

BOOKSELLING **THIS** Week

AMERICAN BOOKSELLERS ASSOCIATION

March 11, 2010

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ABA Bookstore Members Eligible for Free BEA Badges

March 11, 2010 --

All ABA Regular Bookstore and Provisional members are eligible for free admission to BookExpo America 2010 ¹. The number of free badges will be based on a bookstore's ABA dues category. (A dues category one store will receive one badge; a category two store, two badges, etc.) An additional BEA badge is available for each staff member who attended the 2010 Winter Institute in San Jose.

All ABA members planning to attend the 2010 show, at New York's Jacob K. Javits Convention Center, must register via the BEA website ². ABA has provided BEA with information about

the number of free badges for which members are eligible. A six-digit ABA Member ID number must be supplied at the time of BEA registration to qualify for the free badges. (Booksellers who don't know their Member ID number should send an e-mail with the store name, address, and key contact to info@bookweb.org ³.)

This year's new mid-week show schedule starts on Tuesday, May 25, with ABA's Day of Education, BEA conferences, and special events. The trade show floor will be open on Wednesday, May 26, and Thursday, May 27.

ABA this week opened reservations ⁴, exclusively for booksellers at member stores, for the Celebration of Bookselling lunch, to be held on Wednesday, May 26, at the Javits Center. All trade show registrants can purchase tickets for BEA's Wednesday Children's Book and Author Breakfast, Thursday Adult Book and Author Breakfast or Lunch, and other special events via bookexpoamerica.com ⁵.

BEA's hotel exclusively for ABA member booksellers is the Park Central, located just north of Times Square ⁶. To reserve a room at the low rates of \$179 for one or two beds, single or double occupancy; \$199 for triple occupancy; and \$219 for a quad, ABA members will need to use a special code and web page, accessible here ⁷.

Watch for details on ABA's Day of Education programming in next week's issue of *Bookselling This Week*.

Reservations Open for Celebration of Bookselling

March 11, 2010 -- The spirit of indie booksellers and the 2010 Indies Choice Book Award winners will be honored at ABA's Celebration of Bookselling Luncheon at BookExpo America ⁸. Two booksellers from each ABA member store can now reserve a spot at the Celebration Luncheon, to be held on Wednesday, May 26, at New York's Javits Convention Center.

The free event, open exclusively to owners and staff at ABA member stores, will bring together indie booksellers and dozens of authors whose works have appeared on the Indie Next Lists.

Each bookseller who would like to attend the Celebration Luncheon should complete the electronic reservation form on Bookweb.org ⁹ as soon as possible. Reservations, which are limited, will be filled on a first-come, first-served basis.

Questions regarding the luncheon may be addressed to Mark Nichols, ABA industry relations officer, at mark@bookweb.org ¹⁰.

All ABA Regular Bookstore and Provisional members are eligible for free admission to BEA 2010. Learn more ¹¹. And vote now ¹² to choose the 2010 Indies Choice Book Award winners!

Amazon Fires Affiliates and Independents Fire Back

March 11, 2010 --

Early this week, Amazon.com created a firestorm when it announced it had fired all of its Colorado-based online affiliates to protest a state sales tax law. The law, HB10-1193, which was signed by Gov. Bill Ritter on February 24, requires out-of-state retailers to either collect and remit sales tax for purchases made by Colorado residents or to inform their Colorado customers that they owe use tax on any purchase they have made.

The move by Amazon.com sparked a public outcry from independent booksellers, Democratic legislators, Gov. Ritter, and even a few online affiliates, who expressed surprise over Amazon.com's decision to fire its affiliates even after the Colorado Senate Finance Committee amended the sales tax legislation in an effort to stave off the threat of Amazon.com delisting its affiliates.

"Amazon has taken a disappointing -- and completely unjustified -- step of ending its relationship with associates," Gov. Ritter said, as reported by the *Wall Street Journal*¹³. "While Amazon is blaming a new state law for its action, the fact is that Amazon is simply trying to avoid compliance with Colorado law and is unfairly punishing Colorado businesses in the process."

In response to the online giant's decision, 19 Colorado booksellers, along with the American Booksellers Association and the Mountains & Plains Independent Booksellers Association (MPIBA), wrote to Gov. Ritter to thank him for publicly decrying Amazon's decision and to urge his continued support of HB10-1193 as pressure from Republican legislators, led by Colorado Sen. Greg Brophy (R-1), mounts to amend or repeal the bill. Brophy tweeted (@SenatorBrophy) that if HB10-1193 is not amended or repealed now, it will be "ASAP when GOP takes over."

In the letter to Gov. Ritter, the booksellers and associations wrote that Amazon.com's actions "are nothing short of outrageous coming after the state's good faith efforts to fashion a compromise that sought to take into account the affiliates' concerns." (Read the letter in full, below.)

Colorado's sales tax bill is unlike e-fairness laws passed in other states, including New York, North Carolina, and Rhode Island, which make clear that an active network of in-state affiliates establishes nexus and which require an out-of-state retailer to collect sales tax for online sales. Instead, Colorado's law only asks out-of-state retailers that do not collect and remit sales tax to inform residents of the amount of use tax that they owe for online purchases and to provide year-end statements to the Colorado Revenue Department.

"The fact that Amazon refuses to comply with this law is a clear indication that the retailing giant is only interested in maintaining its significant competitive advantage over the bricks-and-mortar retailers in the state -- and that it is more than willing to use its online affiliates as pawns to do so," said ABA CEO Oren Teicher.

Teicher explained that ABA, MPIBA, and Colorado independent booksellers supported the original version of HB10-1193, which would have clarified state sales tax laws to require out-of-state retailers with nexus in the state via online affiliates, who act as sales agents for remote retailers, to collect and remit sales tax.

"We weren't completely happy with the amendments made by the Senate Finance Committee," said Teicher. "We believe that shifting the responsibility for tax collection away from the retailers makes it much more difficult to enforce the law. That said, we understand that legislators and Gov. Ritter are faced with difficult decisions in these tough economic times, and it is disappointing that their efforts to craft a compromise solution are being opposed by an

intransigent, out-of-state corporation that puts its own interests above all others."

In the letter to the governor, the groups stressed: "Unfortunately, despite the best intentions of the Senate Finance Committee, Amazon went ahead and fired its affiliates anyway. With its latest salvo, it is manifestly clear that Amazon.com will oppose any efforts to enforce existing sales tax laws and that legislators' efforts to bend over backwards to placate this corporate giant in an effort to shield in-state affiliate businesses are pointless." --*David Grogan*

March 10, 2010

The Honorable Bill Ritter
Governor of Colorado
136 State Capitol
Denver, CO 80203-1792

Dear Governor Ritter:

As independent booksellers in the state, we fully support your statements regarding the unfortunate decision made by Amazon.com to fire its Colorado-based online affiliates in the wake of your signing into law HB10-1193, the state's attempt to level the playing field among retailers by establishing sales tax equity. The corporate retailer's actions are nothing short of outrageous coming after the state's good faith efforts to fashion a compromise that sought to take into account the affiliates' concerns.

Unlike sales tax equity legislation in other states, which makes clear that an active network of in-state affiliates establishes nexus -- and requires an out-of-state retailer to collect sales tax for online sales -- Colorado's law now merely asks these retailers to inform residents of the amount of use tax that they owe for online purchases. Amazon's refusal to do even this clearly shows that it is only interested in maintaining its significant competitive advantage over the bricks-and-mortar retailers in the state -- and that it is more than willing to use its online affiliates as pawns to do so.

To be clear, we supported the original version of HB10-1193, which would have clarified state sales tax laws to require out-of-state retailers with nexus in the state via online affiliates, who act as sales agents for remote retailers, to collect and remit sales tax. The tax avoidance being practiced by out-of-state retailers with online affiliates acting as sales agents in Colorado is putting our businesses at an unfair competitive disadvantage, is cutting into our sales, and is significantly affecting our bottom line and ability to maintain employment levels and create new jobs.

Admittedly, we were not completely satisfied with the amended bill. We believed that, by shifting the responsibility for tax collection away from retailers, the state has established a cumbersome collection method. However, we recognized that the committee made these well-intended changes for fear that, if not amended, the original legislation would result in Amazon.com firing its Colorado-based online affiliates. Amazon's recent actions make clear that the online giant could care less about Colorado, its economy, or its residents. Their sole commitment is to their bottom line, and their hardball tactics make online affiliates the collateral damage in Amazon's fight to maintain an unfair strategic advantage over established state businesses.

Our argument is not now, nor has it ever been, with online affiliates. If the amended bill had worked to level the playing field for us and had saved online affiliates important sales commissions,

then it was win-win, which we would have supported. After the bill's passage, our only request had been that our legislators monitor the situation to determine if use tax revenue was being collected.

Unfortunately, despite the best intentions of the Senate Finance Committee, Amazon went ahead and fired its affiliates anyway. With its latest salvo, it is manifestly clear that Amazon.com will oppose any efforts to enforce existing sales tax laws and that legislators' efforts to bend over backwards to placate this corporate giant in an effort to shield in-state affiliate businesses are pointless.

Governor Ritter, there are 30,000 retailers in the state that are being hurt by sales tax inequity. Something had to be done to protect Colorado's in-state business and the approximately 438,000 people they employ. We certainly hope Amazon's recent decision doesn't convince you otherwise. Moreover, we urge you both to publicly call Amazon to task for its intransigence and bullying and to monitor the effectiveness of the amended version of HB10-1193. Should you find that the law is failing to establish sales tax equity and to recoup the millions of lost sales tax dollars due the state, we respectfully ask you to reconsider the original version of HB10-1193 in the next legislative session.

Thank you for your consideration.

Sincerely,

<p>Oren Teicher , CEO American Booksellers Association 200 White Plains Road Tarrytown, New York 10591</p>	<p>Annie Lacefield An Open Book LLC 4689 W. 20th St. Suite B Greeley, Colorado 80634</p>
<p>Shannon Piserchio The Bookery Nook 4280 Tennyson Street Denver, Colorado 80212</p>	<p>Lyman Mark Book Sleuth, Inc. 1519 N. Union Colorado Springs, Colorado 80909</p>
<p>Nicole Magistro & Kristi Allio Bookworm of Edwards 295 Main Street, C101 Edwards, Colorado 81632</p>	<p>David Bolduc Liesl Freudenstein Boulder Book Store 1107 Pearl St Boulder, Colorado 80302-5103</p>
<p>Priscilla Peters Cimarron Books and Coffeehouse 380 Sherman/ P.O. Box 216 Ridgway, Colorado 81432</p>	<p>Cheryl A Lucas CRYSTAL - Books & Gifts 439 Main Street Grand Junction, Colorado 81501</p>
<p>Lynda Schultz Explore Booksellers 221 E. Main Aspen, Colorado 81611</p>	<p>Stephanie La Tourette Expressions Bookstore 302 2nd Street Paonia, Colorado 81428</p>

<p>Lori Underwood HearthFire Books 1254 Bergen Pkwy, Suite D-118 Evergreen, CO 80439</p>	<p>Joe Foster Maria's Bookshop 1200 Florida Rd., #50 Durango, CO 81301</p>
<p>Joan & Jerry Rohwer , owners Moonlight Books 434 Pagosa St., P.O. Box 1512 Pagosa Springs, Colorado 81147</p>	<p>Lisa D. Knudsen , Executive Director Mountains & Plains Independent Booksellers Association 19 Old Town Square, Suite 238 Fort Collins, Colorado 80524</p>
<p>Elizabeth McCormick Neighborhood Bookstore 5661 S. Curtice St. Littleton, Colorado 80120</p>	<p>Ronald and Susan Krall Debbie Hoing Off the Beaten Path, Bookstore, Coffehouse and Bakery Café P.O. Box 774285 Steamboat Springs, Colorado 80477</p>
<p>Jacqie Hasan Old Firehouse Books 232 Walnut Street Fort Collins, Colorado 80524</p>	<p>Benjamin L. Fontes Rampart Range Campus Bookstore Pikes Peak Community College Colorado Springs, Colorado 80921</p>
<p>Cathy Langer , Joyce Meskis , Matthew Miller, Neil Strandberg Tattered Cover Book Store 1628 16th Street Denver, Colorado 80202</p>	<p>Charles and Jolanta Weber Weber's Books & Drawings 100.S. Main St Breckenridge, Colorado 80424-0582</p>
<p>Teri Haus Western State College Bookstore 600 N. Adams Gunnison, Colorado 81231</p>	

Announcing the Indie Next List Poetry Top Ten

March 11, 2010 -- Here is the 2010 Indie Next List Poetry Top Ten, based on the enthusiastic nominations of independent booksellers nationwide. A full-color PDF of the list is available for download via BookWeb ¹⁴.

Showcasing two international collections, an audiobook, an

innovative introduction to poetry for children, and the latest work of the current U.S. poet laureate, the 2010 Poetry Top Ten is the result of strong support from booksellers with a deep level of knowledge and commitment.

Once again, the publication of the list is timed to coincide with April's designation as National Poetry Month. The annual event was inaugurated by the Academy of American Poets in 1996 to bring together publishers, booksellers, literary organizations, libraries, schools, and poets nationwide to celebrate poetry and its vital place in American culture. Thousands of businesses and nonprofit organizations participate through in-store events, special book displays, workshops, and other activities.

For more on National Poetry Month, see last week's *BTW* story ¹⁵ and visit www.poets.org ¹⁶.

The 2010 Indie Next List Poetry Top 10

***The Best of It* by Kay Ryan**

(Grove Press, \$24.00, 9780802119148)

"What a gift is Kay Ryan's new collection of poetry! This U.S. Poet Laureate writes poems that are pure pleasure to the tongue. They almost sing themselves, and they are a balm to the body with that sudden ache that is the surprise result of encountering truth. Some, as she says, 'ease the knot of memory, unname the site of harm,' and some provide sheer delight. Here is a poet at the height of her powers." -- Sheryl Cotleur, Book Passage, Corte Madera, CA

***Many Miles: Audio* by Mary Oliver**

(Beacon Press, \$19.95,)

"Steep some tea, curl up on the couch, and listen. Listen as Mary Oliver bears witness to grace and wonder within and without. Savor her words. Let them wash over you, buoy you, remind you what truly matters. Packaged as a CD-sized hardcover book, this exquisite audio collection is a perfect gift--for oneself or another--inspiring us to live from the heart of wonder, to stand where we are and be blessed." -- Nan Macy, Village Books, Bellingham, WA

***Classical Chinese Poetry: An Anthology* by David Hinton**

(Farrar, Straus and Giroux, \$25.00, 9780374531904)

"This collection of nearly three thousand years of Chinese verse represented by more than five hundred poems is a rare treat. Exquisite renderings distilled from the minds of brilliant poets capture the reader's imagination. In an age of linguistic carnage, these poems remind us of the possibilities of language--its beauty, power, and magic." -- Shawn Wathen, Chapter One Book Store, Hamilton, MT

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

(Belknap/Harvard, \$36.00, 9780674049512)

"Ranging from the familiar (Seamus Heaney, Patrick Kavanagh) to some new voices (David Wheatley, Sinead Morrissey), this brilliant volume covers a vast range of work that is both important and thrilling. A book that will become a favorite to dip into and also valuable as a reference." -- Carl Hoffman, Boswell Book Company, Milwaukee, WI

***The Art of Losing: Poems of Grief and Healing* by Kevin Young**

(Bloomsbury USA, \$36.00, 9781608190331)

"In this outstanding collection, poet Kevin Young has gathered some wonderful examples that reflect the need for poetry in our lives--the 'need to speak.' These poems are mostly from the 20th-century musings of many poets, with additions from more recent writings. Young has truly fulfilled his hope that 'these

poems--may help us on our journey--not just in contemplating death, but in living our lives.'" -- Kathleen Dixon, Islandtime Books & More, Washington Island, WI

***Leavings: Poems* by Wendell Berry**

(Counterpoint, \$24.00, 9781582435343)

"In turns quiet, exuberant, heartbreaking, and always reflective, Wendell Berry strikes the soul again. Berry is a master of the craft, and this new collection of poetry is no exception. While some poems wander through Port William, the fictional town around which his novels revolve, others directly confront current issues surrounding politics, war, automobiles, mountaintop removal, and society's separation from the landscape. Endorsed by both our customers and my mule, who listened quietly as I read to her." -- April Nabholz, Grass Roots Books & Music, Corvallis, OR

***Unincorporated Persons in the Late Honda Dynasty* by Tony Hoaglund**

(Graywolf Press, \$15.00, 9781555975494)

"Don't let the cumbersome title put you off--Tony Hoagland is back in full force in his latest collection of poems. His sharp wit and unbeatable sense of humor are aimed at food courts, divorce, and much more. Social commentary with a hopeful slant, these poems are as thought-provoking as they are entertaining." -- Stephanie Walker, The Boulder Book Store, Boulder, CO

***The Living Fire: New and Selected Poems* by Edward Hirsch**

(Knopf, \$24.00, 9780375415227)

"The Living Fire is Hirsch's finest work yet, and it resonates with the deep song and echoes of the past that make him a near-biblical conscience of the world we inhabit." -- Alex Green, Back Pages Books, Waltham, MA

***If There is Something to Desire: One Hundred Poems* by Pavlova Vera**

(Knopf, \$24.00, 9780307272256)

"Poetry done well requires language to be economically evocative. Pavlova has achieved this in these spare poems. Most less than 10 lines in length, with some less than 10 words, each poem is a gem. This would make a lovely poetry gift for a lover or a lover of language." -- Kat Goddard, The Bookloft, Great Barrington, MA

***Mirror Mirror: A Book of Reversible Verse* by Marilyn Singer**

(Dutton Juvenile, \$16.99, 9780525479017)

"A poetry book innovative enough to get kids to try writing their own versions. Each of the fairy tale poems in this book are presented vertically, then flipped on the page. When you read them first up and then down, the meaning of each poem is changed. It is so amazing, you just need to read one for yourself. Have fun!" -- Katherine Ferguson, Bunch of Grapes Bookstore, Vineyard Haven, MA

¹⁷ Beacon Press is offering a "National Poetry Month Web Promo Kit for *Many Miles*," which includes an audio track, Mary Oliver's original essay "Performance Note" and an author photo. It's available for download as a zip file from Beacon.org. ¹⁸

The offer is available through Friday, April 30.

Booksellers Forums Upcoming in Missouri, Georgia, Maine & Ohio

March 11, 2010 -- In the next several weeks, the American

Booksellers Association's Spring Booksellers Forum Tour will be making stops in St. Louis, Missouri; Atlanta, Georgia; Portland, Maine; and Oberlin, Ohio. ABA senior staff will be at the Booksellers Forum programs to listen to booksellers' concerns, to provide updates on the association's programs and key initiatives, and to present a popular education session from last month's Winter Institute.

Participation in ABA's forum and education session at each show is free and open to all ABA and regional booksellers association members. Fees may apply to additional programming offered in conjunction with the forums. Check appropriate regional association websites for details.

These four upcoming events are part of a larger schedule of 12 Booksellers Forums¹⁹ to be held throughout March and April in every region of the country.

Sunday, March 21: ABA Spring Forum & MBA Spring Meeting

10:00 a.m. - 5:30 p.m. at Left Bank Books Downtown (321 North Tenth Street, St. Louis, Missouri)

The ABA forum and a popular Winter Institute education session will be part of a full day of programming at the Midwest Booksellers Association²⁰ Spring Meeting on Sunday, March 21, at Left Bank Books Downtown²¹ in St. Louis. MBA's offerings include an education component, two Rep Picks sessions, lunch with a guest author, and an Author Reception.

The ABA Forum and education session "Techniques and Tactics for Online Website Promotion," from 1:45 p.m. - 4:15 p.m., will be led by ABA COO Len Vlahos with the help of Meetings and Planning Officer Jill Perlstein. "Techniques and Tactics for Online Website Promotion" will teach booksellers how to use everything from hyperlocal searches and affiliate marketing to advanced analytics and beyond to build meaningful relationships between their store websites and local communities.

Here's a look at the schedule:

9:30 a.m. - 10:00 a.m.	Registration
10:00 a.m. - 11:00 a.m.	MBA Education Session
11:00 a.m. - 11:30 a.m.	Pick of the Lists, Part One
11:45 a.m. - 1:00 p.m.	Lunch With Guest Author
1:00 p.m. - 1:30 p.m.	Pick of the Lists, Part Two
1:45 p.m. - 4:15 p.m.	ABA Education Session and Forum
4:30 p.m. - 5:30 p.m.	Midwest Connections Reception

Registration for MBA's Spring Meeting and ABA's Forum Program

is via a downloadable form²² on the MBA website²³, where booksellers can also find additional program details and information about hotels.

Saturday, March 27: SIBA 2010 Spring Book Show Education

The Spring Book Show, March 26 - 28, at The Cobb Galleria in Atlanta, Georgia

ABA will conduct the Winter Institute seminar "Techniques and Tactics for Online Website Promotion" on Saturday, March 27, in conjunction with the Southern Independent Booksellers Alliance's²⁴ education offerings at the Spring Book Show²⁵ in Atlanta. The bargain book show will be held from March 26 - 28 at Atlanta's Cobb Galleria.

ABA senior staff in attendance will be CEO Oren Teicher and Membership and Marketing Officer Meg Smith. "Techniques and Tactics for Online Website Promotion" will teach booksellers how to use everything from hyperlocal searches and affiliate marketing to advanced analytics and beyond to build meaningful relationships between their store websites and local communities.

SIBA educational workshops begin on Thursday, March 25, at 6:00 p.m. with "An Evening on a Wing & a Prayer," readings by two eminent Southern authors.

Other programming includes:

Friday, March 26

9:00 a.m. - 9:50 a.m.	Marketing: Unmasked. Insider Tips & Tricks for Small Business Marketing
10:00 a.m. - Noon	Consultation Stations With SIBA Board & Staff

Saturday, March 27

9:00 a.m. - 10:50 a.m.	ABA's Techniques and Tactics for Online Website Promotion
11:00 a.m. - Noon	Reaching Customers

For details and registration information, visit the SIBA website²⁶.

Wednesday, April 7: ABA Spring Forum & NEIBA Spring Meeting

11:15 a.m. - 4:00 p.m. at University of Southern Maine's Glickman Library (314 Forest Avenue, Portland, Maine)

Booksellers are invited to join the New England Independent Booksellers Association²⁷ Board and Advisory Council and ABA senior staff for a day of New England authors and education on Wednesday, April 7, at the University of Southern Maine's Glickman Library. The day will begin with 10 authors reading and talking about their new books, followed by a boxed lunch. The ABA forum and education session "Techniques and Tactics for Website Promotion," from 2:00 p.m. - 4:30 p.m., will be led by ABA COO Len Vlahos and Technology Director Matt Supko.

ABA Board member Dan Chartrand of Water Street Bookstore ²⁸ in Exeter, New Hampshire, also plans to attend.

"Techniques and Tactics for Online Website Promotion" will teach booksellers how to use everything from hyperlocal searches and affiliate marketing to advanced analytics and beyond to build meaningful relationships between their store websites and local communities.

Here's a look at the schedule:

11:15 a.m. - 12:15 p.m.	Author Talks and Readings
12:15 p.m. - 2:00 p.m.	Boxed Lunch with Authors
2:00 p.m. - 4:00 p.m.	ABA Spring Forum & Education

Space is limited, so NEIBA requests that booksellers RSVP by March 12. More information and a sign-up and payment form is available on the NEIBA website ²⁹.

Friday, April 9: ABA/GLIBA Forum and Seminar

10:45 a.m. - 2:45 p.m. at the NACS Continuing Education Center (500 E. Lorain Street, Oberlin, Ohio)

Booksellers are invited to join ABA, the Great Lakes Independent Booksellers Association ³⁰, and the National Association of College Stores ³¹ (NACS) on Friday, April 9, for a Booksellers Forum and education program at the NACS Continuing Education Center in Oberlin, Ohio. ABA's Booksellers Forum will be led by CEO Oren Teicher and Membership and Marketing Director Meg Smith. ABA Vice President Becky Anderson of Anderson's Bookshop ³² in Naperville, Illinois, also plans to attend.

The schedule to date includes:

10:45 a.m.	Check-in (Coffee/Tea)
11:00 a.m. - 12:30 p.m.	Buying Non-Book Items, presented by Joan Keehan of NACSCORP
12:30 p.m. - 1:00 p.m.	Tour of Showroom/Distribution Center
1:00 p.m. - 2:45 p.m.	ABA Booksellers Forum over Lunch

For more information, visit gliba.org ³³; to RSVP send an e-mail to joan@gliba.org ³⁴.

Going Back to the Real World!

March 11, 2010 --

Who doesn't like free? IndieBound is launching the first annual celebration of e-Free Day on Saturday, April 17. A unique

promotional idea for bookstores, e-Free Day encourages customers to take a vacation from e-mails, status updates, tweets, chirps, and pings. The new marketing campaign casts indie bookstores as the ideal antidote to consumers' digital overload. To help promote e-Free day, IndieBound has created an array of materials in the Bookseller DIY ³⁵, including "Eat. Sleep. Read. ... that's it!" bag stuffers, bookmarks, fliers, and invitations. The IndieBound materials include a long list of suggestions for e-Free in-store events, including knitting circles, quilting bees, origami classes, wine and beer tastings, and scrapbooking or letter-writing tables.

Richard Howorth and staff plan on celebrating e-Free Day at Square Books ³⁶ in Oxford, Mississippi. Howorth told *BTW*: "We're excited about E-Free Day because it will give us a chance to talk with our customers about books and reading in a way that, ideally, is more meaningful than the ordinary ways we do that, which means forging stronger connections with customers. At the very least it will be nice to have license to ignore email for a day!"

Tom Campbell of The Regulator Bookshop ³⁷ in Durham, North Carolina, made his case for an e-Free Day with some questions:

"Would you rather:

- a) catch up on your email; or b) share some coffee and conversation with a friend?
- a) tweet about your new Blackberry; or b) go to a meeting of your book club?
- a) look for apps for your iPhone; or b) look for wildflowers on a spring hike?"

Campbell expanded on going e-Free in a recent Regulator newsletter. "More and more, it seems, the (digital) world is too much with us," he said. "The Internet. Blackberrys. iPhones. iPods. Cell phones. E-mail. Texting. Twitter. Facebook. Television. DVDs. DVRs. apps abounding everywhere. A list that could go on and on. Some days it seems like this stuff has completely taken over our lives. But, for now at least, each of these digital toys still comes with an 'off' button. Think about what life would be like if we turned all of them off for an hour a day, for a few hours a day, maybe even for a whole day once a week."

Campbell invited Regulator customers to "imagine some of the things you could do if you tuned out all life's digital distractions," and suggested a list of alternatives, including reading, of course, attending a live local theater performance, starting a book group, or taking a walk.

"Remember the real world? Go e-free for a day!" Campbell said. "You can't smell the roses if you're looking at them on a screen." -- *Karen Schechner* ³⁸

Booksellers with questions about e-Free Day, and any to the materials in the Booksellers DIY – and those who use the promotion in their store -- are encouraged to contact Paige Poe, ³⁹ ABA marketing manager. Booksellers can tweet about e-Free Day on April 18 at #eFree!

The Booksmith Says Swap This Book

March 11, 2010 --

Praveen Madan of San Francisco's The Booksmith ⁴⁰ often brainstorming and writes about how indie bookstores can find new ways to "bring people together to talk about books and ideas." One idea that has caught on is Bookswap, an event that's gotten notice everywhere from the *New York Times* to book blogs. The

Booksmith's Bookswap works this way: The store closes early and turns into "a private party space," Madan said on *The Huffington Post*⁴¹. Everyone brings a book to trade. An extensive selection of food (hummus, chicken skewers, olives, etc.) and beer, wine, and lemonade is offered. Attendees split into groups of five to six people, eat, and chat about their books for 20 to 30 minutes, at which point they are rotated to a new table with new people. Post-discussion, a "white elephant" style swap ensues, which means that one book can be continually swapped and then "stolen" by someone else who swaps for the same book. Booksellers help lead discussions at the table and provide prompts if there are conversational lulls.

Each Bookswap is capped at 30 people, and The Booksmith charges \$25 per person. Everyone leaves with a book. Participants have the option of leaving their contact information on a Booksmith bookmark in the book they brought to the event. Everyone also receives a 20 percent discount coupon, which must be used within two weeks. The Booksmith's Bookswap has run five times and sold out each time.

"Given the small size, selling out is not too difficult," said Madan. "What has been more surprising is how much fun people have at these events. We have many people coming back again and again for the Bookswaps. Many have participated three or four times."

Madan noted on *The Huffington Post* that Bookswap conversation tends to cover a lot of literary ground. "Over the course of the night, you might talk about the brilliance and tragedy of David Foster Wallace and the best sex scenes in literature at one table, and engage in a nostalgic reminiscence of Roald Dahl, Judy Blume, and other favorite childhood authors or have a lively talk about which science writers can make a literary minded person laugh or swoon (we heard Mary Roach and Rachel Carson) at the next."

The idea for the event came from Booksmith customers, Madan told *BTW*. A common complaint of "literary minded young people" was there weren't enough places to meet. "It was a classic case of an unmet need, and we decided to design an event to cater to these folks. Our goal was to create a fun event in which people enjoy talking about books to each other and making new friends." Madan plans on offering variations on the theme, and has been approached by publishers to host similar events for their customers and authors.

A perk of the innovative event has been great press. It was featured in the *New York Times*' Bay Area blog⁴² as one of four things to do in San Francisco. In a post on the literary blog *Conversational Reading*⁴³, writer Scott Esposito, who helped host a recent Bookswap, said, "You have a lot of people together bursting to tell one another about a book they loved, and then branching in conversations about great books from there." He noted that the crowd was more diverse than he expected, "as were the ranges of literary tastes and ideas," and that many people bought a book to then give away at the swap.

"We would love it if other independent bookstores copy the idea and make it their own," Madan said. "The whole point here is to create open source innovation in independent bookselling." -- *Karen Schechner*⁴⁴

Community Experts Leave Their Mark at the Bookstore

March 11, 2010 -- "If there's one thing local bookstores have," said Bookshop Santa Cruz owner Casey Coonerty Protti, it's a knowledge of experts within their communities. Coonerty Protti

has put this expertise to work through Bookshop Santa Cruz's Trusted Source Program⁴⁵.

Every month, the store partners with one local business, non-profit organization, or maven, who chooses five books that are labeled "Trusted Source Community Picks." Those titles, accompanied by shelf-talkers written by the partners, are on display in the store, featured on the Bookshop Santa Cruz website, and promoted in the store's e-newsletter. The partner organization shares the newsletter with its own mailing list, spreading awareness beyond the bookstore's regular customers.

Poet Adrienne Rich, author Laurie R. King, and veterinarian Dr. David Shuman, representing a local animal hospital, are among the Bay Area experts who have shared their book picks with the community through the store's cross-marketing program. This month's Trusted Source Partner is UCSC's Center for Agroecology & Sustainable Food Systems.

The two-year-old program, inspired by one Coonerty Protti encountered in Canadian bookstore chain Indigo, is popular. "We've had lots of people" volunteer to be Trusted Sources, she said, but she selects partners carefully, to ensure that customers can continue to rely on the book recommendations. "It's really important for us to choose who the trusted source is."

Coonerty Protti chooses the store's partners after settling on each month's overall marketing theme. "It's been fun to figure out who the next community partner will be," she said. When the partner is another local business, she asks the other store to share the marketing expenses, making it a joint effort.

"It's really actually helped our staff," Coonerty Protti said, explaining one of the long-term benefits of getting experts in different subjects to recommend books. The selected books retain their Trusted Sources stickers even after the display changes and that helps booksellers make recommendations of their own. --*Sarah Rettger*⁴⁶

LIBRIS Provides Internet Operations Insurance Coverage

March 11, 2010 -- Internet sales are integral to many bookstores' operations, and LIBRIS (League of Independent Book Retailer Insurance Services) understands that. Following last month's Winter Institute, where much of the focus was on how to promote online and e-book sales, several booksellers asked LIBRIS to clarify the coverage provided by ABA's insurance program.

LIBRIS was developed to provide specialized coverage tailored to protect bookstores -- and that means insuring against Internet operations liability.

Many insurance companies exclude publishing operations, which could be interpreted to include publishing a website or e-newsletter. These insurance companies usually want a bookstore to buy a separate Internet liability policy, or they may want to know what activities the bookstore is considering and then will charge an additional premium.

LIBRIS' general liability policy covers risks associated with designing a website for the bookstore, adding and creating content, creating and distributing e-newsletters, or advertising on the Internet. LIBRIS covers these risks, including allegations that such a publication:

- Slanders or libels a person or organization
- Disparages a person's or organization's goods, products or

services

- Violates a person's right of privacy
- Uses another's advertising idea in your advertisement or
- Infringes upon another's copyright, trade dress or slogan

In addition to providing members with the broadest insurance coverage at the most competitive cost, LIBRIS offers quick, responsive service as well as the opportunity to share in dividends when they are declared. Coverage is provided through Travelers/Discover Re, one of the few carriers in the country rated A+ by A.M. Best. The program has special endorsements available only through LIBRIS to cover the unique operations of booksellers.

Booksellers or their brokers can obtain a no-obligation quote from LIBRIS by calling (888) 694-8585, e-mailing LIBRIS@beechercarlson.com⁴⁷, or visiting www.libris.org⁴⁸.

Candlewick Launches Indie Marketing Program

March 11, 2010 --

Independent booksellers have long been known for their handselling skills. Candlewick Press plans to encourage booksellers to use those skills through the new Candlewick's Handselling Indie Recognition Program (CHIRP). "We're thrilled to have launched a program recognizing the artfulness and the passion with which frontline staff handsell our books" and that gives them "tools to sell more of the books they love," said Elise Supovitz, Candlewick's director of field sales.

CHIRP promotional materials landed in bookstores last week to the delight of children's booksellers. The CHIRP Box features shelf-talkers and other display materials for titles chosen by Candlewick sales staff as Rep Picks. Candlewick plans to send out the CHIRP Box each season to the first 300 stores that sign up for the program.

"Pleasant surprise' would be a bit of an understatement," said Rebecca Fabian, children's department manager at Odyssey Bookshop⁴⁹, who was pleased that "a major publisher would take the time to designate an entire program that simultaneously thanks us indies for what we do for them, and that helps us do our job." Fabian mentioned "CHIRP cards," shelf-talkers that include room to suggest read-alike titles, as a highlight of the box.

One bookseller at Curious George & Friends shared the staff's enthusiasm on the store blog⁵⁰: "We're frequently complimented by customers on the thoughtfulness and knowledge of our staff members when recommending books. We're so happy to hear that Candlewick -- whom we *love* -- thinks these are valuable traits as well!"

As part of the CHIRP launch, Candlewick is also offering participating booksellers a chance to win a scholarship to ABA's sixth Winter Institute, which will be held in Washington, D.C., in 2011. Booksellers can enter the drawing by signing up for CHIRP-mail⁵¹, the program's e-newsletter. The winner will be drawn on November 15 from all entries received by November 1. --Sarah Rettger⁵²

Board Candidate Petition Process Ends March 19

March 11, 2010 -- In addition to the three director candidates nominated by the ABA Board⁵³, any bookstore member may

submit a petition in support of a director candidate for the 2010 elections. Upon receipt of a valid petition, the candidate's name will be added to the ballot to be sent to members by the end of March.

Should bookstore members wish to submit a petition in support of a director 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.

Booksellers nominated at the Board's winter meeting for three-year terms (2010 - 2013) as directors are Sarah Bagby of Watermark Books⁵⁴ in Wichita, Kansas; Steve Bercu of BookPeople⁵⁵ in Austin, Texas; and Tom Campbell of The Regulator Bookshop⁵⁶ in Durham, North Carolina. Bercu and Campbell currently serve on the ABA Board and are both eligible for an additional term.

Around Indies

March 11, 2010 --

Skylight Books Makes TV Debut

Television advertising is usually beyond the reach of independent bookstores and other small businesses. But Skylight Books has found a way that costs less than distributing a print newsletter. The Los Angeles store's staff produced a 30-second spot⁵⁷ with the help of filmmaker -- and customer -- Jamieson Fry. The ad will run 350 times over the course of a month on 10 Time Warner Cable channels through a new program Time Warner has developed to make advertising affordable for local businesses. The ads will be targeted to neighborhoods near the store.

Skylight's co-owner and general manager, Kerry Slattery, said TV gives the store the opportunity to reach a new group of potential customers. "While we have many loyal and enthusiastic regular customers, we need to reach out to more of our neighbors who have never visited us, never heard of us, or who haven't been here in a long time. This is an invitation to drop in -- or visit our website."

Subterranean Books' Blog Honored

The Subterranean Books blog was one of 13 St. Louis-area blogs recently named "must-reads" by the *Riverfront Times*⁵⁸. Store owner Kelly von Plonski selected three of her favorite posts to share with the newspaper, including "Ah, Melville! Ah, humanity!"⁵⁹

"The blog is so important to us. It's the means by which we spread the Subterranean ethos. It's a really great introduction to who we are as a store -- it's reflective of all of our personalities and when you're such a small store, the staff's personalities are the store's personality," said von Plonski.

BookCourt Launches Literary Magazine

The first issue of literary journal *Cousin Corinne's Reminder* ⁶⁰, published by Brooklyn independent BookCourt ⁶¹, goes on sale this month.

The magazine, edited by BookCourt general manager Zack Zook, features writing by James Frey, Emma Straub, and Charles Bock, along with Brooklyn-themed comics and photography.

Zook plans to publish *Cousin Corinne's Reminder* twice a year.

Emerging Leaders Spread the "Indievolution"

"What's working for you?" is a question booksellers often ask each other.

Now, they are being encouraged to share their success stories every Monday, either through the Emerging Leaders Facebook page ⁶² or on Twitter with the hashtag #indievolution ⁶³.

This Monday, booksellers from a dozen stores offered examples of efforts that paid off:

- Clinton Book Shop ⁶⁴ linked to the latest store newsletter on Facebook and increased mailing list signups by 10 percent.
- King's Books ⁶⁵ generated new press coverage through a series of fitness events.
- Loganberry Books ⁶⁶ found "promising" applicants by posting job openings on Twitter.

BTW News Briefs

March 11, 2010 --

Canadian Booksellers Association Opposes Amazon Warehouse

The Canadian Booksellers Association ⁶⁷ (CBA) this week urged the government in Ottawa to block Amazon.com from establishing a physical presence in Canada. Amazon has applied to Canada's Heritage Department for permission to build a fulfillment warehouse, which CBA said would amount to a new cultural business. In opposing the move, CBA wrote, "To allow Amazon to enter the Canadian marketplace will detrimentally affect independent businesses and would raise serious concerns over the protection of our cultural industries. Individual Canadian booksellers have traditionally played a key role in ensuring the promotion of Canadian authors and Canadian culture. These are values that no American dot.com retailer could ever purport to understand or promote."

According to Canada's *The Globe and Mail* ⁶⁸, a senior official said that the government was leaning in favor of allowing Amazon to set up the warehouse and shipping center in Canada, "based on the belief the U.S. firm's entrance would offer a 'net benefit' for Canadians." The official warned that Amazon's proposal will still need to go through a review process and that no final decision has been made.

BEA & Above the Treeline Partner for "Books@BEA"

BookExpo America ⁶⁹ and Above the Treeline ⁷⁰ will work together to create "Books@BEA," an online catalog of new titles on exhibit at this year's show. Participation in the online catalog will be free to all book publisher exhibitors at the trade show, which will be held from May 25 - 27, at the New York's Javits Convention Center.

"Books@BEA" will be created using Edelweiss, an Internet-based service from Above the Treeline that supplements or replaces traditional print catalogs. Edelweiss, which launched at BEA last year, is currently comprised of approximately 350 active catalogs containing more than 30,000 active titles from nearly 600 publishers and their respective imprints.

Access to the "Books@BEA" catalog by booksellers, librarians, the press, and anyone who wants to know more about new titles will be free, but will require a simple registration process. For titles from publishers who are not current Edelweiss customers, Books@BEA will be open to catalog readers for a limited period preceding and following the event.

Publishers interested in learning how to participate in Books@BEA should contact Mike Carlucci at mcarlucci@reedexpo.com ⁷¹.

Penguin Group to Launch New Science Imprint

Penguin Group (USA) is launching Current, a new science book imprint for general readers. Penguin President Susan Petersen Kennedy made the announcement this week. Adrian Zackheim, president and publisher of Penguin Group's Portfolio and Sentinel imprints, will assume the same roles for Current. The first Current titles will be published in July and September 2010. Plans call for Current to grow by about five to eight new titles per year.

The Indie Travel Guidebook Bestseller List

March 11, 2010 -- For the eight-week period ending March 9, 2010, and based on sales in hundreds of independent bookstores nationwide.

1.	Rand McNally 2010: The Road Atlas: United States/Canada/Mexico Rand McNally (Eds.), Rand McNally, \$13.95, 9780528942488
2.	Rick Steves' Italy 2010 Rick Steves, Avalon, \$24.95, 9781598802863
3.	Lonely Planet Costa Rica Matthew D. Firestone, et al., Lonely Planet, \$21.99, 9781741048858
4.	Zagat New York City Restaurants 2010 Zagat (Eds.), Zagat, \$15.95, 9781604781786
5.	Hawaii the Big Island Revealed: The Ultimate Guidebook Andrew Doughty, Wizard, \$16.95, 9780981461007
6.	Maui Revealed: The Ultimate Guidebook Andrew Doughty, Wizard, \$16.95, 9780971727991
7.	Birnbaum's Walt Disney World 2010 Birnbaum Travel Guides (Eds.), Disney Editions, \$16.95, 9781423117001
8.	Fodor's Costa Rica 2010 Fodor's (Eds.), Fodor's, \$19.99, 9781400008476
9.	Rick Steves' Paris 2010 Rick Steves, et al., Avalon, \$18.95, 9781598802870
10.	Zagat San Francisco Bay Area Restaurants 2010 Zagat (Eds.), Zagat, \$14.95, 9781604781748
11.	Fodor's Italy 2010 Fodor's (Eds.), Fodor's, \$24.99, 9781400008490

12.	1,000 Places to See Before You Die Patricia Schultz, Workman, \$19.95, 9780761104841
13.	Kauai Revealed: The Ultimate Kauai Guidebook Andrew Doughty, Wizard, \$16.95, 9780981461014
14.	Rick Steves' Spain 2010 Rick Steves, Avalon, \$24.95, 9781598802955
15.	The Unofficial Guide Walt Disney World 2010 Bob Sehlinger, Wiley, \$19.99, 9780470460269
16.	Fodor's Caribbean 2010 Fodor's (Eds.), Fodor's, \$23.99, 9781400008322
17.	Fodor's Hawaii 2010 Fodor's (Eds.), Fodor's, \$21.99, 9781400008339
18.	Fodor's Paris 2010 Fodor's (Eds.), Fodor's, \$19.99, 9781400008384
19.	Diners, Drive-Ins and Dives: An All-American Road Trip...with Recipes! Guy Fieri, Morrow, \$19.95, 9780061724886
20.	Rick Steves' Ireland 2010 Rick Steves, Pat O'Connor, Avalon, \$21.95, 9781598802900
21.	Rick Steves' France 2010 Rick Steves, Steve Smith, Avalon, \$24.95, 9781598802894
22.	Fodor's New York City 2010 Fodor's (Eds.), Fodor's, \$19.99, 9781400008377
23.	1,000 Places to See in the USA and Canada Before You Die Patricia Schultz, Workman, \$19.95, 9780761136910
24.	Fodor's Washington, D.C 2010 Fodor's (Eds.), Fodor's, \$19.99, 9781400008551
25.	Fodor's Ireland 2010 Fodor's (Eds.), Fodor's, \$22.99, 9781400008704

Small Business Majority, Main Street Alliance Urge Health Care Vote in Congress

March 11, 2010 --

This week, the Health Reform Coalition, including the Small Business Majority, the American Library Association, the Main Street Alliance, and many other national groups, urged Congress to vote in favor of health care reform. The fate of health insurance reform has been up in the air since late January, following the victory of Republican Scott Brown in Massachusetts' special election for the U.S. Senate. With its supermajority vote gone, President Obama and Democratic leadership are weighing the possibility of using reconciliation, or an up-or-down vote, to pass the health bill. In a letter to Congress, the coalition stressed that voting in favor of health care reform would, among other things:

help small businesses so they can afford to provide decent health coverage for their workers;

curb health care costs so businesses can grow and provide better wages for their workers; and

end "enormous premium increases," such as the 39 percent increase

just announced by Anthem Blue Cross.

According to the Small Business Majority, the final consensus bill contains a number of provisions related to small business, though it is still unclear whether the House will alter the bill before it is voted on.

At present, the bill contains a health insurance exchange that would create a pool of small businesses with up to 100 employees and the self-employed, which is expected to enable insurers to offer lower premiums as a result of lower administrative costs. The current bill also provides small business tax credits, cost containment measures, and would increase the choice of health plans, including health co-ops and new multi-state health plans.

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.com⁷⁶. E-mail Deb Evans: debevans7@comcast.net⁷⁷.

Bookstore closing in NC. Shelves, Seating arrangements, Inventory, 2008 POS system available. \$28,000. For detailed information send an e-mail to mwcandkcl@yahoo.com⁷⁸ 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 here⁷⁹.

Other Advertising

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