

# BOOKSELLING THIS Week

AMERICAN BOOKSELLERS ASSOCIATION

January 21, 2010

## TABLE OF CONTENTS:

• ABA to Kick Off Spring Forum Schedule at CAMEX .....	1
• Op-Ed Template Added to E-Fairness Action Kit .....	1
• February Indie Notables Fliers & Shelf-Talkers Now Available .....	2
• Noted Publishing Execs to Be Featured on Wi5 Panel .....	2
• Google's Daniel Clancy to Present Wi5 Tech Day Luncheon Keynote .....	2
• Booksellers Hoping to Fill Wi5 Hotel Cancellations .....	3
• Survey Looks at Consumers' E-Book Preferences .....	3
• March Workshop on Opening or Buying a Bookstore .....	3
• Nominations Sought for PW Bookseller & Rep of Year .....	3
• WNBA Announces Pannell Award Nominees .....	4
• BTW News Briefs .....	4

## MARKETPLACE

• Classifieds .....	5
• Other Advertising .....	6

## ABA to Kick Off Spring Forum Schedule at CAMEX

January 21, 2010 -- The American Booksellers Association will be holding its first Booksellers Forum of 2010 on March 12 in Orlando, Florida, in conjunction with the National Association of College Stores' (NACS) Campus Market Expo (CAMEX) <sup>1</sup>, where forum participants will be able to take advantage of special housing and registration offers. All ABA member booksellers are invited to the forum program, which is being held in conjunction with NACS <sup>2</sup> and the Southern Independent Booksellers Alliance <sup>3</sup>.

The ABA program, featuring the forum discussion, food, networking, and a look at how to find and serve customers in the crucial years ahead, will be held from 11:00 a.m. to 3:00 p.m. on Friday, March 12, in Room W202C of the Orange County Convention Center (West Building, second level).

From 11:00 a.m. to 12:45 p.m., ABA CEO Oren Teicher will lead an open forum and discussion of industry issues. Attendees help guide the agenda of the forum, so booksellers are encouraged to

come with questions and comments. Lunch will be served during the forum.

From 1:00 p.m. to 3:00 p.m., ABA COO Len Vlahos will present the education session "Reaching Customers in the 21st Century: A Demo of ABA's IndieCommerce, IndieBound.org, and IndieBound DIY."

Booksellers planning to participate in the March 12 forum program are asked to RSVP to Jill Perlstein <sup>4</sup>, ABA meetings and planning officer, by Friday, February 26.

ABA members can also take advantage of some great CAMEX specials in conjunction with the Booksellers Forum program. Bookseller Theresa Perry-White of California's Fullerton College, who attended the CAMEX trade show for the first time last year, said, "It was very worth it. We found a lot of new vendors and items for the store, and the show specials that I took advantage of will help our store's bottom line."

Among the CAMEX/ABA Forum Specials:

- NACS is offering its CAMEX <sup>5</sup> hotel block for ABA members attending the Orlando forum. Rooms can be booked through the official housing company for CAMEX: The Housing Connection.
- Stay an extra day and attend CAMEX <sup>6</sup>, the industry's largest buying event -- *for free*. Stay in the CAMEX hotel block (see #1) and get a *free* Trade Show-only registration.
- Stay until Monday, March 15, and attend the Disney Institute bonus session *for free*. Stay in the CAMEX hotel block (see #1) and get a *free* Disney Institute bonus session (March 15, 2:30 p.m. - 4:30 p.m.).

For contact information and a promo code to take advantage of these CAMEX offers available to ABA member booksellers, click here. <sup>7</sup>

Watch for the complete ABA Spring Forum schedule in an upcoming edition of *Bookselling This Week*.

## Op-Ed Template Added to E-Fairness Action Kit

January 21, 2010 -- This week, the American Booksellers Association announced the addition of an op-ed template to the new E-Fairness Action Kit <sup>8</sup> (E-FACT). Booksellers are urged to adapt the op-ed and to e-mail it to their local newspapers as a way of promoting the issue of e-fairness.

"Most states are faced with significant budget shortfalls, and e-fairness will be a major focus in 2010," said ABA CEO Oren Teicher. "The op-ed template provides booksellers with an effective way to educate the public about the current sales tax inequity and, we hope, to get the attention of state legislators. It's important that the real facts about e-fairness are widely publicized. We hope booksellers will use the op-ed template to help set the record straight."

ABA launched E-FACT earlier this month to provide booksellers with crucial, state-specific tools to help them in their e-fairness outreach efforts. E-FACT provides booksellers in the 42 states that collect sales tax but do not have e-fairness legislation with state-specific template letters calling for e-fairness that can be sent to their state legislators and governor.

Booksellers can go to E-FACT and navigate to their state <sup>9</sup>, where they will find relevant documents, including the new op-ed, that can be adapted and then e-mailed to the appropriate person. Look for E-FACT to continue to grow over the next few weeks to include FAQs, news articles, and practical suggestions for advocating on behalf of e-fairness.

Booksellers who have questions, need assistance, or want more information on ABA's e-fairness efforts should contact David Grogan at (914) 373-6662 or via e-mail at dave@bookweb.org <sup>10</sup>.

---

## February Indie Notables Fliers & Shelf-Talkers Now Available

January 21, 2010 -- Booksellers can now download the February Indie Next List Notables title recommendations from BookWeb.org in flier format <sup>11</sup> and as shelf-talkers <sup>12</sup>. Each month, the Indie Next List Notables showcase outstanding writing -- selections that have all been recommended by indie booksellers nationwide.

The February Notables nonfiction list features two captivating memoirs -- *Just Kids*, from rock 'n' roll legend Patti Smith (Ecco), and *Marriage and Other Acts of Charity*, from Kate Braestrup (Little, Brown), the author of a previous indie favorite, *Here If You Need Me*. In addition, among the nonfiction titles is *Stones Into Schools: Promoting Peace With Books, Not Bombs, in Afghanistan and Pakistan*, by Greg Mortenson (Viking), the author of *Three Cups of Tea*.

This month's Notables selections also include *I Love You, I Hate You, I'm Hungry*, a new cartoon collection from The New Yorker's Bruce Eric Kaplan (Simon & Schuster), and five novels, among them *Ransom*, the latest from David Malouf (Pantheon), and a debut title, *Veracity*, by Laura Bynum (Pocket), that takes a provocative look at authoritarianism, censorship, and oppression.

The February Indie Next List Great Reads will also be available in PDF format by the first of the month on Bookweb.org <sup>13</sup>, and stores that need more copies of the Indie Next List fliers should e-mail ABA's Linda Ford <sup>14</sup>.

Booksellers with comments, questions, and suggestions for the Next List are encouraged to e-mail Dan Cullen <sup>15</sup>.

---

## Noted Publishing Execs to Be Featured on Wi5 Panel

January 21, 2010 -- One of the highlights of next month's Winter Institute <sup>16</sup> will be a panel discussion on the challenges and opportunities presented by digitization that will feature three of the book industry's top executives.

"The State of General Trade Publishing: Three Noted Publishers Discuss How Digitization Is Impacting Their Business & the Industry" will feature panelists Drake McFeely, president of W.W. Norton & Company; David Young, chairman and CEO of Hachette; and Madeline McIntosh, president, sales, operations, and digital, for Random House. The panel will be moderated by Barry C. Lynn, author of *Cornered: The New Monopoly Capitalism and the Economics of Destruction* (Wiley).

The three publishers will share their thoughts on a number of topics related to the burgeoning digital marketplace. Questions to be explored include: How is the explosion of digital content impacting the general trade publishing industry? How are publishers reacting to the format and device wars? Do publishers plan to sell digital content directly? Do they see digital content as a complementary or competitive product to printed books? How are they grappling with price?

The session, from 2:30 p.m. - 3:45 p.m. on Wednesday, February 3, is open to all Winter Institute attendees.

---

## Google's Daniel Clancy to Present Wi5 Tech Day Luncheon Keynote

January 21, 2010 -- Daniel Clancy, director of Google Books, will be the keynote lunch speaker at the Winter Institute's Technology Day <sup>17</sup>, on Wednesday, February 3. Clancy, who has given tech talks at a variety of venues, including South by Southwest and Stanford University, will discuss the soon-to-be-launched Google Editions and diversity in the e-book marketplace.

"We're very excited to bring Dan Clancy to Wi5," said ABA COO Len Vlahos. "He'll no doubt shed a lot of light on not only Google Editions, through which independent booksellers will be able to sell e-books, but on e-book trends across the industry."

Before joining Google in 2005, Clancy was the director of the Exploration Technologies Directorate at NASA Ames Research Center. He has a B.A. from Duke University in computer science and theatre and a Ph.D. in artificial intelligence from the University of Texas at Austin. Clancy recently spoke with *BTW* from Google headquarters in Mountain View, California, about his upcoming appearance at the Winter Institute.

Clancy plans to begin his Wi5 talk with a high-altitude look at e-books and, then, to focus on the upcoming entre of Google into the e-book marketplace. Google Edition e-books will be readable on any Internet device, including a PC, Sony Reader, iPhone, and smartphone running Google's Android operating system. They will be stored in "the cloud," which means that they'll be available anywhere with Internet access. Retailers, including independent bookstores, will be able to sell e-books through the Google Editions service.

Consumers' views of the e-book format have largely already been shaped, said Clancy. "What you see is that when people buy a digital book, it is less about the device as about the digital book itself. What you see is that the books are going to be stored in the cloud, or a digital locker on the Internet, so the device will be less important."

Though consumers tend to view the e-book as divorced from any one reader device, he noted that Amazon is working to see that they are married. "Part of Amazon's strategy is that once you've bought 10 e-books from Amazon, you always buy from them," explained Clancy. "Their idea is to get people to go digital, and they'll regularly purchase from one provider."

Google Editions takes a broader view of e-books, however, and wants to bring diversity to the marketplace, Clancy said. The Google program isn't based on a lock-in system that limits content available to a single vendor's device. Instead, Google Edition e-books are readable on multiple devices and will be available for sale via multiple channels, including independent bookstores.

"I would say Google, in many cases, strongly believes in the value of an open ecosystem as opposed to closed stovepipe restrictions,"

said Clancy. "And Google's not just a third player, but a force that will encourage a much more diverse ecosystem." So, in the same way a consumer can buy two physical books from, for example, Powell's and a third from Books Inc., with Google Editions, two e-books can be bought from Vroman's and a third from Politics & Prose.

Though selling e-books within a physical store might seem somewhat counterintuitive, Clancy noted that it capitalizes on what independent booksellers are famous for -- handselling, customer service, and browseability. "The question," he said, "is how to create a world that takes advantage of the benefits of discovery within a bricks-and-mortar store and offer that to someone who wants to consume the book digitally." Clancy said that he and his team are in the midst of discussions with ABA as well as individual booksellers about how to sell Google Editions within bricks-and-mortar-bookstores.

Clancy's Wi5 talk will also explore what indie bookstores might look like in the near future -- including variations of combining print-on-demand capabilities with access to comprehensive online libraries. "Hopefully, 20 years from now, when someone walks into an independent bookstore," he said, "they will be able to walk out with any book ever printed, whether it's a printed or digital book. All sorts of pieces would need to come together for that to happen, but that's where we'll probably be."

The Winter Institute will be held from Wednesday through Friday, February 3 - 5, 2010, at the Doubletree San Jose in California. Full Wi5 program details, including session descriptions, are available on BookWeb's Wi5 Event pages <sup>18</sup>. Questions about the education program and event registration may be addressed to [Wi5@bookweb.org](mailto:Wi5@bookweb.org) <sup>19</sup>. -- *Karen Schechner* <sup>20</sup>

---

## Booksellers Hoping to Fill Wi5 Hotel Cancellations

*January 21, 2010* -- There are still dozens of booksellers hoping for room reservations at the Winter Institute's sold-out host hotel, the Doubletree San Jose.

If you're registered for Wi5 and no longer plan to attend, or if you no longer need your hotel reservations or are willing to share your room with another bookseller, you're asked to contact ABA now at [wi5@bookweb.org](mailto:wi5@bookweb.org) <sup>21</sup> so a waiting bookseller can be accommodated.

For more on ABA's Fifth Annual Winter Institute, sponsored by Ingram, visit [BookWeb.org](http://BookWeb.org).

---

## Survey Looks at Consumers' E-Book Preferences

*January 21, 2010* -- The Book Industry Study Group (BISG) <sup>22</sup> last week published the results of the first of three surveys that examine when, why, how, and where consumers purchase and use e-books and e-readers.

Input for the first survey, "Consumer Attitudes Toward E-Book Reading Survey," <sup>23</sup> was gathered from hundreds of book buyers -- including teens -- who also identify themselves as e-book readers.

Among the BISG survey's key findings:

- Thirty percent of print book buyers would wait up to three months to purchase the e-book edition of a book by a favorite author.

- The majority of print book buyers rank affordability as the number-one reason they would buy an e-book instead of a print edition. Less important is an e-book's searchability or that it is environmentally friendly.
- About 20 percent of respondents have stopped purchasing print books within the past 12 months in favor of e-book editions.
- Preferred e-reader devices were computers (47 percent) and the Kindle (32 percent), with other e-reader devices each at about 10 percent.
- The majority of respondents prefer to share e-books across devices.
- Only 28 percent would definitely purchase an e-book with Digital Rights Management.
- The majority -- 81 percent of respondents -- currently purchase an e-book only rarely or occasionally; however, e-book sales are rapidly growing.

For more information on the survey findings, which are available for purchase as a summary report and as a complete data compendium accessible online, visit [BISG.org](http://BISG.org) <sup>24</sup>.

---

## March Workshop on Opening or Buying a Bookstore

*January 21, 2010* -- The Bookstore Training Group of Paz & Associates <sup>25</sup> will be conducting an intensive workshop retreat, "Opening a Bookstore: The Business Essentials," from Monday through Friday, March 15 - 19, on Amelia Island (near Jacksonville, Florida).

The workshop will focus on topics ranging from start-up costs and strategies for making a profit to choosing a computerized management system and selecting an opening inventory. Participants will become immersed in the book industry as they gather invaluable information and contacts to facilitate the launch of a successful independent bookstore.

The workshop, offered in spring and fall each year, is facilitated by Mark and Donna Paz Kaufman and is co-sponsored by the American Booksellers Association. For details, visit [PazBookBiz.com](http://PazBookBiz.com) <sup>26</sup>.

---

## Nominations Sought for PW Bookseller & Rep of Year

*January 21, 2010* -- *Publishers Weekly* is seeking nominations for its Bookseller and Sales Rep of the Year awards to be presented this spring at BookExpo America in New York City.

A nominee for Bookseller of the Year must operate a professional storefront retail bookstore in the U.S. and should excel in buying and vendor relations, marketing, handselling, customer care, community involvement, management-employee relations, merchandising, and business operations.

A Sales Rep of the Year nominee may work with booksellers in person or by phone, but he or she should be someone booksellers can rely on for information, guidance, and support. The nomination should describe why booksellers value their relationship with the rep and should include a story or an example of the rep's commitment to excellence.

Nominations for both awards are due by 8:00 a.m. EST on Monday, February 8. All nominations should be sent to Donna Paz

Kaufman at [dpaz@pazbookbiz.com](mailto:dpaz@pazbookbiz.com)<sup>27</sup> or via fax to (904) 261-6742. Nominators are asked to include their name, phone number, and industry affiliation. Nominations will be included in the packet of materials used by the jury to select this year's recipients. Candidates cannot nominate themselves.

---

## WNBA Announces Pannell Award Nominees

January 21, 2010 -- The Women's National Book Association<sup>28</sup> this week announced the nominees for the 2010 WNBA Pannell Awards, recognizing retail bookstores that excel at inspiring the interest of young people in books and reading.

This year's awards, to one general bookstore and one children's specialty store, will be presented in May at BookExpoAmerica in New York.

This year's Pannell nominees are:

- Big Blue Marble Bookstore in Philadelphia, Pennsylvania
- Blue Willow Bookshop in Houston, Texas
- Bookshelf at Hooligan Rocks in Truckee, California
- Books, Inc. in San Francisco, California
- Green Toad Bookstore in Oneonta, New York
- Hicklebee's in Willow Glen, California
- Ladels Children's Book Boutique in Detroit, Michigan
- Literary Life Bookstore in Grand Rapids, Michigan
- Little Shop of Stories in Decatur, Georgia
- Parkplace Books in Kirkland, Washington
- Park Road Books in Charlotte, North Carolina
- The Bookworm of Edwards in Edwards, Colorado
- Third Place Books in Lake Forest Park, Washington

The two winners will be selected by a jury of five book industry professionals who will look at each store's demonstration of creativity, responsiveness to community needs, passion, and understanding of making the connection between books and young people. The winner in each category will receive a check for \$1,000 and a framed piece of original art by a children's book illustrator.

The awards, which were established by WNBA in 1981 to honor Lucile Micheels Pannell, a model book woman and children's bookseller, are also sponsored by Penguin Young Readers Group.

---

## BTW News Briefs

January 21, 2010 --

---

### Future of Current Health Care Bill Up in Air

Following the victory of Republican Scott Brown in Massachusetts' special election on January 19, one thing was certain: U.S. Senate Democrats had lost the 60-vote supermajority necessary to end a Republican filibuster, and, with that, a clear path to the passage of health care reform. What President Obama and the Democratic leadership might do in the face of such daunting political calculus was Washington's biggest uncertainty.

On Wednesday, President Obama told ABC News, "I would advise

that we try to move quickly to coalesce around those elements of the package that people agree on." The president noted the need to address cost containment and to provide support for small businesses.

However, it was far from clear whether House and Senate Democrats would support such scaled-back reform efforts, and no agreed-upon strategy had yet emerged from intense discussions among Democratic leadership. The *Washington Post*<sup>29</sup> reported that both House Speaker Nancy Pelosi (D-CA) and Senate Majority Leader Harry M. Reid (D-NV) have promised to finish their work on the health care legislation, though they have not outlined a plan that will satisfy Democrats in both the House and Senate.

---

**ALA Announces Caldecott & Newbury Medal Winners** On Monday, January 18, at its Mid-Winter Meeting, the American Library Association announced the winners of its Youth Media Awards.

Among the 2010 winners are:

- Caldecott Medal winner: *The Lion & the Mouse*, illustrated and written by Jerry Pinkney (Little, Brown and Company Books for Young Readers)
- Newbury Medal Winner: *When You Reach Me* by Rebecca Stead (Wendy Lamb Books, an imprint of Random House Children's Books)
- Coretta Scott King Award (Author): *Bad News for Outlaws: The Remarkable Life of Bass Reeves, Deputy U.S. Marshall* by Vaunda Micheaux Nelson, illustrated by R. Gregory Christie (Carolrhoda Books, a division of Lerner Publishing Group)
- Coretta Scott King Award (Illustrator): *My People*, illustrated by Charles R. Smith Jr., written by Langston Hughes (Ginee Seo Books, Atheneum Books for Young Readers)

The complete list of award winners and honor books is available at [ALA.org](http://ALA.org).<sup>30</sup>

---

### Philip Gross Wins T.S. Eliot Prize

Philip Gross was named winner of the 2009 T.S. Eliot prize at a ceremony in London, this week for *The Water Table*, his sixth book of poetry published by Bloodaxe Books, according to the U.K. *Guardian*<sup>31</sup>. Gross is also the author of 10 novels for young people.

The publication of *The Water Table* last November "had an unintended topicality to it," said the *Guardian*, as it coincided with news headlines about flooding in Cumbria. "The dangers of water are explored in the collection, but Gross' poems also address subjects such as climate change, the environment, the human race's fragile place in the planet, and also what constitutes art," said the paper.

---

### Mystery Writers of America Unveil 2010 Edgar Award Nominees

On January 19, the 201st anniversary of the birth of Edgar Allan Poe, Mystery Writers of America<sup>32</sup> announced the list of nominees for the 2010 Edgar Allan Poe Awards<sup>33</sup>, honoring the best in mystery fiction, nonfiction, and television published or produced in 2009. The Edgar Awards will be presented at the group's 64th Gala Banquet, on April 29, at the Grand Hyatt Hotel, New York City.

This year's Edgar Awards nominees for Best Novel are:

- *The Missing* by Tim Gautreaux (Alfred A. Knopf)
- *The Odds* by Kathleen George (Minotaur Books)
- *The Last Child* by John Hart (Minotaur Books)
- *Mystic Arts of Erasing All Signs of Death* by Charlie Huston (Ballantine Books)
- *Nemesis* by Jo Nesbo, translated by Don Bartlett (Harper)
- *A Beautiful Place to Die* by Malla Nunn (Atria)

Among the honorees at this year's ceremony will be Mystery Lovers Bookshop of Oakmont, Pennsylvania. Owners Mary Alice Gorman and Richard Goldman will be honored for their constant support and dedication to the mystery community with the presentation of the Mystery Writers of America Raven Award.

### HarperCollins in E-Book Talks With Apple

*The Wall Street Journal* <sup>34</sup> reported this week that HarperCollins is negotiating to make e-books available for the new tablet device from Apple, expected to be unveiled on January 27 and on the market in March. According to *WSJ*, HarperCollins is expected to set the prices of the e-books, and Apple would take a percentage of sales.

"The HarperCollins negotiations with Apple represent a direct challenge to Amazon, which dominates the fast-growing e-book market but which could face significant competition from an Apple tablet," said *WSJ*.

## MARKETPLACE

### Classifieds

#### HELP WANTED

##### ABA MEMBER RELATIONSHIP MANAGER

The American Booksellers Association is looking to fill the newly formed position of Member Relationship Manager, to report to the Membership and Marketing Officer. The successful candidate will manage a portfolio of member accounts as part of the Member Relationship Team, and will be those accounts' main liaison for all aspects of membership in ABA, including joining and renewal, event registration, benefit maximization, and general customer service, with the intended goal to insure member satisfaction, retention, and success.

Bookselling and/or customer service experience preferred. Requirements include excellent writing and phone skills, an energetic demeanor, ability to work and follow-through autonomously, interest in independent bookselling and/or retail, and familiarity with Microsoft Office Suite and database programs. There is potential for advancement within the association.

Salary commensurate with experience. Send resume and cover letter to [meg@bookweb.org](mailto:meg@bookweb.org) <sup>40</sup>. No phone calls, please.

##### A.C. VROMAN, INC. OPERATIONS MANAGER

A.C. Vroman, Inc. is seeking to hire an Operations Manager. A.C. Vroman, Inc., a 115-year-old independent company, owns Vroman's Bookstore, Vroman's Bookstore Hastings Ranch, and Vroman's Fine Writing, Gifts & Stationery, all in Pasadena,

California. Vroman's Bookstore is Southern California's Oldest and Largest Independent Bookstore and was named Publisher's Weekly Bookseller of the Year in 2008. A.C. Vroman, Inc. also recently acquired another well-known independent bookstore, Book Soup in West Hollywood, California.

The Operations Manager is part of the senior management team and reports directly to the President/Chief Operating Officer. The position's primary responsibility is overseeing the day-to-day sales floor operations of all of the above-named store locations.

The ideal candidate must be a self motivated leader who is capable of self direction, able to multi-task/juggle multiple priorities, and able to motivate and develop staff.

Requirements include: retail management experience; demonstrated initiative; a willingness to be on call and work extra hours as needed; a positive, team player attitude; strong written and verbal communication skills; and extraordinary customer service skills.

Bookstore experience is a plus. Book knowledge and a passion for books are preferred.

This is an exempt, full-time position, 40+ hours per week, nights and weekends required. Benefits include medical, dental and vision insurance; vacation and sick.

Please email resume with salary requirement to Allison Hill at [ahill@vromansbookstore.com](mailto:ahill@vromansbookstore.com) <sup>41</sup>.

### BOOKSTORES FOR SALE

**Popular bookstore in downtown Ashland, Oregon, a vibrant tourist town known for its Shakespearean theatres.** 30 years operated by same owners, it is the mainstay of downtown Ashland. Gross sales of \$1,125,000.00 and approximately \$200,000 in net profits per year. Excellent long-term lease on 4,000 sq. ft. historic building, which includes a coffeehouse. Contact Sheila Burns or Karen at (541) 488-0029 for further information.

**6,300 sq. ft., new and used bookstore in historic Tacoma, Washington, neighborhood.** Gross: \$200,000.00 per year. Knowledgeable staff; loyal customer base. Great turnkey opportunity in a growing Pacific Northwest region. Asking \$150,000.00. Contact Pat, John, or Sweet Pea. (253) 272-8801.

### FIXTURES FOR SALE

**BOOKSTORE REMODELING** -- Franklin Fixtures for Sale. We have bookshelves, magazine racks, CD racks with storage and display tables for sale. For more information on pricing or photos, please e-mail [mitchellbooks.book@gmail.com](mailto:mitchellbooks.book@gmail.com) <sup>42</sup>. Must pick up in Ft. Wayne, IN.

### WANTED

**Gladewater Books is expanding its offerings to include private label needlework kits.** We buy original crochet, knit, needlepoint, and cross stitch designs and need folks to review kits and stitch up prototypes. E-mail [ederieux@gladewaterbooks.com](mailto:ederieux@gladewaterbooks.com) <sup>43</sup> or call (903) 720-3098 for submission guidelines or more information about carrying the kits in your bookstore.

**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 here <sup>44</sup>.

exceptional customer service." --Mitchell Kaplan, Books & Books, Miami, FL  
Visit online or call (941) 925-3093 for a free catalog.  
<http://www.2020visionusa.com/><sup>45</sup>

---

## Other Advertising

Readers & Sunglasses

2020 Vision USA

Contributing \$1 to ABFFE for every pair of glasses sold to independent bookstores.

"Their styles and prices are terrific, and they offer personal and

---

Links in this document:

1. See <http://www.camex.org>
2. See <http://www.nacs.org>
3. See <http://www.sibaweb.com>
4. See <mailto:jill@bookweb.org>
5. See <http://www.camex.org/>
6. See <http://www.camex.org>
7. See <http://www.bookweb.org/files/bookstore/files/CAMEX.html>
8. See <http://www.bookweb.org/advocacy/salestax/efact.html>
9. See <http://www.bookweb.org/advocacy/salestax/efact.html>
10. See <mailto:dave@bookweb.org>
11. See <http://www.bookweb.org/files/open/pdf/indiebound/nextlist/10FebNote.pdf>
12. See <http://www.bookweb.org/files/open/pdf/indiebound/nextlist/10FebNoteTalk.pdf>
13. See <http://www.bookweb.org/indiebound/nextlist/view.html>
14. See <mailto:lindaf@bookweb.org>
15. See <mailto:dan@bookweb.org>
16. See <http://www.bookweb.org/events/institute>
17. See <http://www.bookweb.org/events/institute/wi5schedule.html>
18. See <http://www.bookweb.org/events/institute.html>
19. See <mailto:Wi5@bookweb.org>
20. See <mailto:karen@bookweb.org>
21. See <mailto:wi5@bookweb.org>
22. See <http://www.bisg.org>
23. See <http://www.bisg.org/publications/product.php?p=19&c=437>
24. See <http://www.bisg.org/publications/product.php?p=19&c=437#description>
25. See <http://PazBookBiz.com>
26. See <http://PazBookBiz.com>
27. See <mailto:dpaz@pazbookbiz.com>
28. See <http://www.wnba-books.org>
29. See <http://www.washingtonpost.com/wp-dyn/content/article/2010/01/20/AR2010012003775.html?hpid=topnews>
30. See [http://www.ala.org/template.cfm?template=/CFApps/awards\\_info/browse.cfm&FilePublishTitle=Awards,%20Grants%20and%20Scholarships&st](http://www.ala.org/template.cfm?template=/CFApps/awards_info/browse.cfm&FilePublishTitle=Awards,%20Grants%20and%20Scholarships&st)
31. See <http://www.guardian.co.uk/books/2010/jan/18/philip-gross-ts-eliot-winner>
32. See <http://www.mysterywriters.org/>
33. See <http://www.theedgars.com>
34. See [http://online.wsj.com/article/SB10001424052748704541004575011092145509872.html?ru=yahoo&mod=yahoo\\_hs](http://online.wsj.com/article/SB10001424052748704541004575011092145509872.html?ru=yahoo&mod=yahoo_hs)
35. See <mailto:meg@bookweb.org>
36. See <mailto:ahill@vromansbookstore.com>
37. See <mailto:mitchellbooks.book@gmail.com>
38. See <mailto:ederieux@gladewaterbooks.com>
39. See <http://www.bookweb.org/about/ads/booksellers.html>
40. See <mailto:meg@bookweb.org>
41. See <mailto:ahill@vromansbookstore.com>
42. See <mailto:mitchellbooks.book@gmail.com>
43. See <mailto:ederieux@gladewaterbooks.com>
44. See <http://www.bookweb.org/about/ads/booksellers.html>
45. See <http://www.2020visionusa.com/>