

BOOKSELLING **THIS** Week

AMERICAN BOOKSELLERS ASSOCIATION

March 04, 2010

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California Hits E-Fairness Delay; Illinois Vote Expected Today

March 04, 2010 -- This week in California the e-fairness provision in the legislative budget was temporarily tabled when lawmakers decided to split the proposed budget into several distinct bills. However, the development did not derail sales tax equity efforts in the state. In Illinois, the Senate Revenue Committee is poised to vote on sales tax fairness legislation, following a hearing that is scheduled to include testimony from an ABA bookstore member. In Virginia, a proposed e-fairness budget amendment is expected to come up for a vote sometime next week. In Colorado, members of the House of Representatives passed a uniquely amended version of sales tax legislation that focuses on consumer use tax compliance.

California

As previously reported in *BTW*, as part of the emergency budget session in Sacramento a provision has been added to the proposed

legislative budget that would clarify state sales tax law. The provision would ensure that non-California retailers with online affiliates in the state acting as sales agents collect sales tax on purchases shipped into California.

Initially, it was expected that legislators would vote on the proposed budget in the next two weeks. However, during a special session, the proposed budget was divided into several distinct bills and, to satisfy the requirement that there must be some action during a special session, budgets dealing with cash flow and cuts totaling about \$2 billion were sent to Gov. Arnold Schwarzenegger. A tax enforcement bill, which contains sales tax fairness legislation, and another bill were temporarily tabled in the Assembly. While it is expected that the tax enforcement bill will be heard by the legislature by the end of June, it is unclear whether any action will be taken on the two bills before the special session closes.

"This delay provides us with a tremendous opportunity to broaden our coalition and demonstrate the strong statewide support for this important provision in the budget," said ABA CEO Oren Teicher. "It's very important that booksellers continue to spread the word to their retailing neighbors and ask them to write to the governor. And I urge any booksellers who have not yet written to the governor to do so."

Booksellers can find a sample letter to the governor in the California E-FACT section ¹ on BookWeb.org. Booksellers who have any questions should contact ABA's Senior Public Policy Analyst David Grogan at dave@bookweb.org ² or (800) 637-0037, ext 6662. ABA also asks that booksellers notify Grogan when they have sent their letter. This will compile information to support this lobbying effort.

Illinois

At press time, the Senate Revenue Committee was expected to vote today on SB3353, e-fairness legislation that would clarify sales tax laws so that 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. Bookseller Roberta Rubin of The Book Stall at Chestnut Court in Winnetka, Illinois, is scheduled to testify at the hearing regarding how the current sales tax inequity is negatively affecting her bookstore.

Look for an update on the vote and the next steps for SB3353 in next week's *BTW*.

Virginia

Though a House of Delegates subcommittee recently voted down e-fairness legislation, Sen. Charles Colgan has added an e-fairness amendment, SB30, to Virginia's proposed budget. If SB30 is in the final budget, out-of-state online retailers with nexus in the state via online affiliates would be required to collect Virginia sales tax on sales to Virginia residents, thereby leveling the playing field for the state's bricks-and-mortar businesses.

"Despite the setback in the House subcommittee, the letters, e-mails, legislator visits, and testimony have made a big difference in the fight for sales tax equity in Virginia, as we can see by this

latest development," said ABA's Teicher. "But it's essential that booksellers let their delegates³ know as soon as possible that they support sales tax fairness."

Booksellers are asked to e-mail or call their delegate and urge him or her to support Senator Charles Colgan's amendment, SB30, in the proposed budget.

To help booksellers in this important advocacy outreach, ABA and the Southern Independent Booksellers Alliance (SIBA) have prepared a template letter⁴ that booksellers can adapt and e-mail to their delegate⁵. (If you are e-mailing your letter, be sure to include your store name and complete address. If you call your delegate, the template letter can be used as talking points for your conversation.)

Booksellers should contact ABA Senior Public Policy Analyst David Grogan at dave@bookweb.org⁶ or (800) 637-0037, ext. 6662, when they have sent their letter. This will help ABA and SIBA compile information to support this lobbying effort.

Colorado

In Colorado, members of the State House of Representatives have passed a uniquely amended version of sales tax legislation that focuses on consumer use tax compliance. On February 24, Gov. Bill Ritter signed the bill into law. ABA has stated publicly that it will await more details on how the sales tax bill, HB10-1193, will be implemented, and, "should the Colorado solution prove an ineffective remedy, we will actively continue the fight for sales tax equity," said ABA's Teicher. --*David Grogan*⁷

Jon Stewart, Sara Gruen Among BEA Headliners

March 04, 2010 -- BookExpo America⁸ announced today the author lineup for breakfast and lunch events at the 2010 trade show. Scheduled to appear are Cory Doctorow, Sarah Ferguson, William Gibson, John Grisham, Sara Gruen, Christopher Hitchens, Patton Oswalt, Richard Peck, Mitali Perkins, Condoleezza Rice, Mary Roach, and Jon Stewart.

BEA 2010 will be held from Tuesday through Thursday, May 25 - 27, at New York's Javits Convention Center.

"We are incredibly fortunate to have these authors assembled at our show, and I know that will be a great draw for BEA and will ensure that these events will sell out," said Steven Rosato, event director for Book Expo America, in a statement. "Above all, I am thankful to the publishers who support us, and who bring their authors to BEA so that we might all enjoy meeting them, and hearing what they have to say. It's a very unique and special opportunity for anyone who is part of the book industry and who attends BEA."

BEA noted that Stewart would be returning to the trade show as Master of Ceremonies for the Thursday breakfast, featuring Grisham, Rice, and Roach. (Stewart first appeared at BEA in 2004.)

The 2010 lineup of BEA speakers and events includes:

WEDNESDAY, May 26, 2010

8:00 a.m. - 9:30 a.m. CHILDREN'S BOOK & AUTHOR BREAKFAST (Special Events Hall)

Presented in cooperation with the Children's Booksellers and Publishers Committee [A cooperative committee of the American Booksellers Association (ABA), Association of Booksellers for Children (ABC), and the Children's Book Council (CBC)] this

opening-day breakfast will feature:

- Cory Doctorow, author of *For the Win* (Tor Books/Tor Teen)
- Mitali Perkins, author of *Bamboo People* (Charlesbridge)
- Richard Peck, author of *Three Quarters Dead* (Penguin/Dial Books for Young Readers)

Sarah Ferguson, the Duchess of York, and author of *Helping Hand Books: Emily's First Day at School* (Sterling Children's Books) will be the Master of Ceremonies.

THURSDAY, May 27, 2010

8:00 a.m. - 9:30 a.m. THURSDAY BOOK & AUTHOR BREAKFAST (Special Events Hall)

The Thursday morning breakfast will feature:

- Condoleezza Rice, author of *Extraordinary, Ordinary People: A Memoir of Family* (Crown)
- John Grisham, author of a forthcoming title from Doubleday
- Mary Roach, author of *Packing for Mars: The Curious Science of Life in the Void* (W.W. Norton)

Jon Stewart, author (along with the writers of *The Daily Show*) of *The Daily Show With Jon Stewart Presents Earth (The Book): A Visitor's Guide to the Human Race* (Grand Central Publishing) will be the Master of Ceremonies.

Noon - 2:00 p.m. THURSDAY BOOK & AUTHOR LUNCHEON (Special Events Hall)

This year's BEA lunch will feature:

- Christopher Hitchens, author of *Hitch-22: A Memoir* (Twelve/Hachette Book Group USA)
- Sara Gruen, author of *Ape House* (Spiegel & Grau)
- William Gibson, author of *Zero History* (G.P. Putnam's Sons)

Patton Oswalt, author of *Zombie Spaceship Wasteland* (Scribner) will be the Master of Ceremonies.

With this year's shortened, mid-week trade show schedule, there will be one less Author Breakfast; however, show officials stressed that there will be more author programming than ever before. After a successful debut last year, the Author Stages will return to the convention floor, and a new stage is being added. "Our focus remains on quality vs. quantity," Rosato said, adding, "Author Stages proved to be a fantastic opportunity last year for showcasing authors from all walks of life in an intimate setting for booksellers and the media. I know that we will have amazing content and dialogue on all three stages. It will be jam packed!"

An Opening Night Reception is planned for Tuesday evening, May 25, at 6:00 p.m., and the show's traditional evening of entertainment on behalf of the American Booksellers Foundation for Free Expression⁹ (ABFFE) and the Association of American Publishers'¹⁰ (AAP) Get Caught Reading Campaign is scheduled for 9:00 p.m. on Tuesday, May 25, at Town Hall. Details about the Author Stages, Opening Night Reception, and ABFFE/AAP benefit will be announced soon.

For more information and to register for BEA, visit bookexpoamerica.com¹¹.

Indies Choice Book Awards Voting Underway

March 04, 2010 --

The owners and staff at all ABA member stores are invited to cast their ballots online ¹² to choose the winners of the 2010 Indies Choice Book Awards. The winners, to be announced in April, will be honored at BookExpo America 2010 ¹³ in New York City. The American Booksellers Association announced the finalists and opened voting on Monday, March 1.

The finalists for the Indies Choice Book Awards, reflecting the spirit of independent bookstores and the IndieBound ¹⁴ movement, are:

BOOK OF THE YEAR -- ADULT FICTION

- *Border Songs* , by Jim Lynch (Knopf)
- *Brooklyn* , by Colm Toibin (Scribner)
- *The Children's Book* , by A.S. Byatt (Knopf)
- *Cutting for Stone* , by Abraham Verghese (Knopf)
- *Generosity: An Enhancement* , by Richard Powers (FSG)
- *Wolf Hall* , by Hilary Mantel (Holt)

BOOK OF THE YEAR -- ADULT NONFICTION

- *Animals Make Us Human* , by Temple Grandin and Catherine Johnson (Houghton Mifflin Harcourt)
- *Lit: A Memoir* , by Mary Karr (HarperCollins)
- *The Lost City of Z* , by David Grann (Doubleday)
- *Stitches: A Memoir* , by David Small (W.W. Norton)
- *Strength in What Remains* , by Tracy Kidder (Random House)
- *When Everything Changed* , by Gail Collins (Little, Brown)

BOOK OF THE YEAR -- ADULT DEBUT

- *The Earth Hums in B Flat* , by Mari Strachan (Canongate)
- *The Help* , by Kathryn Stockett (Amy Einhorn Books/Putnam)
- *The Piano Teacher* , by Y.K. Lee (Viking)
- *The Selected Works of T.S. Spivet* , by Reif Larson (Penguin Press)
- *Still Alice* , by Lisa Genova (Pocket)
- *Tinkers* , by Paul Harding (Bellevue Literary Press)

BOOK OF THE YEAR -- YOUNG ADULT

- *Catching Fire* , by Suzanne Collins (Scholastic)
- *Going Bovine* , by Libba Bray (Delacorte Books for Young Readers)
- *If I Stay* , by Gayle Forman (Dutton Juvenile)
- *Leviathan* , by Scott Westerfeld, Keith Thompson (illus.) (Simon Pulse)
- *Shiver* , by Maggie Stiefvater (Scholastic)
- *Wintergirls* , by Laurie Halse Anderson (Viking Juvenile)

BOOK OF THE YEAR -- MIDDLE READER

- *Al Capone Shines My Shoes* , by Gennifer Choldenko (Dial)
- *The Evolution of Calpurnia Tate* , by Jacqueline Kelly (Holt)
- *Odd and the Frost Giants* , by Neil Gaiman (HarperCollins)

- *A Season of Gifts* , by Richard Peck (Dial)
- *When You Reach Me* , by Rebecca Stead (Wendy Lamb Books)
- *Where the Mountain Meets the Moon* , by Grace Lin (Little, Brown)

BOOK OF THE YEAR -- NEW PICTURE BOOK

- *All the World* , by Liz Garton Scanlon, Maria Frazee (illus.) (Beach Lane Books)
- *The Curious Garden* , by Peter Brown (Little, Brown)
- *The Lion and the Mouse* , by Jerry Pinkney (Little, Brown)
- *Listen to the Wind* , by Greg Mortenson, Susan Roth (illus.) (Dial)
- *Moonshot: The Flight of Apollo 11* , by Brian Floca (Richard Jackson Books)
- *Otis* , by Loren Long (Philomel)

MOST ENGAGING AUTHOR

(The author who is an in-store star as well as having a strong sense of the importance of indie booksellers to the community.)

- Isabel Allende
- Laurie Halse Anderson
- Libba Bray
- Michael Chabon
- Kate DiCamillo
- Abraham Verghese

PICTURE BOOK HALL OF FAME

- *Alexander and the Terrible, Horrible, No Good Very Bad Day* , by Judith Viorst and Ray Cruz (Atheneum)
- *Bread and Jam for Frances* , by Russell Hoban and Lillian Hoban (HarperCollins)
- *Chicka Chicka Boom Boom* , by Bill Martin, Jr., John Archambault, and Lois Ehlert (Simon & Schuster)
- *Corduroy* , by Don Freeman (Viking)
- *Curious George* , by H.A. Rey (Houghton Mifflin Harcourt)
- *Goodnight Gorilla* , by Peggy Rathmann (Putnam)
- *Lilly's Purple Plastic Purse* , by Kevin Henkes (Greenwillow)
- *The Little Engine That Could* , by Watty Piper (Grosset & Dunlap/Philomel)
- *Madeline* , by Ludwig Bemelmans (Viking)
- *Napping House* , by Audrey Wood (Houghton Mifflin Harcourt)
- *The Snowy Day* , by Ezra Jack Keats (Viking)
- *Stellaluna* , by Janelle Cannon (Houghton Mifflin Harcourt)
- *The Story of Ferdinand* , by Munro Leaf and Robert Lawson (Viking)

Booksellers are asked to cast one vote in each of the Book of the Year and Most Engaging Author categories. The top vote getters will win the Indies Choice Book Awards, and the other finalists will be designated Indies Choice Honor Book Recipients. In the Picture Book Hall of Fame category, each bookseller is asked to

choose up to three favorites; the top three vote getters will be inducted into the Indies Choice Book Awards Picture Book Hall of Fame.

All booksellers at ABA member stores are encouraged to vote; only one ballot will be accepted per person. The electronic ballot, available here ¹⁵ and on BookWeb.org ¹⁶, must be submitted by midnight on March 31.

The Indies Choice Book Awards finalists were selected by Adult and Children's juries, composed of ABA members. Finalists in the Book of the Year categories were chosen from titles appearing on the 2009 Indie Next Lists.

Jury members selecting the 2010 Adult finalists were Sally Brewster of Park Road Books in Charlotte, North Carolina; Sheryl Cotleur of Book Passage in Corte Madera, California; Joe Foster of Maria's Bookshop in Durango, Colorado; Mark LaFramboise of Politics & Prose in Washington, D.C.; Roberta Rubin of The Book Stall at Chestnut Court in Winnetka, Illinois; and Jonathon Welch of Talking Leaves in Buffalo, New York. The Adult jury was chaired by ABA Board member Betsy Burton of The King's English in Salt Lake City, Utah.

The 2010 Children's jurors were Elizabeth Bluemle of The Flying Pig Bookstore in Shelburne, Vermont; Diane Capriola of Little Shop of Stories in Decatur, Georgia; Ellen Davis of Dragonwings Bookstore in Waupaca, Wisconsin; Alison Morris of Wellesley Booksmith in Wellesley, Massachusetts; and Andrea Vuleta of Mrs. Nelson's Toy & Book Shop in La Verne, California. The Children's jury was chaired by Kristen McLean, executive director of the Association of Booksellers for Children.

Around Indies

March 03, 2010 --

Anderson's & Naperville READS Bring Gaiman to 8,000

Naperville READS ¹⁷, a community reading project co-sponsored by Anderson's Bookshops ¹⁸, brought Neil Gaiman to town for a series of readings and events on February 23 and 24. Organizers estimated that 8,000 people saw the author in classrooms, auditoriums, and the bookstore. "We were just delighted to host Neil," said Anderson's Bookshop owner and ABA Vice President Becky Anderson. "With the extent of his readership, I don't know how much better one author could fit the true meaning of our Naperville READS goals."

Gaiman summed up the event marathon on his blog ¹⁹: "I want to thank all at Anderson's, the staff and principals of the various establishments of education I turned up at, and everybody who came to hear me read and talk, who braved wild microphones and asked questions anyway."

Naperville READS, now in its ninth year, encourages the community to celebrate the work of one author each February. In addition to Anderson's Bookshop, the program is co-sponsored by the Naperville Public Library, Naperville School District 203, and Indian Prairie School District 204.

Harvard Book Store Publishes "Short Short Story" Collection

In honor of the shortest month of the year, Harvard Book Store ²⁰ held a short short fiction contest - for stories under 500 words - that drew entries from their customers in Cambridge, around the country, and around the world.

While the store has held writing contests before, this is the first

time winning entries have been compiled into a book. "It's heartening to see participation sky-rocket when we announced that winning entries would be turned into a physical book," said marketing manager Heather Gain. "The inevitable e-book takeover doesn't seem so inevitable, does it?"

The book, *Microchondria*, made its debut Wednesday night at Harvard Book Store. Each of the 42 authors whose stories were featured received a copy, courtesy of the store's print-on-demand machine, dubbed Paige M. Gutenberg.

"This is what you read about in memoirs and author bios; the first thing I'm getting published," wrote Melanie Yarbrough, one of the featured authors, on her blog ²¹. "So yeah, support local bookstores because someday they just might support you right back."

The April 2010 Indie Next List Preview

March 03, 2010 -- Here's a preview of the titles on the April Indie Next List flier, on its way to ABA member stores in the IndieBound movement. A downloadable PDF version of the list will also be available beginning May 1 on BookWeb.org ²² and IndieBound.org ²³.

Booksellers can now download the March Indie Next List Notables title recommendations from BookWeb.org in flier ²⁴ and shelf-talker ²⁵ format.

The April 2010 Indie Next List Great Reads

I Thought You Were Dead by Peter Nelson

(Algonquin Books, \$23.95, 9781565125971)

"Dante may have had his Beatrice, but Paul Gustavson has Stella, a venerable pooch who is his guiding light for matters of the mind and heart. Their ongoing dialogue is smart, sweet, and poignant, and together they take on their fears of thunderstorms and seedy bars (hers) and normal, loving relationships without the buffer of alcohol (his), each bringing out the best in each other. This book is clever, heartwarming, and engaging." -- Emily Crowe, Odyssey Bookshop, South Hadley, MA

The Solitude of Prime Numbers by Paolo Giordano

(Viking Adult, \$25.95, 9780670021482)

"Childhood traumas have shattered Alice and Mattia physically and psychologically. A friendship that begins in high school provides for each an anchor to a world too frightening to navigate alone. In this singular and striking debut, Giordano explores the ability of the human spirit to endure and to heal. Once you pick this up, you won't want to put it down." -- Jennie Turner-Collins, Joseph-Beth Booksellers, Cincinnati, OH

Matterhorn: A Novel of the Vietnam War by Karl Marlantes

(Atlantic Monthly Press, \$24.95, 9780802119285)

"Every war has produced seminal fiction, but in the case of Vietnam there have been few examples. Marlantes now increases that list with a towering, majestic novel of men in combat. Like all great literature, his work transcends a particular war because of the universality of his characters and themes. This is a novel that will endure." -- Bill Cusumano, Nicola's Books, Ann Arbor, MI

The Tale of Halcyon Crane by Wendy Webb

(Holt, \$15, 9780805091403)

"Ghosts, seances, and an unsolved murder are brought together on a remote island in the middle of the Great Lakes. Hallie James, who thought her mother died in a fire decades earlier, has discovered she was alive--until recently. Hallie's father's last words in answer to why he staged their deaths were, 'I had to save my little girl.'

From what or whom? A gothic thriller with a modern twist." -- Karen Briggs, Great Northern Books and Hobbies, Oscoda, MI

***Bite Me: A Love Story* by Christopher Moore**

(William Morrow, \$23.99, 9780061779725)

"While possibly the last of Moore's vampire series, his signature wit is still in full force. Moore perfectly captures the voice of the teenage Goth-girl Abby Normal and pulls off his mix of comedy with a real emotional core with his usual mastery. This is a perfect book for longtime fans and new readers." -- Mike Burns, Howard's Bookstore, Bloomington, IN

***Secret Daughter: A Novel* by Shilpi Somaya Gowda**

(William Morrow, \$23.99, 9780061922312)

"Secret Daughter is the story of Asha, a daughter given up by her rural Indian mother in an attempt to give her a better life. Somer, Asha's adoptive mother in California, grapples with her daughter's return to her birth country as a young woman. The two families, intertwined by a twist of fate, will capture your heart." -- Caitlin Doggart, Where the Sidewalk Ends, Chatham, MA

***A Murderous Procession* by Ariana Franklin**

(Putnam Adult, \$25.95, 9780399156281)

"Adelia is back in this fourth (and my favorite!) installment of the Mistress of the Art of Death series. King Henry II assigns Adelia to accompany his daughter, Joanna, to Italy for her wedding. Mysterious deaths occur amongst the royal procession, and Adelia is the prime suspect. She must uncover the killer and clear her name before the murderer's ultimate goal is accomplished. Once you start this book you won't want to put it down!" -- Erin Kurup, Book House of Stuyvesant Plaza, Albany, NY

***Solar* by Ian McEwan**

(Nan A. Talese, \$26.95, 9780385533416)

"Nobel Prize-winning English physicist Michael Beard is a human being of extremes: very bright, very lazy, overweight, over married (five times), amoral, and rapacious. Despite early success, he has become irrelevant until a lucky break furnishes him with material to change course, become an environmental darling, and appear to save the world. McEwan, as usual, writes a taut plot line, with suspense and dread of retribution building with each turned page." -- Darwin Ellis, Books on the Common, Ridgefield, CT

***The Creation of Eve* by Lynn Cullen**

(Putnam Adult, \$25.95, 9780399156106)

"The story of Sofonisba Anguissola, the Renaissance painter, has long been forgotten. Michelangelo's tutelage and recommendation send her to Spanish Queen Elisabeth as a lady-in-waiting. While each endures heartbreak from men they love but can never have, Cullen takes us into the world of painting and political stratagems. This masterpiece is beautifully heartbreaking and impossible to put down." -- Lauren Denham, The Alabama Booksmith, Birmingham, AL

***The Spellmans Strike Again: A Novel* by Lisa Lutz**

(Simon & Schuster, \$25, 9781416593409)

"The fourth and final installment of the Spellman Quartet finds the Spellmans spying on each other more than they are for their clients. Mom is keeping tabs on Isabel's dates in the hopes that she'll get married. The kids want to know why parts of the house are disappearing. Could someone really be stealing doorknobs and light fixtures? Lutz has written a quirky and sometimes bizarre tale that's definitely good for a laugh." -- Anne McMahan, Boswell Book Company, Milwaukee, WI

***31 Bond Street: A Novel* by Ellen Horan**

(Harper, \$25.99, 9780061773969)

"This engaging mystery of 1850s New York explores the death of prominent dentist and businessman Harvey Burdell and the subsequent trial of his housemistress Emma Cunningham. Based on actual events, Horan creates an inventive and compelling story that will keep you turning pages to the last." -- Meaghan Beasley, Island Bookstore, Corolla, NC

***Nowhere to Run* by C.J. Box**

(Putnam Adult, \$25.95, 9780399156458)

"Gripping, compelling storytelling by Edgar Award-winning author Box makes his 10th Joe Pickett mystery a must-read. Set against the wide-open spaces of Wyoming, scary people do scary things to not-so-innocent bystanders. This book delivers a walloping good read on so many levels: superb writing, eerie plot, startling twists, and Joe Pickett's quiet decency showcased against the conflict between community need and individual integrity." -- Marie, Seattle Mystery Bookshop, Seattle, WA

***The Bride Collector* by Ted Dekker**

(Center Street, \$24.99, 9781599951966)

"Special FBI agent Brad Raines facing his most complex case, a serial killer targeting beautiful young women, enlists the aid of Paradise, an extraordinarily gifted mentally ill young woman who can see the finale moments of a person's life when she touches their dead body. Ted Dekker has out done himself again." -- Sharon Kovacs, Saturn Booksellers, Gaylord, MI

***Whiter Than Snow* by Sandra Dallas**

(St. Martin's Press, \$24.99, 9780312600150)

"Dallas has written another absorbing book filled with compelling characters. In 1920, an avalanche devastates a poor mining town high in the Colorado mountains. Nine children are trapped on their way home from school, and only four survive. Each child's family has a story. Was it chance or destiny that brought them to Swandyke from such different backgrounds? Don't miss this one!" -- Laurie Krushenisky, MacDonald Book Shop, Estes Park, CO

***Anthill* by E. O. Wilson**

(W. W. Norton, \$24.95, 9780393071191)

"Three parallel viewpoints--of ants, developers, and environmentalists--are woven together in this novel by the Pulitzer Prize-winning science writer, who turns to fiction at age 81. Wilson tells the wonderful story of a young boy from Alabama who grows up to do battle to save his beloved forest. This magical tale reminds us of the life-and-death struggle that is going on all around us to protect our wilderness." -- Karen Harris, Andover Bookstore, Andover, MA

***Eaarth: Making a Life on a Tough New Planet* by Bill McKibben**

(Times Books, \$24, 9780805090567)

"McKibben has written his most important book about humankind's most pressing issue: global climate change and what it means. This book is a wakeup call about the 'tough new planet' we've created with our profligate behavior over the past 200 years. Read this book and recommend it widely. Hopefully you and your neighbors will get to work on solutions." -- Gary Colliver, Windows on the World-Books & Art, Mariposa, CA

***Purge* by Sofi Oksanen**

(Grove Press, Black Cat, \$14.95, 9780802170774)

"Translated from Finnish, this winner of Finland's top literary prizes is the story of Aliide, an Estonian peasant who survived the Soviet occupation, only to face the brutal realities of a post-occupation world when her sister's granddaughter shows up half-conscious in her yard. Powerful writing and exacting sense of place make this book stand out." -- Claire Benedict, Bear Pond

Books of Montpelier, Montpelier, VT

***The Lake Shore Limited* by Sue Miller**

(Knopf, \$25.95, 9780307264213)

"A beautifully and bravely written novel about an accident beyond anyone's control and how four people atone and come to peace with it. At the core of the story is a play previewing in Boston that becomes central to the lives of the playwright, the play's lead actor, and two attendees with a family tie to the 9/11 tragedy. Vivid characters and their personal narratives flow in and out of this moving novel about the consequences of loss." -- Carol Hicks, Bookshelf At Hooligan Rocks, Truckee, CA

***The Season of Second Chances: A Novel* by Diane Meier**

(Henry Holt & Co., \$25, 9780805090819)

"This novel offers a poignant and entertaining view of a young woman's self discovery. As a Columbia professor, published academic, and owner of a New York apartment that has a great view of the Hudson River, Joy Harkness has it all. But does she? Transplanted to a New England college town, she buys a derelict Victorian house and has a relationship with the handyman who turns it into a beautiful home. Meier has produced a book that is fun to read and offers insight into Joy's transformation." -- Fran Keilty, Hickory Stick Bookshop, Washington Depot, CT

***Seeing Stars* by Diane Hammond**

(Harper Paperbacks, \$13.99, 9780061863158)

"Venture into the world of child stars, where the next booking could be their big break. Ruth leaves her husband in Seattle while trying to help their daughter find the part that will make her a star. Allison, old beyond her tender years, is searching for the role that will make her a household name. Quinn has the talent and drive, but is he too volatile to shine in Hollywood? You will come to care about these characters, and want to know their stories and share their hopes." -- Deon Stonehouse, Sunriver Books, Sunriver, OR

The April 2010 Indie Next List Notables

Fiction

***An Anthology of Modern Irish Poetry* by Wes Davis (Edit.)**

(Belknap/Harvard, \$35, 9780674049512)

***Beautiful Assassin: A Novel* by Michael C. White** (William Morrow, \$24.99, 9780061691218)

***Divine Misfortune* by A. Lee Martinez** (Orbit, \$19.99, 9780316041270)

***Fireworks Over Toccoa: A Novel* by Jeffrey Stepakoff** (Thomas Dunne Books, \$22.99, 9780312581589)

***The Girl Who Chased the Moon: A Novel* by Sarah Addison Allen** (Bantam, \$25, 9780553807219)

***How Clarissa Burden Learned to Fly: A Novel* by Connie May Fowler** (Grand Central Publishing, \$23.99, 9780446540681)

***The Irresistible Henry House: A Novel* by Lisa Grunwald** (Random House, \$25, 9781400063000)

***Known to Evil: A Leonid McGill Mystery* by Walter Mosley** (Riverhead, \$25.95, 9781594487521)

***The Lost Summer of Louisa May Alcott: A Novel* by Kelly O'Connor McNeese** (Amy Einhorn Books/Putnam, \$24.95, 9780399156526)

***The Lotus Eaters: A Novel* by Tatjana Soli** (St. Martin's Press, \$24.99, 9780312611576)

***Nightmare Alley* by William Lindsay Gresham** (NYRB Classics, \$14.95, 9781590173480)

***Pearl of China: A Novel* by Anchee Min** (Bloomsbury, \$24, 9781596916975)

***Robin and Ruby: A Novel* by K.M. Soehnlein** (Kensington, \$24,

9780758232182)

***Something Red: A Novel* by Jennifer Gilmore** (Scribner, \$25, 9781416571704)

***The Scent of Rain and Lightning: A Novel* by Nancy Pickard** (Ballantine, \$25, 9780345471017)

***A Thread of Sky: A Novel* by Deanna Fei** (Penguin Press, \$24.95, 9781594202490)

Nonfiction

***Contested Will: Who Wrote Shakespeare?* by James Shapiro** (Simon & Schuster, \$26, 9781416541622)

***Dead End Gene Pool: A Memoir* by Wendy Burden** (Gotham, \$26, 9781592405268)

***Every Dog Has a Gift: True Stories of Dogs Who Bring Hope & Healing Into Our Lives* by Rachel McPherson** (Tarcher/Penguin, \$23.95, 9781585427956)

***How to Be a Sister: A Love Story with a Twist of Autism* by Eileen Garvin** (The Experiment (dist. PGW), \$15, 9781615190164)

Campaign for Reader Privacy Sees Progress on Patriot Act

March 03, 2010 -- On Wednesday, the Campaign for Reader Privacy ²⁶ (CRP) said that progress is being made in the fight to restore the safeguards for the privacy of bookstore and library records that were eliminated by Section 215 of the USA Patriot Act.

Although Congress has extended Section 215 and two other expiring provisions for a year without changes, members of the Campaign, which include the American Booksellers Association, the American Library Association, the Association of American Publishers, and PEN American Center, said, in a press release, they believe "that developments in 2009 have laid a strong legislative foundation for securing significant new protections for library circulation and bookstore sales records when the debate over re-authorization resumes later this year."

"While we are disappointed that more substantive, long-term remedies were not included in the extension, we are heartened that significant protections to reader privacy made during the reauthorization fight in 2005 - 2006 have been preserved," said ABA CEO Oren Teicher. "In the coming months, we will continue to make the case for full protection of reader privacy, and we are confident of ultimate victory in this fight."

"For the first time since passage of the Patriot Act in 2001, the House and Senate leadership agreed on the importance of protecting reader privacy," said Barbara Jones, director of ALA's Office for Intellectual Freedom. "In a few months, we will pick up the fight where we left off. We think we will have a good chance of winning the changes that we have been pursuing for more than eight years."

Portions of the Patriot Act that pose the greatest threat to civil liberties expire unless periodically renewed. Following reauthorization battles in 2005 and early 2006 ²⁷, among other important changes, Congress granted bookstores and libraries receiving Section 215 orders the right to consult an attorney and challenge the orders in court; however, concerns remained about the law's potential chilling effect on First Amendment rights and reader privacy because the government retains the right to secretly search the records of anyone who it believes is relevant to a terrorist investigation.

In 2009, the Senate and House Judiciary Committees passed re-authorization bills that provided additional protections for bookstore and library records. The House bill would prohibit the use of Section 215 to search the records of a library patron or bookstore customer unless there were "specific and articulable facts" to show that the person is "a suspected agent of a foreign power" or someone who is in contact or known to the suspected agent. The Senate bill would provide enhanced protections for library patrons.

Congress, unable to consider the legislation before the December 31 expiration date, approved a two-month extension of the expiring provisions. However, the failed attempt to bomb an airliner over Detroit on Christmas Day and other developments that affected the mood on Capitol Hill caused supporters of Patriot Act reform to feel that the timing was inopportune for debate over a full reauthorization measure.

Congress passed a one-year temporary extension of the provisions, which are now set to expire on February 28, 2011. The Campaign for Reader Privacy said that this would give it "and others seeking greater protections for civil liberties time to realign and reinvigorate their lobbying efforts. The Campaign believes that the proposed protections for bookstore and library records do not pose an impediment to anti-terrorism or law enforcement activities and remains confident that Congress will move forward on this important legislation this year."

Bookworm of Edwards Develops In-Store Marketing for Digital Books

March 03, 2010 -- The Bookworm of Edwards made the transition to a new IndieCommerce website ²⁸ on December 1 "specifically so that we could play the e-book game," said store co-owner Nicole Magistro. "The interest is there."

Since December, e-books have accounted for 10 percent of sales from the Bookworm website, but Magistro and her staff continue to look for new ways to ensure that their long-time customers think of their local bookstore first when they buy books in digital format.

The first step was staff training. In order to make sure booksellers are familiar with buying and reading e-books, Magistro bought a Sony Reader for the store. As part of staff training, she required booksellers to use the Bookworm website to buy (with store funds), download, and read an e-book. Since many of the store's customers are already interested in e-books, she believes booksellers need to be knowledgeable in order to offer advice and "continue to be the curators" of books in all formats.

The Bookworm also invites customer questions and discussion. A quote from Tom Hanks posted at the main cash-wrap area ("I got a Kindle for newspapers and magazines, not for books. Quite frankly, I prefer to buy books from my neighborhood bookstore.") serves as a conversation starter. And for those customers who have questions, Magistro said, "we pull out the Sony Reader" for hands-on learning.

Magistro sees e-books as another type of product that she can "actively market" in the store, in addition to making them available on the store website. "If I wanted to sell more greeting cards," book club books, or sidelines, she said, she would display them prominently and promote them to customers. The challenge was figuring out how to do that without a physical product.

The Bookworm's newest e-book marketing initiative is an effort to reach out to customers at more points around the store. New

releases and bestsellers on shelves throughout the store now sport belly bands that feature the store's logo and two messages: "E-book edition now available at www.bookwormofedwards.com ²⁹ " and "E-books available for iPhone, iTouch, iPad, BlackBerry, PC, Mac, and most e-readers. Want to try before you buy? Ask us!"

Magistro gives lead bookseller Anuschka Rowley credit for the belly bands, which were printed locally and on shelves two days after the idea was first discussed. "The light bulb just went off," Magistro said.

The belly bands, which cost \$10 for 70, have been in place for only a week, but they started drawing attention immediately. "We definitely are getting a lot of feedback," Magistro said, estimating that booksellers are now answering at least a dozen questions a day about e-books.

Having e-book availability prominently displayed on the store's shelves, she noted, gives booksellers the opportunity to "fight for those sales with those loyal customers" who want their books in digital format, and also want to continue to shop at the Bookworm of Edwards. --Sarah Rettger ³⁰

Read more about e-book marketing here. ³¹

Bookstore Self-Exam Proves Invaluable

March 03, 2010 -- At last month's Winter Institute, there was the planned, organized education, and then there was unplanned, spontaneous education. At the "Customer Surveys" session led by ABA COO Len Vlahos, "someone brought up Paco Underhill's book *Why We Buy: The Science of Shopping* (S&S)] and asked if anyone had hired a consultant to review their store," Christie Olson Day told *BTW*. While Olson Day, the owner of Gallery Bookshop & Bookwinkle's Children's Books ³² in Mendocino, California, couldn't speak to the value of hiring a consultant, she was able to report to her fellow booksellers in attendance that a bookstore self-exam conducted by Gallery staff had provided enormous benefits, including sales-boosting results.

"From a purely financial point of view, [the self-exam] proved very valuable," she said. "And it was very inexpensive. There would be no reason for anyone not to do this once a year or more frequently."

"*Why We Buy* is a great read, and that the fact that it features a bookstore makes it all the more cool," said Olson Day, adding that when she finds a standout business book, she will ask staff to read it, and offer small thank-you gifts to those who do.

It was a Gallery Bookshop staff member who came up with the idea of conducting a store self-exam, based on Underhill's more than 25 years of researching various characteristics of shopping, as explained in *Why We Buy*.

"Obviously it was not going to involve the same level of sophistication or time described in the book, but we were willing to try it," Olson Day said. "The timing was good, too. We had an opportunity to reconsider our layout." The store, which will have its 50th birthday in 2012, is 2,700 square feet.

One bookseller picked a quiet spot in view of the front door, the "transition zone" according to Underhill, where customers first enter a space and reorient themselves. "The staffer sat with a book in her lap, and a notebook and pen inside the book -- classic spy technique," said Olson Day. "She watched as people came in, she watched where they physically moved, the path they took through the store." She did this in several locations around the store.

As Underhill promises, the results revealed more than anyone

anticipated -- where customers stopped and didn't stop, dead zones, what got ignored because it was too close to the door. "When you take the time to sit and spy on your customers, it can reveal some surprises," said Olson Day.

"It helped us identify what we now call the 'magic spot.' We discovered that there is this one corner -- where we now have our front table -- if we put the right book with a shelf-talker, we can almost guarantee that it will be the bestselling book in the store. We've sold enormous numbers of books because we now know about the magic spot."

Gallery Books made some large changes, too, based on its self-exam. The cashwrap was moved so staff could greet customers as they enter the store. But most modifications were "quick, easy little changes that made a difference," such as moving locations of posters and placement of key books.

Olson Day said running the evaluation provided surprising benefits. "It was empowering and was a morale builder for staff," she said. "It was just a neat thing for staff members to do. It was something that we could do for ourselves. The payoff of useful information, along with intangible benefits, was enormous." -- *Karen Schechner*

For a previous BTW interview with Paco Underhill, go here ³³.

Spellbinder Books Turns 40 With a Celebration of the 1970s

March 03, 2010 --

³⁴
The staff at Spellbinder Books. Clockwise from top left, Gail Albutt, Genevieve Woods, Jemima Lamb and Lynne Almeida. (Photo:Fredericksen, reprinted with permission from The Sheet ³⁵.)

Rod McKuen, Jimmy Breslin, and Erich Segal will soon be back on the bestseller list at Spellbinder Books ³⁶. The Bishop, California, bookstore is celebrating its 40th anniversary with a fond look back at the year of its birth.

Co-owners Lynne Almeida and Gail Albutt weren't working in bookselling when Spellbinder Books opened its doors in March 1970, but they are happy to be around for this milestone in the store's history.

"This is an awesome community, and I feel privileged to live here," said Almeida, who bought Spellbinder Books with Albutt in 2000. Bishop, a community of 10,000 people, is something of a haven for independent businesses. "Our location has protected us in a lot of ways," Almeida said. The town is also popular with tourists, and many of those visitors return to Spellbinder Books whenever they are in the area.

Almeida and Albutt try to make the store "as much an integral part of the community as possible," working with schools, community organizations, and the local business alliance. The coffee roaster and espresso bar next door is also a draw. "The quality of the coffee there is outstanding," Almeida said.

Instead of one big celebration, Almeida and Albutt plan to mark the

store's anniversary all year long. Spellbinder Books will give away a \$40 gift certificate each month, and a 1970s-themed party is planned for later in the year.

Almeida explained that the focus would be on small changes at the store this year, starting with a relaunching of Spellbinder Books' IndieCommerce site on the new Drupal platform. They also plan to introduce and try out new sidelines.

The one thing Almeida knows they won't be doing is decreasing the number or variety of books in the store. "I'm pleasantly shocked at the range of titles people buy," she said. --*Sarah Rettger* ³⁷

Gearing Up for National Poetry Month

March 03, 2010 --

Too much snow and too little verse? April, aka National Poetry Month, is right around the corner. To help booksellers get ready, next week IndieBound will unveil the Spring 2010 Poetry Top Ten List, featuring title recommendations from independent bookstores nationwide. The list complements the dozens of resources available from the Academy of American Poets, including a new multimedia campaign, marketing tips, and, as always, the free official National Poetry Month poster ³⁸. Posters will be included in the March Red Box mailing, landing in ABA member stores the week of March 8, and additional copies may be downloaded from the Academy's website, www.poets.org ³⁹. Poem on the Range ⁴⁰, the Academy's new collaborative multimedia mapping project, allows users to upload their own videos and photos of poetic sites -- landmarks, cities, homes, and other places referenced in iconic poems. Poets.org [<http://www.poets.org>] recommends going "the extra mile by capturing your poetic pilgrimage on video as you read the poem on location."

Other Poetry Month events include Poem in Your Pocket Day on April 29. Fans of poetry are encouraged to print out a poem and share or trade it with others. The public is also invited to write lines from a favorite poem in sand, with twigs, or chalk, and post a photo of their efforts in the Free Verse ⁴¹ group page on Flickr, or on the Academy's Fan Page on Facebook ⁴².

Poets.org also features tips for booksellers ⁴³ on marketing National Poetry Month, and selling more poetry year round, contributed by indie bookstores, including The Booksmith in San Francisco; Prairie Lights in Iowa City, Iowa; Square Books in Oxford, Mississippi; and Tattered Cover Book Store in Denver, Colorado.

The Academy's National Poetry Map ⁴⁴, listing poetry events around the country, has also been updated and redesigned.

For more information about the wide range of initiatives for National Poetry Month, visit www.poets.org ⁴⁵. -- *Karen Schechner* ⁴⁶

Petition Process Open for Additional Board Candidates

March 03, 2010 -- In addition to the three director candidates nominated by the ABA Board ⁴⁷ for this year's elections, any ABA bookstore member may submit a petition for a director candidate. Upon receipt of a valid petition, the ABA Nominating Committee will add the candidate's name to the director ballot to be sent to members by the end of March.

Booksellers nominated by the Board for three-year terms (2010 - 2013) are Sarah Bagby of Watermark Books ⁴⁸ in Wichita, Kansas; Steve Bercu of BookPeople ⁴⁹ in Austin, Texas; and Tom Campbell

of The Regulator Bookshop⁵⁰ in Durham, North Carolina. Bercu and Campbell currently serve on the ABA Board and are both eligible for an additional term.

Should bookstore members wish to submit a petition in support of another candidate, 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.

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.org⁵¹.

Opening a Bookstore Workshop Begins March 15

March 03, 2010 -- Training to own and operate a new bookstore may be the most critical investment a person can make in his or her new venture. The Bookstore Training Group of Paz & Associates is conducting a workshop retreat this month that offers participants an opportunity to immerse themselves in the book industry, learn strategies, and find contacts to help launch a successful independent bookstore.

"Opening a Bookstore: The Business Essentials" will be held from March 15 - 19 on Amelia Island (near Jacksonville, Florida). The week will focus on key topics, from start-up costs and strategies for making a profit to choosing a computerized management system and selecting an opening inventory.

The workshop will be facilitated by Donna Paz Kaufman and Mark Kaufman of the Bookstore Training Group of Paz & Associates and is co-sponsored by the American Booksellers Association. For details, visit www.pazbookbiz.com⁵² or call (800) 260-8605.

BTW News Briefs

March 03, 2010 --

Daniyal Mueenuddin Wins The Story Prize

The winner of the sixth annual Story Prize was announced on March 3 at an awards ceremony in Manhattan. Debut writer Daniyal Mueenuddin accepted the prize for his collection *In Other Rooms, Other Wonders* (Norton), a book of eight connected stories set in southern Pakistan and centering around the estate of a feudal landowner. The other two finalists were Victoria Patterson (*Drift*, Houghton Mifflin Harcourt) and Wells Tower (*Everything Ravaged, Everything Burned*, FSG).

At the event, all three authors read from their story collections and discussed their work with Larry Dark, the director of The Story

Prize, who began the night by saying that "short fiction was on something of a roll" and that he expected it to continue. It was the first time that all three finalists were debut authors. Mueenuddin received \$20,000, in addition to an engraved silver bowl. Patterson and Wells each received \$5,000.

Macmillan CEO Discusses Plans for E-Book Pricing and Availability

On March 2, Macmillan CEO John Sargent posted a blog entry⁵³ about the company's plans to begin selling e-books via the "agency model" (publishers set the price, and retailers take a commission on the sale to readers)" at the end of the month.

Among the changes, which he said would go into effect for all of the company's e-book retailers simultaneously, new adult trade books for which Macmillan has the rights to publish in e-book format will be available at the first release of the printed book. Publication of e-books will no longer be windowed.

Sargent also said that Macmillan would price e-books at a wide variety of prices. E-book editions of hardcover new releases generally will be priced between \$14.99 and \$12.99, and e-book editions of paperback new releases will be generally priced between \$9.99 and \$6.99.

He also noted that as with physical books, where the majority of new release hardcovers are published in cheaper paperback versions over time, Macmillan will "mirror this price reduction in the digital world."

Lambda Literary Launches New Online Home for LGBTQ Book Lovers

On March 1, the Lambda Literary Foundation announced the launch of a new online webzine⁵⁴ and blog community for LGBTQ writers and readers. The new Lambda Literary webzine will aggregate the best links from LGBTQ and mainstream book news websites and newspapers; feature interviews, under-reported stories, and book reviews; and encourage a social community that comments, critiques, links back, twitters, blogs, and interacts both online and in person.

The site launched March 1 and was produced by Nicola Griffith, LLF executive director Tony Valenzuela, web producer/editor Antonio Gonzalez, and designer Karina Melendez. Editors are Colleen Lindsay, Karen Schechner, and Victoria Brownworth.

CBC Announces Finalists for Children's Choice Book Awards

On March 2, the Children's Book Council (CBC) in association with Every Child a Reader, Inc. announced the finalists for the Third Annual Children's Choice Book Awards. The favorite book finalists were determined by close to 15,000 children and teens. Thousands more will be able to cast their votes for their favorite books, author, and illustrator at bookstores, schools, libraries, and at www.BookWeekOnline.com⁵⁵ from March 15 - May 3.

The Children's Choice Book Awards winners will be announced live at the Children's Choice Book Awards gala on May 11 in New York City as part of Children's Book Week (May 10 - 16, 2010).

The Children's Choice Book Award finalists for Author of the Year are:

- Suzanne Collins for *Catching Fire* (The Second Book of the Hunger Games) (Scholastic Press)
- Carl Hiaasen for *Scat* (Knopf/Random House)

- Jeff Kinney for *Diary of a Wimpy Kid: The Last Straw* and *Diary of a Wimpy Kid: Dog Days* (Amulet Books/Abrams)
- James Patterson for *Max* (A Maximum Ride Novel) (Little, Brown)
- Rick Riordan for *The Last Olympian* (Percy Jackson & the Olympians, Book 5) (Disney Hyperion)

For more information and the full list of finalists, visit www.cbcbooks.org ⁵⁶.

Correction

March 03, 2010 -- Last week's *Bookselling This Week* article "Still More Notes From the Sidelines" ⁵⁷ incorrectly noted the vendor of the magnetic dress-up dolls sold by Red Fox Bookstore in Glens Falls, New York. The dolls are sold by Mudpuppy ⁵⁸.

MARKETPLACE

Classifieds

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FOR SALE

Bookstore in Boulder closing soon. Fixtures and equipment for sale individually or together include Pan American bookcases, Anthology POS (2005), much more. Inventory will be gone by closing, but a new operator could buy fixtures and equipment at low cost, renegotiate lease, and get started quickly. Pictures and descriptions available at troubadourbookstore.com ⁶⁴. E-mail Deb Evans: debevans7@comcast.net ⁶⁵.

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