

BOOKSELLING THIS Week

AMERICAN BOOKSELLERS ASSOCIATION

February 18, 2010

TABLE OF CONTENTS:

• A Report on the ABA Board's Winter Meeting	1
• ABA Names 2010 Board Candidates; Opens Petition Process for Additional Candidates	2
• Mark Your Calendars: ABA's Spring Booksellers Forum Schedule	2
• Virginia Moves Closer to E-Fairness; More States Introduce Sales Tax Equity Bills	3
• The Spring Children's Indie Next List Preview	4
• Left Bank Books Makes a Love Connection	5
• Pink Drives Indies to a Greater Understanding of Motivation	5
• IndieBound Launches Materials for e-Free Day Celebrations	6
• ABA Hotel @ BEA 2010 Now Taking Reservations	6
• FedEx and UPS Raise Rates	7
• Bookstore Sales Fall in December	7
• BTW News Briefs	7

MARKETPLACE

• Classifieds	8
• Other Advertising	8

A Report on the ABA Board's Winter Meeting

February 18, 2010 -- The American Booksellers Association's Board of Directors and senior staff held meetings from Sunday through Tuesday, January 31 - February 2, 2010, just prior to the Fifth Annual Winter Institute, at the Doubletree hotel in San Jose, California.

Among its activities during the two and a half days of meetings, the Board:

- Heard reports from ABA President Michael Tucker of Books Inc. in San Francisco and ABA CEO Oren Teicher on their activities on behalf of the association since the last Board meeting, in October;
- Received the report of the Nominating Committee, chaired by Board member Ken White of the SFSU Bookstore ¹ in San Francisco. For three-year terms as Directors, beginning June 2010, the Board nominated Sarah Bagby of Watermark Books ² in Wichita, Kansas; Steve Bercu of BookPeople ³ in Austin, Texas; and Tom Campbell of The Regulator Bookshop ⁴ in

Durham, North Carolina. Bercu and Campbell currently serve on the ABA Board and are both eligible for an additional three-year term;

- Selected Michael Tucker of Books Inc. ⁵ in San Francisco and Becky Anderson of Anderson's Bookshops ⁶ to serve a second one-year term as ABA President and Vice President/Secretary, respectively. Their names and those of Director candidates will appear on the Board ballot, which will be sent to ABA members by the end of March, 60 days prior to the Annual Membership Meeting, to be held on Wednesday, May 26, at BookExpo America (see related story ⁷);
- Received a report from Michael L. McNee of Marks Paneth & Shron LLP on ABA's 2009 Audited Consolidated Financial Statement, which provided an unqualified ("clean") opinion of the association's finances. (The report, unanimously accepted by the Board, is available to members on BookWeb.org ⁸);
- Heard a report from the Investment Advisor Review Committee (composed of ABA President Tucker and Board members Bercu and Campbell), which interviewed four possible investment firms, and approved the committee's recommendation to reappoint William King of Merrill Lynch as the association's investment advisor. In line with recommendations made at its October 2009 meeting, the Board will also be conducting periodic reviews of the association's auditor and general counsel;
- Approved a six-month budget covering the second half of the fiscal year (April - September 2010), which reflects major changes in personnel and organizational structure, implemented in January 2010 (a six-month "as is" budget for the first half of the fiscal year was approved by Board in October ⁹ and is in effect until April). The new budget projects a combined net income of approximately \$89,000 for the next six months, and a possible combined net income of approximately \$300,000 for the year, due to the organizational changes and the improved investment climate;
- Heard a report on the Winter Institute, which clearly indicated that it has become a national event: registrants included close to 500 indie booksellers from 230 ABA member stores representing every region of the country, in addition to Canadian and other international attendees;
- Met with Lenny Goldberg, executive director of the California Tax Reform Association ¹⁰, and Hut Landon, executive director of the Northern California Independent Booksellers Association ¹¹, to get an update on California's e-fairness efforts and to take advantage of their experience to strategize about the best ways to make the case for e-fairness in other states;
- Received a report from ABA COO Len Vlahos on the digital landscape, including IndieCommerce, e-books, e-readers, and Google;
- Discussed issues surrounding access to capital for independent booksellers and agreed to continue looking into the issue;
- Began a discussion of new membership models and ways to best grow ABA's current membership;

- Reviewed plans for a series of Spring Bookseller Forums, which begins on March 12 in Orlando, Florida, in conjunction with the National Association of College Stores' Campus Market Expo (see related story ¹²);
- Received a preliminary report on activities planned for BookExpo America 2010 ¹³ in New York City and agreed that, in light of the new mid-week schedule for the trade show, ABA's Annual Membership Meeting would be held on Wednesday, May 26, at 4:00 p.m. at the Javits Convention Center, and ABA's Town Hall Meeting would be held at 3:00 p.m., just prior to the Membership Meeting;
- Heard a report from William King of Merrill Lynch on the association's investment portfolio, which reflected the improved investment climate, and met with Anthony Eichler, fund manager for NWQ, a large cap fund in ABA's portfolio. On the recommendation of Mr. King, approved the replacement of one of ABA's existing fund managers with Neuberger Berman, LLC;
- Met with Hachette Book Group Chairman and CEO David Young to discuss issues of concern to the industry.

ABA Names 2010 Board Candidates; Opens Petition Process for Additional Candidates

February 18, 2010 -- At its winter meeting, the American Booksellers Association's Board of Directors ¹⁴ nominated three director candidates to serve three-year terms (2010 - 2013) on the Board.

Booksellers nominated as candidates for the upcoming elections are Sarah Bagby of Watermark Books ¹⁵ in Wichita, Kansas; Steve Bercu of BookPeople ¹⁶ in Austin, Texas; and Tom Campbell of The Regulator Bookshop ¹⁷ in Durham, North Carolina. Bercu and Campbell currently serve on the ABA Board and are both eligible for an additional three-year term. Leaving the ABA Board in June 2010 is Cathy Langer of Tattered Cover Book Store ¹⁸ in Denver.

The Board selected Michael Tucker of Books Inc. ¹⁹ in San Francisco and Becky Anderson of Anderson's Bookshops ²⁰ to serve a second one-year term as ABA President and Vice President/Secretary, respectively. Their names and those of director candidates will appear on the Board ballot, which will be sent to ABA members by the end of March, 60 days prior to the Annual Membership Meeting, to be held on Wednesday, May 26, at 4:00 p.m. at the Javits Convention Center during BookExpo America.

Under ABA's bylaws, in addition to candidates put forth by the Nominating Committee and approved by the Board, any bookstore member may submit a petition for a director candidate; there is a timeframe of approximately one month to circulate petitions to place names on the ballot. Upon receipt of a valid petition, the Nominating Committee will add the petitioned candidate's name to the Director ballot.

Should bookstore members wish to submit a petition, the following apply:

- A candidate must be an employee or owner of an ABA member bookstore. The member bookstore must be in good standing, and the individual candidate must have at least three years' experience in a bookstore-member company.
- Each petition can present only one candidate.
- All petitions must be submitted by March 19, 2010, to the Chair, ABA Nominating Committee, c/o ABA, 200 White Plains Rd.,

Tarrytown, NY 10591.

- The names on the petition in support of the candidate must reflect at least two percent of ABA Bookstore Members as of January 1, 2010; that is a minimum of 27 signatures. The petition must contain original signatures and the names, addresses, and telephone numbers of bookstore members in at least five states, with representatives of no one state constituting more than 50 percent of the total number of petition signatures.

Upon receipt of a valid petition, the Nominating Committee will add the candidate's name to the ballot sent to ABA membership.

Serving on the Nominating Committee were chair and ABA Board member Ken White of the SFSU Bookstore ²¹ in San Francisco; ABA Board member Betsy Burton of The King's English Bookshop ²² in Salt Lake City, Utah; former ABA President Gayle Shanks of Changing Hands Bookstore ²³ in Tempe, Arizona; Judy Crosby of Island Books ²⁴ in Middletown, Rhode Island; and Matthew Norcross of McLean & Eakin Booksellers ²⁵ in Petosky, Michigan.

To help *BTW*'s coverage of the election process, if any bookstore member is working to circulate a petition, please send an e-mail to editorial@bookweb.org ²⁶.

Mark Your Calendars: ABA's Spring Booksellers Forum Schedule

February 18, 2010 -- The American Booksellers Association will be holding 12 Booksellers Forums in March and April to provide booksellers in every region of the country with an opportunity to meet with ABA senior staff to their share ideas, discuss industry issues, and receive updates on various association projects. Each forum will also offer an education component from ABA's highly regarded Winter Institute.

"We hope every ABA member will plan to attend a Booksellers Forum this spring," said COO Len Vlahos. "These informal gatherings provide great networking opportunities, and the ideas and concerns shared by booksellers provide the ABA Board and staff with vital information for the development of future programs and initiatives to help all indie booksellers."

The first forum of the season will be held on March 12 in Orlando, Florida, in conjunction with the Southern Independent Booksellers Alliance (SIBA) and the National Association of College Stores' (NACS) Campus Market Expo (CAMEX). All ABA member booksellers are invited to take part in the forum program and to take advantage of special housing and registration offers for the CAMEX trade show. (Learn more. ²⁷)

Here's a look at the Booksellers Forum schedule to date. Watch for updates and further details in upcoming editions of *BTW*. Questions about the forum schedule should be addressed to ABA Meetings and Planning Officer Jill Perlstein at (800) 637-0037, ext. 6642 or jill@bookweb.org ²⁸.

2010 ABA Booksellers Forum Schedule

DATE	CITY/STATE	IN CONJUNCTION WITH
Friday, March 12	Orlando, Florida	Southern Independent Booksellers Alliance

		(SIBA) and NACS/CAMEX
Sunday, March 21	St. Louis, Missouri	Midwest Booksellers Association (MBA)
Saturday, March 27	Atlanta, Georgia	SIBA and the Spring Book Show
Wednesday, April 7	Portland, Maine	New England Independent Booksellers Association (NEIBA)
Friday, April 9	Oberlin, Ohio	Great Lakes Independent Booksellers Association (GLIBA) and NACS
Tuesday, April 13	Lake Forest Park, Washington	Pacific Northwest Booksellers Association (PNBA)
Wednesday, April 14	Long Beach, California	Southern California Independent Booksellers Association (SCIBA)
Friday, April 16	Santa Fe, New Mexico	Mountains & Plains Independent Booksellers Association (MPIBA)
Sunday, April 18	San Francisco, California	Northern California Independent Booksellers Association (NCIBA)
Tuesday, April 20	New York, New York	New Atlantic Independent Booksellers Association (NAIBA)
April 28	Nashville, Tennessee	SIBA
April 29	San Antonio, Texas	MPIBA

Virginia Moves Closer to E-Fairness; More States Introduce Sales Tax Equity Bills

February 18, 2010 -- This week, the Virginia State Senate voted overwhelmingly to pass e-fairness legislation, while senators in Maryland and Illinois introduced bills that would bring about sales tax equity for thousands of retailers in their states. In addition, legislators in California appear to be moving closer to bringing about e-fairness in the state. And, in Colorado, members of the State House of Representatives passed a uniquely amended version of sales tax legislation that looks to focus on consumer use tax compliance, and it is expected that Gov. Bill Ritter will sign the bill into law.

In Virginia, observers noted a key factor in the State Senate passage of the e-fairness bill was the active advocacy on the bill's behalf by Main Street retailers, including independent booksellers.

ABA CEO Oren Teicher noted that "through their letter-writing and testimony, the retailers clearly showed the Senate how important the issue of sales tax equity is to their businesses and to

the welfare of their state."

Pointing to the results in Virginia, Teicher said, "This experience reminds all of us that there is no effective substitute for the strong involvement of booksellers on this issue," and he stressed that opponents of e-fairness in the states where new legislation has been introduced are galvanized, very vocal, and out in force. "Online affiliates argue that the state should not do anything that will hurt small businesses or favor one business group over another. We completely agree with this sentiment. And that is *exactly* the reason we support e-fairness legislation -- because we believe state taxation laws should be enforced fairly among all retailers, not just some."

Teicher explained that, currently, state tax authorities are allowing remote retailers with online affiliates in the state to skirt sales tax laws, thereby unfairly favoring a very small percentage of businesses (the online affiliates and remote retailers), while essentially penalizing the many thousands of retailers in the state who are obeying existing sales tax laws.

"We are not asking for a new tax. E-fairness legislation is not a so-called 'advertising' tax," said Teicher. "This is a tax compliance issue. It's about sales tax equity for Main Street retailers that are the key factors for jobs creation, especially in these challenging economic times."

Here's a brief look at ABA's most recent e-fairness efforts:

California

This week, ABA's Teicher; Hut Landon, executive director of the Northern California Independent Booksellers Association ²⁹; and Jennifer Bigelow, executive director of the Southern California Independent Booksellers Association ³⁰, e-mailed California indies and noted some good news.

"As part of the emergency budget session in Sacramento, a provision has been added to the proposed legislative budget that would clarify state law to ensure that non-California merchants with online affiliates in the state acting as sales agents on their behalf collect sales tax on purchases shipped to California," they wrote. "This provision, which mirrors the one that was removed from the budget last year under threat of veto by Gov. Schwarzenegger, has already been approved by the State Senate Budget Committee and will soon be voted on by the State Senate."

Under the terms of the emergency budget session called by the California governor, proposals for mid-year budget action must pass the legislature and be sent to the governor by February 22. The associations believe prospects for Senate approval of the legislative budget are "good," and it's expected that the State Assembly will address the budget possibly as early as this week.

"Importantly," the e-mail continued, "this year we are working very hard with a broader coalition of supporters, including new allies in Silicon Valley, to make our case and to ensure that the Governor will not veto a budget that clarifies the responsibility of all retailers to collect state sales tax."

California members should soon expect e-mails from ABA and NCIBA asking them to write a letter to Governor Schwarzenegger in support of e-fairness.

Illinois

On Thursday, in an e-mail, ABA's Teicher; Jim Dana, executive director of the Great Lakes Independent Booksellers Association³¹ (GLBA); and Susan Walker, executive director of the Midwest Booksellers Association³² (MBA), called on booksellers in Illinois to support e-fairness legislation, SB 3353, currently under consideration in the Illinois State Senate.

If SB 3353, which is sponsored by Sen. Jeff Schoenberg, is signed into law, out-of-state online retailers who earn more than \$10,000 through online affiliates in Illinois would be considered to have a physical presence in the state. As such, these large online retailers would be required to collect Illinois sales tax, thereby leveling the playing field for Illinois's bricks-and-mortar businesses. Sen. Schoenberg introduced the legislation directly due to the request of Roberta Rubin of The Book Stall at Chestnut Court in Winnetka, Illinois.

ABA, GLIBA, and MBA are asking Illinois booksellers to contact their state senator and ask him or her to co-sponsor and support SB 3353. "Please stress that this is not a new tax, but a tax compliance issue," they wrote. "Also, we need you to spread the word. Forward this e-mail to your fellow retailers and urge them to support this important bill."

To help booksellers in this important advocacy outreach, ABA, GLIBA, and MBA have prepared a template letter³³ that they can adapt and send to their local state senator³⁴. Booksellers who are represented by Sen. Schoenberg are encouraged to thank him for introducing this important bill.

Booksellers who have any questions regarding how SB 3353 will impact their business are asked to contact ABA's Senior Public Policy Analyst David Grogan at dave@bookweb.org or (800) 637-0037, ext 6662. ABA, GLIBA, and MBA also ask that booksellers notify Grogan when they have sent their letter. This will help the groups compile information to support this lobbying effort.

Maryland

This week, in an e-mail, ABA's Teicher and Eileen Dengler, executive director of the New Atlantic Independent Booksellers Association³⁵ (NAIBA), called on Maryland booksellers to support e-fairness legislation currently under consideration in the Maryland State Senate.

If SB 824, which is sponsored by Senators Madaleno, Conway, Currie, and Kelley, is signed into law, out-of-state online retailers who earn more than \$10,000 per year through online affiliates in Maryland would be considered to have a physical presence in the state. As such, these large online retailers would be required to collect Maryland sales tax, thereby leveling the playing field for Maryland's bricks-and-mortar businesses.

"We need you to contact your state senator and ask him or her to support SB 824," Teicher and Dengler wrote. "Please stress that this is not a new tax, but a tax compliance issue. Also, we need you to spread the word. Forward this e-mail to your fellow retailers and urge them to support this important bill."

To help booksellers in this important advocacy outreach, ABA and NAIBA have prepared a template letter³⁶ that booksellers can adapt and send to their local state senator³⁷.

Booksellers who have Senators Madaleno, Conway, Currie, or Kelley as their state senator should thank him or her for introducing this important bill.

Booksellers with questions regarding how SB 824 will help their business are urged to contact ABA's Senior Public Policy Analyst David Grogan at dave@bookweb.org³⁸ or (800) 637-0037, ext 6662. ABA and NAIBA also ask that you notify Grogan when you have sent your letter. This will help ABA and NAIBA compile information to support this lobbying effort.

Virginia

On Tuesday, February 16, the State Senate passed e-fairness legislation, SB 660, by a vote of 28 - 12. The bill now moves to the House of Delegates for consideration and a vote.

"While this is great news, the reality is that significant challenges await the bill in the House," said ABA's Teicher and Wanda Jewell, executive director of the Southern Independent Booksellers Alliance³⁹ (SIBA), in an e-mail sent to Virginia bookstore members on February 16. "We really need to keep the pressure on. We need you to contact your delegate and other key delegates now if we are to get this critical legislation passed."

If SB 660, which is sponsored by Sen. Emmett W. Hanger, Jr. (R-District 24), is signed into law, out-of-state online retailers with nexus in the state via online affiliates would be required to collect Virginia sales tax, thereby leveling the playing field for Virginia's bricks-and-mortar businesses.

ABA and SIBA are asking booksellers to contact key delegates as well as their own delegates in the state. They are asked to stress that this is not a new tax, but a tax compliance issue. "Also, we need you to spread the word. Forward this e-mail to your fellow retailers and urge them to support this important bill," the e-mail noted. "There is no time to waste."

Virginia booksellers are asked to contact members of the House Finance Committee, especially House Finance Chair Bob Purkey⁴⁰ (R-Del.), as well as House Speaker William J. Howell⁴¹; House Majority Leader Morgan Griffith⁴²; House Majority Whip Kirk Cox⁴³; and Majority Caucus Chair Sam Nixon⁴⁴.

To help booksellers in this important advocacy outreach, ABA and SIBA have prepared a template letter⁴⁵ that booksellers can adapt and e-mail to their delegates.

Booksellers with questions regarding how SB 660 will help their business are urged to contact ABA's Senior Public Policy Analyst David Grogan at dave@bookweb.org⁴⁶ or (800) 637-0037, ext 6662. ABA and SIBA also ask that you notify Grogan when you have sent your letter. This will help ABA and SIBA compile information to support this lobbying effort. --David Grogan⁴⁷

The Spring Children's Indie Next List Preview

February 18, 2010 -- The Spring 2010 Kids' Indie Next List⁴⁸ can now be seen in preview online. The four-page, full-color flier will be arriving at indie bookstores in the upcoming Children's White Box.

The list features the top 10 titles for the spring publishing season and an additional 51 selections, in all age groups. The Indie Next

Kids' List is compiled based on nominations from indie booksellers nationwide, and all the titles include a bookseller quote and full bibliographic information. The flier is replete with jacket illustrations.

The Spring Kids' Next List will also be featured on IndieBound.org in a user-friendly, interactive format that gives consumers access to all of the discerning bookseller recommendations and lets them purchase online from their favorite indie bookseller. The list will also be available through the IndieBound iPhone app, which lets users browse Next List selections; search for new titles; find local, indie bookstores (and other indie businesses); buy books online from indie booksellers; and more.

Looking ahead, Friday, February 19, is the deadline for the Indie Next List Poetry Month 2010 nominations. The deadline for the May 2010 Indie Next List is March 5.

Title recommendations may be e-mailed to indienextlist@bookweb.org⁴⁹ or submitted via the Indie Next List online nomination form⁵⁰.

Left Bank Books Makes a Love Connection

February 18, 2010 -- Left Bank Books⁵¹ in St. Louis, Missouri, is giving customers a chance to both profess their love for their local indie bookstore and help it win a grant worth \$35,000 -- the grand prize in the Intuit Love a Local Business contest. Customers are asked to visit LoveALocalBusiness.com and nominate the bookstore by posting a comment about why they love it. "We are currently the second most nominated business in the whole country," said Danielle Borsch, events coordinator at Left Bank, who noted that the bookstore had more than 600 "heart-warming" nominations.

Comments include "I love Left Bank Books because of the role they play in the community, specifically around getting books into the hands of children in local public schools"; "I love this business because they are so committed to the community of St. Louis City!"; and "It's a wonderful locally owned bookstore where the clerks talk to you about books and it feels like HOME!"

In addition to helping the bookstore increase its chances of winning the grant, the comments have offered useful feedback, said Borsch. "We have a lot of special programs and events and sometimes it's easy to feel like no one knows about any of it. The responses people have written in to Intuit have proven that people do know what we're trying to do and they appreciate it in a big way. It's very cool to be attached to such a motivated community."

Any local business in the country is eligible to participate in the contest, sponsored by Intuit, a provider of tax prep software and related services for small businesses. Five businesses will be randomly selected to receive small business grants worth \$5,000, and judges will then review the winning nominations to select one of those five to win the grand prize. The \$35,000 grand prize includes \$25,000 worth of local radio advertising, \$9,500 cash, plus \$500 in Intuit products and services. Winners will be announced by March 15.

Should it win the grand prize, Left Bank will immediately put the grant to good use. The advertising money would be used to promote some of their upcoming author events, said Borsch. "We spend a lot of time and energy trying to get the word out to people in St. Louis about the exciting speakers coming to town, but inevitably there is always someone who comes up to us months

later and says, 'I didn't know Jimmy Carter was in town!'" Possible plans for the cash include adding even more books to the store shelves, hosting a parent/teacher night in the store, and purchasing additional equipment to make off-site event sales faster and easier.

"Even if we don't win a prize, simply reading what customers, friends, employees, authors, teachers, and others in the community have said has been a huge boost to morale," said Borsch. "It's good to hear and read that we're important to the community that we love so much. We must be doing something right." -- *Karen Schechner*

52

Pink Drives Indies to a Greater Understanding of Motivation

February 18, 2010 --

53

Daniel Pink,
author of *Drive:
The Surprising
Truth That
Motivates Us*
(Riverhead)

Daniel Pink's new book, *Drive: The Surprising Truth About What Motivates Us* (Riverhead), offers an intriguing and cogent look at what research reveals about our misconceptions regarding what best motivates us as individuals and organizations. And in his keynote address on February 5 at the ABA Winter Institute in San Jose, California, he gave a captivating, funny, and insightful overview of how the book's insights might help indie booksellers.

At the end of his approximately 90-minute presentation, Pink's message had clearly motivated the approximately 500 booksellers at the lunch-time event. Jonah Zimiles, of Words in Maplewood, New Jersey, spoke for many of those interviewed when he said, "It was worth coming to California just to hear Dan Pink."

Pink's central premise is that many of the current business tools for motivation are based on an outmoded understanding of what will achieve lasting results in performance and satisfaction. In a graphic demonstration of basic human needs rooted in survival and desire, which, he acknowledged, can be powerful motivational triggers, Pink asked the packed hotel ballroom for a show of hands of how many had "slept, eaten, or had sex" in the last 24 hours. But he also stressed that "we also do things because we like them, because they are interesting, [and because] they make the world better," and he noted that "running an independent bookstore is not something you do if you are interested just in mating or making a lot of money."

Pink noted that a more fulsome understanding of the realities of human makeup and social interaction recognizes that a business operating system resting solely on external reward and punishment motivations is shortsighted and often harmful.

There is, he said, "a giant body of science that calls into question" the belief that effective motivation is simply "getting right ... the carrot and the stick approach" to management. While this top-down, systematic style might work when faced with a straightforward problem whose remedy requires one "to follow a certain set of algorithmic rules to a certain conclusion," Pink noted, "for creative, conceptual work, you have to be more open and creative." In the end, he said, "once you pay people enough to take [the issue of] money off the table," simply "giving people more money, or a shorter deadline, or more pressure won't work very well with creative work."

Instead, he said, a conclusive body of research revealed that a new -- and more effective -- business operating system would contain three essential elements: autonomy, the desire to direct one's own life; mastery, the drive to gain better abilities at something that matters; and purpose, the determination to do something in the service of something larger than ourselves.

Regarding autonomy, Pink noted succinctly that "self-direction leads to engagement," a fact borne out both in research and the bottom line. As an example, he described the unconventional hiring practices of Zappos, the online shoe retailer, which eschews highly scripted instructions for call center customer service reps and simply instructs their employees "to solve the problem."

One result of this management decision, Pink said, is that "Zappos has customer call center ratings that rival the Four Seasons" hotel, this for a job that usually averages greater than 100 percent turnover. (Pink asked a bookseller in the audience who had identified herself as a former call center employee to describe her job experience. Her one-word reply: "Hell.")

Helping employees gain greater mastery of their jobs taps into "enjoyment-based, intrinsic motivation," said Pink, who noted that "how creative a person feels when working on a project is the strongest and most pervasive driver" of job performance. As a customer of Washington, D.C.'s Politics and Prose Bookstore and Coffeehouse, Pink said he often witnessed firsthand "the virtuosic performance" of the store's booksellers in the children's section, a demonstration of mastery that book buyers find both unique and valuable.

As businesses such as Tom's shoes -- which donates a pair of shoes to children in need for every pair purchased -- continue to "scramble the categories out there" between charities and businesses, Pink noted that it becomes ever more apparent that "people want to be part of something larger than themselves," both as customers and employees.

Tailoring some of the main insights of *Drive* to the world of indie bookselling, Pink offered a few suggestions. Pointing to Google's practice of "20 percent time," an exercise in autonomy that allows the company's engineers one day a week to focus on projects that are not necessarily in their job descriptions, Pink proposed "a more modest version of it [for bookstores] -- think of it as 10 percent time."

Giving employees "one afternoon per week" to work on a project could offer great value to bookstores, especially, Pink said, if the goal is not simply "to incrementally do something better than you are doing it now." Citing the Genius Bars at Apple's retail stores as a successful example of the power of mastery, Pink said, "I think there is a Genius Bar analogy in independent bookstores," and noted that "you do this already... I'm just saying bring it to a new level."

Pink ended his talk with a Q&A session, the highlight of which was his personal take on his five essential business books:

- Michael Lewis' *Moneyball: The Art of Winning an Unfair Game* (Norton);
- Pietra Rivoli's *The Travels of a T-Shirt in the Global Economy: An Economist Examines the Markets* (Wiley);
- Chip Heath and Dan Heath's *Made to Stick: Why Some Ideas Survive and Others Die* (Random House);
- Steven Pressfield's *The War of Art: Break Through the Blocks and Win Your Inner Creative Battles* (Grand Central Publishing); and

- Mihaly Csikszentmihalyi's *Flow: The Psychology of Optimal Experience* (Harper Perennial).

--Dan Cullen ⁵⁴

IndieBound Launches Materials for e-Free Day Celebrations

February 18, 2010 --

Beginning this week, IndieBound offers an array of materials in the Bookseller DIY ⁵⁵ for the first annual celebration of e-Free Day, on Saturday, April 17. ABA announced the new marketing promotion, which highlights the importance of indie bookstores as an antidote to consumers' digital overload, at the Winter Institute. "We're hoping booksellers will use these creative, fun materials to encourage customers to take a day devoted only to 'Eat Sleep Read' -- just one day without cell phones, computers, video games, or personal electronic devices of any kind," said ABA Marketing and Membership Officer Meg Smith. "We think it will be an illuminating, and certainly beneficial, experience for both booksellers and their customers."

John Freeman, *Granta* editor, book critic, and author of *The Tyranny of E-mail: The Four-Thousand-Year Journey to Your Inbox* (Scribner), recently noted that as we spend more and more time in virtual worlds, "the real world -- its shape, and organization -- suffers. Small businesses are replaced by chains; real face-to-face friendships are eclipsed by virtual relationships that don't satisfy."

Freeman believes, however, that third place locations, like indie bookstores, can offer a solution. "In many ways independent bookstores are the community gathering places that can satisfy people's need for a real connection," he said. "You can go to a reading and start a conversation. Talk to a bookseller about a book that meant something to you. Meet in the store's coffee shop with a friend. There's no algorithm that can replace real human understanding, and passion, which to me are the things that make independent booksellers so beloved."

Richard Howorth, the owner of Square Books ⁵⁶ in Oxford, Mississippi, pointed to some important statistics in *The Tyranny of E-mail* that he thinks we should all consider: "Sixty-five percent of North Americans spend more time with their computer than with their spouse," he noted, and in 2006 "the average office worker sent and received 126 emails per day. If it took this busy bee only a minute to read and respond to each and every message, simply keeping up with correspondence would take up a quarter of his day."

e-Free day celebrates indie bookstores' unique place in the community for genuine, face-to-face connections. No one's suggesting that booksellers and their customers become Luddites, however. "I see the independent bookstore in the 21st century as taking advantage of technology while, at the same time, serving as something of an antidote to its ill effects," Howorth said.

Booksellers with questions about e-Free Day, and any to the materials in the Booksellers DIY -- and those who use the promotion in their store -- are encouraged to contact Paige Poe, ⁵⁷ ABA marketing manager. -- Karen Schechner ⁵⁸

ABA Hotel @ BEA 2010 Now Taking Reservations

February 18, 2010 -- Booksellers at ABA member stores can now

make reservations for the official "ABA Hotel" for BookExpo America 2010⁵⁹. The Park Central Hotel, located just 20 blocks north of New York's Javits Convention Center, near Times Square, provides easy access to BEA via taxi, bus, or subway.

The Park Central's special low rate for ABA bookstore members is \$179 for one or two beds, single or double occupancy; \$199 for triple occupancy; and \$219 for a quad. A special link to the BEA hotel reservation site and the access code required to book a room at the Park Central is now available to ABA bookseller members via BookWeb.org⁶⁰.

For the 2010 BEA trade show, all ABA member stores will receive a complimentary badge allotment based on their dues category, and booksellers who participated in this month's Winter Institute will receive an additional complimentary badge.

Look for more on perks for ABA members staying at the Park Central for BEA 2010 in upcoming editions of *BTW*.

FedEx and UPS Raise Rates

February 18, 2010 -- FedEx and UPS increased their rates for 2010, effective January 4.

FedEx Corporation has increased the net average shipping rate for FedEx Express by 3.9 percent (a 5.9 percent increase in standard list rates, offset by a 2.0 percent reduction in the fuel surcharge). The new rates apply to U.S. and U.S. export express package and freight shipments. The standard list rates for FedEx Ground and FedEx Home Delivery are now an average of 4.9 percent higher.

Changes were also made to other FedEx Express, FedEx Ground, and FedEx Home Delivery surcharges. Complete FedEx rate information is available at www.fedex.com/us/rates2010⁶¹.

UPS rates for 2010 include an average 4.9 percent increase for UPS Ground and Ground Hundredweight shipments and a net average increase of 4.9 percent on all Air Express and U.S. origin International shipments.

The increase for Air Express and International shipments is based on a 6.9 percent increase in the base rate, less a 2 percent reduction in the current fuel surcharge. Updated rate and service information is posted on ups.com/rates⁶², where the "2010 Rate and Service Guide" is also available for download.

PartnerShip LLC, the administrator of the ABA Discount Shipping Program, offers members discounts of up to 31 percent with FedEx and up to 64 percent with UPS Freight and YRC. For more information or to enroll in the free program, visit www.partnership.com/07ABA⁶³ or contact PartnerShip at (800) 599-2902 or sales@partnership.com⁶⁴.

Bookstore Sales Fall in December

February 18, 2010 -- December retail sales at bookstores were down for the third straight month. Bookstore sales decreased by 0.6 percent in December 2009, compared to December 2008, according to preliminary figures recently released by the Bureau of the Census. December 2009 bookstore sales are estimated at \$2,027 million, compared to sales of \$2,039 million for the same period last year.

Retail sales at bookstores were down 0.8 percent for the year.

Total retail and food service sales in December are estimated at

\$409.0 billion, compared to \$388.0 billion in December 2008, an increase of 5.4 percent.

Period	2008 Final (Millions Dollars)	of	2009 (Millions Dollars)	of	% Change 2009 over 2008
January	2,271		2,233		(1.7)
February	1,139		1,010		(11.3)
March	1,012		998		(1.4)
April	994		962		(3.2)
May	1,141		1,108		(2.9)
June	1,065		1,103		3.6
July	1,115		1,104		(1.0)
August	2,402		2,422		0.8
September	1,476		1,580		7.0
October	1,044		1,030		(1.3)
November	1,046		1,023		(2.2)
December	2,039		2,027 (p)		(0.6)
YTD	16,744		16,604 (p)		(0.8)

(p) Preliminary figure

Note: Estimates reflect sales of all types of participating bookstore, including trade, college, religious, chain stores (including superstores), and others. A bookstore is defined as any retail establishment with sales comprised of more than 50 percent new books and periodicals, and estimates include sales of all products in these stores.

BTW News Briefs

February 18, 2010 --

Google Settlement Hearing Begins

Judge Denny Chin held a hearing on the final Google Settlement⁶⁵ today in the U.S. District Court of the Southern District of New

York. According to the *Wall Street Journal* ⁶⁶, the judge granted five minutes to speak to each of the 28 parties. "Twenty-three of those -- including Microsoft, Amazon.com, AT&T, and the French Republic -- [were] scheduled to speak in opposition. The objectors are a diverse crew, including privacy watchdogs, corporate giants, and lawyers speaking on behalf of Arlo Guthrie, science fiction writers and the State of Connecticut," said *WSJ*. "Five, including Sony Electronics Inc. and the Center of Democracy & Technology, [were] expected to voice their support." The Department of Justice, which has expressed opposition to the settlement, was then scheduled to speak, followed by representatives of the parties involved in crafting the settlement -- Google, the Authors Guild, and the Association of American Publishers.

WSJ noted that "Judge Chin isn't likely to make a decision tomorrow on the case, which dates back to suits filed against Google in 2005. But the event could be noteworthy for the questions he asks and some verbal fireworks."

GLIBA to Celebrate IndieNights on March 2

The Great Lakes Independent Booksellers Association ⁶⁷ (GLIBA) is inviting its members to a reprise of last year's success IndieNights event. On Tuesday, March 2, GLIBA members will come together in simultaneous meetings around the region to network and discuss issues of mutual interest. Plans include the "Best of Winter Institute," a sharing of some of the high points of the recently concluded ABA education event by booksellers who were there, and a discussion about e-fairness.

IndieNights will be held from 6:00 p.m. - 8:00 p.m. (except in Cleveland, where the time will be 4:30 p.m. - 6:30 p.m.) at Lake Forest Book Store in Lake Forest, Illinois; Viewpoint Books in Columbus, Ohio; The Bookshelf in Cincinnati, Ohio; Tommy's Restaurant (next to Mac's Backs Books on Coventry) in Cleveland, Ohio; Breton Village Shopping Center (home of Pooh's Corner) Meeting Room in Grand Rapids, Michigan; and McLean & Eakin Booksellers in Petosky, Michigan.

GLIBA asks booksellers to RSVP with the location and number of people attending either by e-mail to the GLIBA Office ⁶⁸ or by calling (800) 745-2460.

NAIBA to Hold Gathering on March 7

The New Atlantic Independent Booksellers Association ⁶⁹ will hold its second NAIBAhood Gathering of the season, on Sunday, March 7, from 11:30 a.m. - 2:30 p.m. at Oblong Books in Rhinebeck, New York. The event will include a tour of Oblong Books and a discussion of what booksellers learned at ABA's Winter Institute -- the ideas shared and the books discovered.

NAIBA asks booksellers who are planning to attend to RSVP via e-mail ⁷⁰ or by calling (516) 333-0681.

Audio Publishers Association Announces 15th Annual Audies Finalists

The finalists for the Audio Publishers Association's 2010 Audies competition in 28 categories were unveiled this week. Finalists in the top two categories -- Distinguished Achievement in Production and Audiobook of the Year -- will be announced in the spring.

The winners in all categories will be announced at the Audies Gala on May 25, at The Museum of the City of New York in New York City, in conjunction with BookExpo America.

This year's finalists in the Fiction category are:

- *The Bonfire of the Vanities*, by Tom Wolfe; narrated by Joe Barrett (Blackstone Audio)
- *Face of Betrayal*, by Lis Wiehl and April Henry; narrated by Pam Turlow (Oasis Audio)
- *The Help*, by Kathryn Stockett; narrated by Jenna Lamia, Bahni Turpin, Octavia Spencer, and Cassandra Campbell (Penguin Audio)
- *The Pigman*, by Paul Zindel; narrated by Eden Riegel and Charlie McWade (Graymalkin Media)
- *Slumdog Millionaire*, by Vikas Swarup; narrated by Christopher Simpson (BBC Audiobooks America)

The complete list of finalists and information about the Audies Gala is available at www.audiopub.org ⁷¹.

MARKETPLACE

Classifieds

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.

FOR SALE

Bookstore closing in NC. Shelves, Seating arrangements, Inventory, 2008 POS system available. \$28,000. For detailed information send an e-mail to mwcandkcl@yahoo.com ⁷⁴ with bookstore in the subject box.

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 ⁷⁵.

Other Advertising

Do you believe in reincarnation?

FoxTV does.

Past Life

Don't miss the show

Thursdays at 9 PM on FoxTV starting 2/11

Based on The Reincarnationist series by international bestseller M.J. Rose

The Reincarnationist

Reprint 2/23

The Hypnotist

Hardcover 4/27

Look for it in your White Box

<http://mjrose.com/content/index.asp>⁷⁶

Links in this document:

1. See <http://sfsbookstore.com/catalog/>
2. See <http://www.watermarkbooks.com>
3. See <http://www.bookpeople.com>
4. See <http://www.regbook.com>
5. See <http://www.booksinc.net>
6. See <http://www.andersonsbookshop.com>
7. See <http://news.bookweb.org/read/7326>
8. See <http://www.bookweb.org/files/bookstore/pdf/aboutaba/2009CombAudit.pdf>
9. See <http://news.bookweb.org/read/7129>
10. See <http://caltaxreform.org>
11. See <http://www.nciba.com>
12. See <http://news.bookweb.org/read/7325>
13. See <http://www.bookexpoamerica.com>
14. See <http://www.bookweb.org/about/govern/board.html>
15. See <http://www.watermarkbooks.com>
16. See <http://www.bookpeople.com>
17. See <http://www.regbook.com>
18. See <http://www.tatteredcover.com/>
19. See <http://www.booksinc.net>
20. See <http://www.andersonsbookshop.com>
21. See <http://sfsbookstore.com/catalog/>
22. See <http://www.kingsenglish.com>
23. See <http://www.changinghands.com>
24. See <http://www.islandbooksri.com>
25. See <http://www.mcleanandeakin.com>
26. See <mailto:editorial@bookweb.org>
27. See <http://news.bookweb.org/read/7291>
28. See <mailto:jill@bookweb.org>
29. See <http://www.nciba.com>
30. See <http://www.scibabooks.org/>
31. See <http://www.gliba.org/>
32. See <http://www.midwestbooksellers.org/midwest-booksellers-choice-awards/>
33. See <http://www.bookweb.org/advocacy/salestax/efact.html%23IL>
34. See <http://www.ilga.gov/senate/>
35. See <http://www.newatlanticbooks.com/>
36. See <http://www.bookweb.org/advocacy/salestax/efact.html%23MD>
37. See <http://www.msa.md.gov/msa/mdmanual/05sen/html/sen.html>
38. See <mailto:dave@bookweb.org>
39. See <http://www.sibaweb.com/>
40. See <mailto:DelBPurkey@house.virginia.gov?subject=>
41. See <mailto:delwhowell@house.virginia.gov?subject=>
42. See <mailto:DelMGriffith@house.virginia.gov?subject=>
43. See <mailto:DelKCoX@house.virginia.gov?subject=>
44. See <mailto:DelSNixon@house.virginia.gov?subject=>
45. See <http://www.bookweb.org/advocacy/salestax/efact.html%23VA>
46. See <mailto:dave@bookweb.org>
47. See <mailto:dave@bookweb.org>
48. See <http://news.bookweb.org/read/7307>
49. See <mailto:indienextlist@bookweb.org>
50. See <http://www.bookweb.org/indiebound/nextlist/nominate.html>
51. See <http://left-bank.com/>
52. See <mailto:karen@bookweb.org>

53. See <http://images.bookweb.org/var/albums/BTW/wi5-02.jpg>
54. See <mailto:dan@bookweb.org>
55. See <http://www.bookweb.org/identitymanager/new.jsp>
56. See <http://www.squarebooks.com>
57. See <mailto:paige@bookweb.org>
58. See <mailto:karen@bookweb.org>
59. See <http://www.bookexpoamerica.com>
60. See <http://www.bookweb.org/files/bookstore/files/BEA/hotelABA2010.html>
61. See <http://www.fedex.com/us/rates2010>
62. See <http://ups.com/rates>
63. See <http://www.partnership.com/07ABA>
64. See <mailto:sales@partnership.com>
65. See <http://news.bookweb.org/read/7179>
66. See <http://blogs.wsj.com/digits/2010/02/17/google-book-settlement-hearing-could-be-a-marathon/>
67. See <http://www.gliba.org>
68. See <mailto:joan@gliba.org>
69. See <http://www.newatlanticbooks.com/>
70. See <mailto:info@naiba.com?subject=>
71. See <http://www.audiopub.org/>
72. See <mailto:mwcandklc@yahoo.com>
73. See <http://www.bookweb.org/about/ads/booksellers.html>
74. See <mailto:mwcandklc@yahoo.com>
75. See <http://www.bookweb.org/about/ads/booksellers.html>
76. See <http://mjrose.com/content/index.asp%20>