store's handselling success stories; and whether any particular events or marketing promotions were instrumental in driving holiday sales.

Booksellers with questions about Bestseller reporting should contact ABA Special Projects Manager Peter Reynolds⁹⁰.

MARKETPLACE

Classifieds

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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 here⁹⁶.

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