

BOOKSELLING THIS Week

AMERICAN BOOKSELLERS ASSOCIATION

February 25, 2010

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ABA Booksellers Forum to Be Held at MBA Spring Meeting

February 25, 2010 -- Indie booksellers are invited to an ABA Booksellers Forum and Midwest Booksellers Association ¹ Spring Meeting on Sunday, March 21, in St. Louis, Missouri. The ABA forum and a popular Winter Institute education session will be part of a full day of programming that includes MBA's education component, two Rep Picks sessions, lunch with a guest author, and an Author Reception.

ABA senior staff, including COO Len Vlahos and Meetings and Planning Officer Jill Perlstein, will be at the afternoon Booksellers Forum to listen to booksellers' concerns and to answer questions and exchange ideas on industry issues, as well as ABA programs and initiatives.

Following the forum, Vlahos will present the Wi5 education session "Techniques and Tactics for Online Website Promotion." From hyperlocal searches and affiliate marketing to advanced analytics and beyond, this session will teach participants how to build meaningful relationships between their store websites and local communities.

Here's a look at the schedule for the program, which will be held at

Left Bank Books Downtown ² (321 North 10th Street, St. Louis):

10:00 a.m. - 11:00 a.m.	MBA Education Session
11:00 a.m. - 11:30 a.m.	Rep Picks, Part One
11:45 a.m. - 1:00 p.m.	Lunch With Guest Author
1:00 p.m. - 1:30 p.m.	Rep Picks, Part Two
2:00 p.m. - 4:30 p.m.	ABA Forum and Education Session
4:30 p.m. - 5:30 p.m.	Author Reception

Registration for MBA's Spring Meeting and ABA's Forum Program is via a downloadable form ³ on the MBA website ⁴, where booksellers can also find additional program details and information about hotels.

ABA is holding 11 more Booksellers Forum programs 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. For the complete schedule, click here ⁵.

Reminder: ABA Booksellers Forum @ CAMEX in Orlando

February 25, 2010 -- The American Booksellers Association is holding its first Booksellers Forum of 2010 on March 12 in Orlando, Florida, in conjunction with the Southern Independent Booksellers Alliance ⁶ and the National Association of College Stores ⁷ (NACS) and its Campus Market Expo (CAMEX) ⁸. All ABA and SIBA members are invited to the forum program, which will feature a wide-ranging discussion and an education session from the very popular Winter Institute. The program 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 the open forum and discussion of industry issues. Attendees help guide the agenda, so booksellers are encouraged to come with questions and comments. Lunch will be served.

From 1:00 p.m. to 3:00 p.m., ABA COO Len Vlahos will present the education session "Techniques and Tactics for Online Website Promotion." From hyperlocal searches and affiliate marketing to

advanced analytics and beyond, this session will teach participants how to build meaningful relationships between their store websites and local communities.

Booksellers planning to participate in the March 12 forum program are asked to RSVP to Jill Perlstein ⁹, ABA meetings and planning officer, by Friday, March 5.

ABA members can also take advantage of some great CAMEX specials in conjunction with the Booksellers Forum program:

- NACS is offering its CAMEX ¹⁰ 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 ¹¹, the industry's largest buying event -- for free. Stay in the CAMEX hotel block 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 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. ¹²

The complete ABA Spring Forum schedule is available here ¹³.

Broad Coalition Works for E-Fairness in California ... and Other E-Fairness Updates

February 25, 2010 -- Over the past few weeks, a broad and diverse coalition has come together to help move e-fairness legislation forward in California. The wide-ranging coalition includes the American Booksellers Association, the Northern California Independent Booksellers Association, the Southern California Independent Booksellers Association, the Christian Booksellers Association (CBA), and the California Retailers Association, as well as large retail businesses such as Barnes & Noble and Wal-Mart. These groups and businesses are urging Gov. Arnold Schwarzenegger to support an e-fairness provision that has been added to the proposed legislative budget.

"The fact that a broad coalition of retailers and associations has come together for e-fairness makes very clear how important sales tax equity is for the economic health of retail businesses, both large and small," said Oren Teicher, ABA CEO. "The participation of these retailers and organizations has made a critical difference in California and has helped to cut through the cloud of misinformation from opponents of the provision. Lawmakers now understand the importance of passing e-fairness."

Teicher stressed that, despite the growing coalition, it is crucial that booksellers continue to write the governor to stress the need for sales tax equity. While Gov. Schwarzenegger has yet to comment publicly on the bill in recent weeks, he did veto this e-fairness legislation last year. "If we get enough support from retailers in the state, hopefully, we will convince the governor to support California businesses by passing this important legislation," Teicher said.

At a recent emergency budget session in Sacramento, a provision was 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. The State Senate has already approved the provision.

The letters sent to the governor by groups and individual business owners stressed how the current sales tax inequity places in-state businesses at an unfair competitive disadvantage and has negatively affected their bottom lines.

Barnes & Noble CFO Joseph J. Lombardi wrote: "Currently, Barnes & Noble operates at a competitive disadvantage to numerous out-of-state book dealers, who are not required to collect sales tax from California residents. This is true even for companies like Amazon.com, which operates five subsidiaries from offices located in California and has numerous California-based affiliates that refer traffic to its website, and yet, still does not collect sales tax from California residents." Lombardi noted that the e-fairness provision would protect "thousands of jobs here in California."

In his letter to Gov. Schwarzenegger, Rick Karp, president of Cole Hardware, with several locations in San Francisco, stressed: "It's important that you understand how critical this issue is to the ongoing health of small businesses in California. Out-of-state online retailers whose business model is based on sales tax avoidance enjoy up to nearly a 10 percent price advantage over thousands of retailers, both small and large. This competitive advantage has already contributed to the demise of businesses throughout the state, and it has throttled efforts of many others to grow and create more jobs for the state."

"We have weathered our share of crises in the past, to put it mildly!" wrote Amy Thomas, president of Pandora's Books Inc., [http://www.pegasusbookstore.com] in Berkeley, California. "But in the past, it has always been other businesses that have challenged our viability ... in this case, the state of California itself is preventing me from competing on price. No matter how far I may slash my prices to approximate the prices at Amazon and other online retailers, no matter how clever and crafty and winning and neighborly and community-minded I am, at the end of every transaction I have to tack nearly 10 percent onto whatever price I have established. By not enforcing ... the sales tax law, you have crippled my efforts to compete as a Main Street business."

"This is a no-brainer," wrote Rich Van Tassell of Bay Books ¹⁴ in San Ramon, California. "It's not a tax increase. It's a win for California's government, and it is a win for California businesses. The only losers will be Internet retailers that have built their businesses deliberately to avoid California taxes."

Many independent booksellers have written to the governor about this critical issue, but those who have not are urged to adapt ABA's template letter ¹⁵ and to e-mail it to the governor.

In addition, booksellers who have any questions about e-fairness can contact ABA's Senior Public Policy Analyst David Grogan at dave@bookweb.org ¹⁶ or (800) 637-0037, ext 6662. ABA also asks that booksellers notify Grogan when they have sent their letter. This will help ABA compile information to support the e-fairness lobbying effort.

Following is a look at what's happening on the e-fairness front in other states.

Virginia: E-Fairness Legislation Voted Down in House

Though last week the Virginia State Senate voted overwhelmingly to pass an e-fairness bill, the legislation did not have the same success in the House of Delegates, where -- despite the support of ABA- and CBA-member bookstores, as well as testimony from Danny Givens of Givens Books and Little Dickens

[<http://www.givensbooks.com>]in Lynchburg -- it was defeated.

As of press time, however, it was expected that e-fairness language would be included in the Virginia budget, so ABA continues to ask its member bookstores to contact their legislators in support of e-fairness. If the budget passes with an e-fairness provision, out-of-state online retailers with online affiliates in Virginia would be considered to have a physical presence in the state. As such, these large online retailers would be required to collect Virginia sales tax, thereby leveling the playing field for the state's bricks-and-mortar businesses.

To help booksellers in this important advocacy outreach, ABA and the Southern Independent Booksellers Alliance (SIBA) have prepared a template letter¹⁷ 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.org¹⁸ 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 compile information to support the e-fairness lobbying effort.

Illinois E-Fairness Needs Bookseller Support

ABA, the Great Lakes Independent Booksellers Association (GLIBA), and the Midwest Booksellers Association (MBA) continue to call 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' bricks-and-mortar businesses. Sen. Schoenberg introduced the legislation directly due to the request of Roberta Rubin of The Book Stall at Chestnut Court¹⁹ in Winnetka, Illinois.

Notably, in his annual letter to stockholders, Sears Chairman Edward Lampert said that he supported e-fairness legislation, as reported by the *Wall Street Journal*²⁰. "There remains, however, one advantage that the major online retailers retain that is both unfair and problematic, for competition and for communities and jobs as well," Lampert wrote. "For customers in many states Amazon.com and other online retailers are not required to collect sales taxes on purchases made by their customers." Lampert supports "a leveling of the playing field for ecommerce merchants. Either we all collect taxes or nobody collects taxes."

To help in this important advocacy outreach, ABA, GLIBA, and MBA have prepared a template letter²¹ that booksellers can adapt and send to their local state senator²². Booksellers who are represented by Sen. Schoenberg are encouraged to thank him for introducing this important bill.

Booksellers who have 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 the e-fairness lobbying effort.

Maryland Booksellers Urged to Write Senators Now

ABA and the New Atlantic Independent Booksellers Association

(NAIBA) continue to ask 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 the state's bricks-and-mortar businesses.

To help booksellers in this important advocacy outreach, ABA and NAIBA have prepared a template letter²³ that booksellers can adapt and send to their local state senator²⁴. Booksellers who are constituents of Senators Madaleno, Conway, Currie, or Kelley are urged to 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.org²⁵ 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 compile information to support the e-fairness lobbying effort.

Nevada Introduces E-Fairness Legislation

Last week, Nevada Gov. Jim Gibbons issued a Governor's Proclamation to convene a special session of the legislature, and within that proclamation is a nexus law provision, Item 10. Item 10 would require out-of-state retailers with online affiliates in Nevada to collect Nevada sales tax, thereby leveling the playing field for the state's bricks-and-mortar businesses.

The legislature is currently considering the proclamation, so ABA, the Mountains and Plains Independent Booksellers Association (MPIBA), and the Southern California Independent Booksellers Association (SCIBA) are urging booksellers to contact Nevada legislators immediately and ask them to support Item 10, the nexus law, in the Governor's Proclamation.

ABA, MPIBA, and SCIBA have prepared a template letter²⁶ that booksellers can adapt and send to their state legislator²⁷.

Booksellers with questions regarding how Item 10 in the Governor's Proclamation will impact their business should contact ABA's Senior Public Policy Analyst David Grogan at dave@bookweb.org or (800) 637-0037, ext 6662. ABA, MPIBA, and SCIBA also ask that booksellers to notify Grogan when their letters have been sent. This will help ABA, MPIBA, and SCIBA compile information to support this lobbying effort. --*David Grogan*²⁸

IndieCommerce to Complete Bookstore Site Migrations Next Month

February 25, 2010 -- In the past year, more than 100 ABA IndieCommerce sites have successfully migrated to the system's new Drupal platform, and now the migration of store sites from the old system to the new is in its final stages.

Over the course of next month, IndieCommerce staff will be moving stores still on the legacy system to the new platform, where they'll have the benefits of a very flexible, stable, and search-engine friendly website. The new system also allows ABA to begin offering many exciting features that booksellers have been requesting for several years.

ABA is contacting 10 legacy stores each week via e-mail to explain

details of the move and how the store site will look, feel, and work differently. As soon as a store site goes live on the Drupal platform, customers will be able to place orders. To facilitate booksellers' ability to administer their new site, IndieCommerce has developed several training videos ²⁹, covering many aspects such as content creation and placement, and order processing.

Last fall, IndieCommerce extended the deadline ³⁰ for all sites to move to the new platform to March 31.

Questions about IndieCommerce should be addressed to staff@bookweb.org ³¹.

Washington Indies Mark Major Milestones

February 25, 2010 -- Two well-known Washington state indies celebrate big anniversaries this month. Eagle Harbor Book Company and Vintage Books are looking back on their history while preparing for a vibrant future.

Eagle Harbor Book Company's 40th Birthday

Betty's Books opened in a 500-square-foot space on Bainbridge Island, Washington, in 1970. On February 27 the store -- which is now known as Eagle Harbor Book Company ³², and takes up nearly 10 times the space -- will celebrate its 40th anniversary.

Store owner Morley Horder is inviting local authors, former employees, and customers to visit the store on Saturday. They'll have a chance to pose for pictures, compete in a cakewalk, and share their Eagle Harbor memories.

Horder, who bought the store in 1997, is Eagle Harbor's sixth owner, and he sees himself as part of a chain of caretakers. "I'm keeping it going for the next owners," he said. "It's a responsibility to the community."

Horder is proud of Eagle Harbor's place in that community. Last year, he and several employees founded the Sustainable Business Network of Bainbridge Island ³³, and he has seen his store's customers become "more outspoken" about shopping locally. "It's a wonderful thing," he said.

The store's staff is another point Horder is proud of. "I just love who I get to work with," he said.

One of those staff members is Mary Gleysteen, who has been at the store for 20 of its 40 years. "It's been pretty fun to see a generation of readers come through here," she said.

For the future, Horder wants to focus on the store's connections to its customers and technology. "Improving our website is really important," he said, as is a deeper understanding of customer buying habits.

Vintage Books Celebrates 35 Years

"It's still fun to come to work every day," Becky Milner said, 35 years after launching her home-based retail business. Today that business is called Vintage Books ³⁴, and Milner is marking the store's anniversary in the Vancouver, Washington, building that has housed it since 1984.

Milner attributes the store's longevity to several factors, including "amazing customers" who are willing to go out of their way to shop at Vintage Books. The customers also trade in their old books in the store's used book department, adding to what Milner calls the "treasure hunting" aspect of her business: Between used-book trade-ins and new-book deliveries, there are always surprises on the

shelves.

The "terrific people working with us" are another Vintage Books asset. Several members of Milner's family, including two of her children, are on the store's staff. Other employees have chosen a career in bookselling after working in industries ranging from art to airport security. "I think we all just love the books," Milner said.

With more than three decades of experience behind her, Milner isn't planning to take a break from bookselling any time soon. "I tell my husband I'm going to do it till I'm 95," she said. And that means staying on top of trends and opportunities, a familiar process for a store that has sold books over the Internet since 1994. At the moment, Milner is evaluating and improving the store's credit-card processing, using information she learned at this month's Winter Institute. -- *Sarah Rettger* ³⁵

Still More Notes From the Sidelines

February 25, 2010 -- From highbrow literary T-shirts to colorful sketchpads, a judicious selection of non-book items can highlight a bookstore's unique style and make an important contribution to its bottom line. Here's a look at a few of the latest conversation starters and bestsellers at several bookstores around the country.

At Brooklyn, New York's BookCourt ³⁶, general manager and events coordinator Zack Zook said customers have been "enthusiastic" about a new line of baseball jersey-style literary T-shirts from Novel-T ³⁷. The company's literary lineup includes nine authors or characters from classic works -- Whitman, Poe, Ahab, Dick (Moby), Bartleby, Prynne, Thoreau, Sawyer, and Finn. Names are printed across the back of the jersey and a graphic is on the front, where a team logo would usually appear. Grass for Whitman, for example, and an "A" for Prynne. The shirts have proven popular among staff ("A staff member bought six," said Zook) and have served as conversation starters with customers.

Brooklyn-based Novel-T has even caught the attention of the *New York Times*' blog Paper Cuts ³⁸ and the *New York Post* ³⁹, which called the T-shirts a "high-brow home-run." The company is helping to "ensure that there will always be new names to add to the Novel-T line-up" by donating a dollar from the sale of each shirt to Dave Eggers' 826NYC project, which helps kids develop their writing skills.

As ever, Melissa and Doug ⁴⁰ is a popular choice for great kids' gifts. The company offers a line of magnetic dress-up dolls ⁴¹, which come in a box with a stand and several compartments housing accessories and changes of clothes. "Grandparents like them a lot," said Jessica Esperanza of Red Fox Bookstore ⁴² in Glens Falls, New York.

Also selling at Red Fox are eeBoo's ⁴³ Technicolor carnival and floral-themed sketch pads.

At Blue Willow Bookshop ⁴⁴ in Houston, Valerie Koehler's latest top-selling plush is Lubies ⁴⁵. "Cute faces and just the right price to pair with a board book or picture book," she said. "I, of course, love the giraffe, but others favor the cardinal or the kitty."

Koehler displays Lubies in a basket as well as placing them right next to appropriate books. For example, she said, "You can sell *Sylvie* [Random House Books for Young Readers] by Jennifer Sattler with a Lubie flamingo," and, she noted, they are baby-safe.

Magnets and buttons are, of course, perennial cash-wrap bestsellers. "People just love them -- the funnier the better," said Susan Richmond of Inklings Bookshop ⁴⁶ in Yakima, Washington. "Recently, we used a sentiment from one of them as a 'tagline' in

our newsletter -- 'Our sales staff is heavily medicated for your shopping convenience.'" Seltzer ⁴⁷, which also sells eco-friendly cards, is a good source, said Richmond.

And for Deb Hunter of Chicklet Books ⁴⁸ in Princeton, New Jersey, Lily Pulitzer art sets and stationery from Lifeguard Press ⁴⁹ "do extremely well because it suits the store style." With its pink and green gingham, polka dots, and mod-ish florals, the line is "feminine, fun, and funky like we are," said Hunter. -- *Karen Schechner* ⁵⁰

Congress to Extend Patriot Act Without Increased Privacy Protections

February 25, 2010 -- On February 24, the Senate passed a one-year extension of the expiring sections of the USA Patriot Act with no changes. Without the requisite 60 votes to end a possible filibuster by Republican senators, Democratic leaders were forced to abandon changes designed to protect privacy previously agreed to by the Senate Judiciary Committee, according to the *Washington Post* ⁵¹.

The bill still must pass the House, but since important sections of the law are set to expire February 28, it's unlikely that any changes will occur.

"Of course, we are disappointed that Congress appears ready to extend the Patriot Act without changes," said Chris Finan, president of the American Booksellers Foundation for Free Expression ⁵² (ABFFE). "Both the House and the Senate Judiciary Committees had agreed to add important protections for civil liberties, including safeguards for the privacy of bookstore and library records. The good news is that the extension is for only one year, and we can address this issue again soon. The fight for reader privacy will continue."

According to the *WP*, three sections of the Patriot act that would stay in force:

- Authorize court-approved roving wiretaps that permit surveillance on multiple phones.
- Allow court-approved seizure of records and property in anti-terrorism operations.
- Permit surveillance of a non-U.S. citizen participating in terrorism who may be acting alone and not within a terrorist group.

The Judiciary Committee bill that was dropped would have provided additional protections for library records, restricted the use of national security letters, and increased Congressional oversight of the powers granted by the Patriot Act. The re-authorization bill approved by the House Judiciary Committee provided additional protections for both library and bookstore records.

Engaging With Customers (and Other Booksellers) on Foursquare

February 25, 2010 -- With social media platforms multiplying at a tribble rate, the question of where booksellers should devote their time and energy in social media efforts becomes even more important. With its *New York Times* write-ups and positive mentions in Mashable <http://mashable.com/>, Foursquare <http://foursquare.com/> appears to be on the rise.

Foursquare is an application for the web and mobile devices that lets registered users both find friends and update their location. In recent months, some indie booksellers have begun using the service. Vroman's Bookstore ⁵³ in Pasadena, California, plans on offering specials via Foursquare, and customer feedback has been good at New York City bookstores -- Housing Works Bookstore and Cafe ⁵⁴, McNally Jackson Books ⁵⁵, and WORD ⁵⁶. In fact, Foursquare has already spawned a little friendly NYC indie bookseller competition.

After you install Foursquare on your mobile phone, the application (which can be linked with Twitter and Facebook) lets friends know your location and vice versa, and, in addition, with Foursquare you can read feedback from users about venues in the neighborhood you're in.

But Foursquare also fosters a kind of competition. Users collect points, prize "badges," and eventually, coupons, for "checking in" at various venues. The person who checks into a place most often becomes its "mayor." Foursquare now has 300,000 users in less than a year, according to *Business Insider* ⁵⁷, and it just announced a deal with the cable television channel Bravo, which will offer prizes for viewers who "check in" at certain locations.

Whether Foursquare's usage explodes or not, experimenting with it does not require a lot of time or effort. (Information for businesses, including how to sign up, is here ⁵⁸.) Patrick Brown, who until recently was the webmaster and blogger for Vroman's, decided to try it at Vroman's in Pasadena because it's "one of the few social technologies to encourage visits to bricks-and-mortar businesses." The bookstore's work-in-progress plan is to give a discount to the "mayor," as well as for those visiting for the 10th and 20th time.

The deciding factor for any new social media platform is usually critical mass. With Foursquare, which posts a business address, phone number, Google map location, and other information, Brown said he started seeing more and more people using it with Twitter and "considering the benefits it bestows on physical businesses, it seemed like a great thing to try." He was also encouraged that users would be motivated by the gaming aspect of Foursquare. "It just seems like a lot of fun," he said. "If a new service doesn't make me want to try it, I'll probably pass."

Foursquare capitalizes on something customers already do, which is to visit the store, and it encourages them to do visit more often. "It's all about where you've been and where you like to hang out," Brown said. "We think it has the potential to give an advantage to businesses with physical locations, especially those who offer a friendly, inviting atmosphere."

While Foursquare encourages regulars to stop by, it also directs new customers to check in. All these new browsers are Vroman's customers in the making, said Brown. "We're pretty confident that once people have visited our store and seen what we're about firsthand, they'll be back. Foursquare is a great way to reach out to people who are in our neighborhood already but who maybe haven't tried us for whatever reason. It's also a great way to reward customers who come back again and again."

At Housing Works Bookstore Cafe in Manhattan, Rachel Fershleiser, director of events, said that once the store Twitter address was included in its information on Foursquare ⁵⁹, the number of check-ins increased, since Foursquare "is basically a subset of Twitter." Housing Works doesn't yet offer discounts or prizes for those who check-in often, but was considering offering a free cookie or coffee from their cafe.

Fershleiser views Foursquare as providing the best kind of

promotion -- to friends by friends. "I think it's most useful in as much as it appears as endorsement. People are broadcasting to all of their friends that they hang out here. In that sense it's very good for us. And we try to *be* that great place to hang out, that 'third place.' We've got tons of events, wine and beer, great entertainment. Anything that perpetuates the idea that we're that great venue that you want to tell all of your friends about is fantastic for us."

Plus, Fershleiser said success on Foursquare comes with some bragging rights for Housing Works, which, she said, is simultaneously waging a Twitter war with Manhattan's McNally Jackson Books and Brooklyn's WORD. "Let the record show, we have many, many more check-ins that McNally Jackson and WORD," she said, throwing down the gauntlet. "It's on."

The rebuttal from WORD was swift. "Ha! What a troublemaker she is," said manager Stephanie Anderson.

WORD will announce in its February newsletter that its current Foursquare "mayor" will receive a 10 percent discount off purchases as long as they show store staff that they are checked in. For clarification purposes Anderson noted to *BTW*, "And you can tell Ms. Rachel that this was our plan *before* her gauntlet!"

In addition to the announcement in the newsletter, WORD will market Foursquare with in-store signage, among other efforts. The bookstore hasn't experimented further with the app, but Anderson said she has noticed both an uptick in check-ins, and a similar up tick in friends using it. WORD plans to stay engaged with Foursquare "as long as our customers are using it," said Anderson, who has downloaded the app to her phone.

Dustin Kurtz, events coordinator at McNally Jackson Books, said the bookstore was considering giving discounts to Foursquare users. He also offered some commentary regarding Housing Works outpacing McNally Jackson on Foursquare. "It's true that Housing Works has had more total check-ins," he acknowledged. "The reasons for that are pretty simple. First, a large part of our customer base is international tourists, and they tend to use Foursquare much less. Also, customers have set up separate 'places' for our cafe and bookstore on Foursquare, further lessening our apparent numbers."

Kurtz also joked that Housing Works "has a room in the basement full of volunteers whose entire job is simply to sign into Foursquare again and again." He also took aim at Housing Works' current mayor. "He's a sometimes-nude model and rabbit jerky salesman at the greenmarket up on 47th street. His real name is Christoph. If you ever speak to him you'll see that he still has a haunted look in his eyes from his time spent in the Housing Works Foursquare room. Poor guy." -- *Karen Schechner*⁶⁰

BTW News Briefs

February 25, 2010 --

American Independent Business Alliance to Hold International Conference The American Independent Business Alliance⁶¹ will be holding its second international conference in Tampa, Florida, from April 8 - 11. The local host for the gathering, which is aimed at business owners and others seeking to develop, or already engaged in, a local Independent Business Alliance or Buy Indie/Local campaign, will be Inkwood Books⁶² co-owner Carla Jimenez of the Tampa Independent Business Alliance.

The conference's interactive panel and roundtable sessions will provide opportunities to learn about the movement's newest and

most effective tools and programs from the people using them. Leading local, state, and national organizers are also scheduled to be on hand for discussions that tackle major challenges and opportunities for independent businesses and their supporters. "Energizing, empowering, and fun" are words repeated by many booksellers who participated in the first such gathering in 2007," said AMIBA co-founder Jeff Milchen, who added that "plenty of fun is on the agenda in Tampa, too."

Early registration and program details are available on AMIBA's conference web page⁶³.

Ingram Marketing Group Unveils Catalog and Galley Platform

Ingram Marketing Group, the marketing and advertising agency of Ingram, this week announced the launch of PubLink, a specialized software/CRM tool that provides publishers with a platform to manage, track, and deliver product catalogs and galleys in print and electronic formats.

Ingram said that PubLink's functionality would allow "publishers to store and manage customer and publicity contacts, distribute galleys and catalogs in an electronic format, and order and deliver to customers printed galleys using the print on demand single copy technology and workflow from Ingram's Lightning Source."

Demonstrations of PubLink were being offered at the O'Reilly Tools of Change for Publishing Conference in New York this week.

Poets & Writers Launches "Inside Indie Bookstores"

With its January/February issue, *Poets & Writers Magazine* began a new column, Inside Indie Bookstores, "a series of interviews with the entrepreneurs who represent the last link in the chain that connects writers with their intended audience."

In the second installment of the series⁶⁴, in the March/April issue, on newsstands now, *Poets & Writers* contributor Jeremiah Chamberlin talks with Michael Powell, owner of Powell's Books⁶⁵ in Portland, Oregon.

The inaugural column⁶⁶ featured an interview with Richard Howorth, owner of Square Books⁶⁷ in Oxford, Mississippi.

2010 PEN/Faulkner Award Nominees Announced

This week, the PEN/Faulkner Foundation⁶⁸ announced the five finalists for the 2010 PEN/Faulkner Award for Fiction. The nominees are Sherman Alexie for *War Dances* (Grove Press); Barbara Kingsolver for *The Lacuna* (Harper); Lorraine M. Lopez for *Homicide Survivors Picnic and Other Stories* (BkMk Press); Lorrie Moore for *A Gate at the Stairs* (Knopf); and Colson Whitehead for *Sag Harbor* (Doubleday).

The finalists were chosen by a panel of their peers from among approximately 350 novels and short story collections by American authors published by more than 90 publishing houses, including small and academic presses, in the U.S. during 2009.

The winner, who will receive \$15,000, will be announced on March 23; the four finalists will receive \$5,000 each. All five authors will be honored during the 30th Annual PEN/Faulkner Award ceremony at the Folger Shakespeare Library in Washington, D.C., on Saturday, May 8. Ticket information is available online at www.folger.edu⁶⁹.

Books for a Better Life Award Winners Announced

On Monday, the New York City - Southern New York Chapter of the National MS Society presented its 14th Annual Books for a Better Life Awards ⁷⁰. This year's winners are:

- **Childcare/Parenting:** *NurtureShock: New Thinking About Children* by Po Bronson and Ashley Merryman (Twelve Books/Hachette)
- **First Book:** *Josie's Story: A Mother's Inspiring Crusade to Make Medical Care Safe* by Sorrel King (Grove/Atlantic)
- **Green:** *Just Food* by James E. McWilliams (Little, Brown)
- **Inspirational Memoir:** *Strength in What Remains* by Tracy Kidder (Random House)
- **Motivational:** *Throw Out Fifty Things* by Gail Blanke (Grand Central)
- **Personal Finance:** *The Difference* by Jean Chatzky (Crown)
- **Psychology:** *Connected* by Nicholas A. Christakis, M.D. and James H. Fowler, Ph.D. (Little, Brown)
- **Relationships:** *You Were Always Mom's Favorite: Sisters in Conversation Throughout Their Lives* by Deborah Tannen (Random House)
- **Spiritual:** *Writing in the Sand* by Thomas Moore (Hay House)
- **Wellness:** *The End of Overeating: Taking Control of the Insatiable American Appetite* by David A. Kessler, M.D. (Rodale)

Carolyn Reidy, president and CEO of Simon & Schuster, was inducted into the Books for a Better Life Hall of Fame, and Cami Walker, author of *29 Gifts: How a Month of Giving Can Change Your Life* (Da Capo Lifelong Books), received the MS Awareness Award.

In Memoriam: Susan Lowry

February 24, 2010 -- Susan Lowry, wife of Tom Lowry, a former Great Lakes Independent Booksellers Association board member and owner of Lowry's Books in Three Rivers and Sturgis, Michigan, died Tuesday, February 23, of leukemia.

Friends are invited to celebrate her life at a visitation on Friday, February 26, from 1:00 p.m. - 8:00 p.m. at Hohner Funeral Home ⁷¹, 1004 Arnold Street, Three Rivers. A private celebration is also planned for Saturday, February 27, from noon - 4:00 p.m., at the Riviera Theatre, 50 N. Main St., Three Rivers.

Donations in Susan Lowry's memory may be made to one of three Three Rivers organizations -- the Domestic Assault Shelter, the Carnegie Center for the Arts, or Three Rivers Mentoring -- or to Three Cups of Tea Central Asia. Donations should be sent to the Hohner Funeral Home.

The Indie Biography and Memoir Bestseller List

February 24, 2010 -- For the eight-week period ending February 23, 2010, and based on sales in hundreds of independent bookstores nationwide.

1.	Three Cups of Tea Greg Mortenson, David Oliver Relin, Penguin, \$16, 9780143038252

2.	Committed: A Skeptic Makes Peace With Marriage Elizabeth Gilbert, Viking, \$26.95, 9780670021659
3.	My Life in France Julia Child, Anchor, \$15, 9780307277695
4.	Going Rogue Sarah Palin, Harper, \$28.99, 9780061939891
5.	The Glass Castle Jeannette Walls, Scribner, \$15, 9780743247542
6.	Eat, Pray, Love Elizabeth Gilbert, Penguin, \$15, 9780143038412
7.	True Compass Edward M. Kennedy, Twelve, \$35, 9780446539258
8.	Open Andre Agassi, Knopf, \$28.95, 9780307268198
9.	Mountains Beyond Mountains Tracy Kidder, Random House, \$15.95, 9780812973013
10.	Where Men Win Glory Jon Krakauer, Doubleday, \$27.95, 9780385522267
11.	Just Kids Patti Smith, Ecco, \$27, 9780066211312
12.	Strength in What Remains Tracy Kidder, Random House, \$26, 9781400066216
13.	The Happiness Project Gretchen Craft Rubin, Harper, \$25.99, 9780061583254
14.	Animal, Vegetable, Miracle Barbara and Camille Kingsolver, Steven Hopp, Harper Perennial, \$15.99, 9780060852566
15.	Lit Mary Karr, Harper, \$25.99, 9780060596989
16.	My Stroke of Insight Jill Bolte Taylor, Plume, \$15, 9780452295544
17.	Julie & Julia Julie Powell, Back Bay, \$14.99, 9780316044271
18.	Same Kind of Different as Me Ron Hall, Denver Moore, Thomas Nelson, \$14.99, 9780849919107
19.	The Widow Clicquot Tilar J. Mazzeo, Harper Perennial, \$15.99, 9780061288586
20.	The Politician Andrew Young, Thomas Dunne, \$24.99, 9780312640651
21.	The Diary of a Young Girl Anne Frank, Bantam, \$6.99, 9780553577129
22.	A Bold Fresh Piece of Humanity Bill O'Reilly, Broadway, \$26, 9780767928823
23.	Manhood for Amateurs Michael Chabon, Harper, \$25.99, 9780061490187
24.	Night Elie Wiesel, FSG, \$9.95, 9780374500016

25.	The Last Lecture Randy Pausch, Hyperion, \$21.95, 9781401323257
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MARKETPLACE

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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.

FOR SALE

Bookstore closing in NC. Shelves, Seating arrangements, Inventory, 2008 POS system available. \$28,000. For detailed

information send an e-mail to mwcandkic@yahoo.com⁷⁴ 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 here⁷⁵.

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www.springbookshow.com⁷⁶

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