

# BOOKSELLING **THIS** Week

AMERICAN BOOKSELLERS ASSOCIATION

March 18, 2010

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## ABA Announces BEA "Day of Education" Lineup

March 18, 2010 -- The American Booksellers Association today unveils the programming for its eighth annual Day of Education <sup>1</sup>, to be held on Tuesday, May 25, at BookExpo America <sup>2</sup>. This year's trade show will be held from Tuesday, May 25, through Thursday, May 28, at New York's Javits Convention Center.

Continuing and building upon the curriculum begun at February's Winter Institute, ABA's Day of Education program will offer an array of 15 education sessions, roundtable discussions, and workshops. Topics include the results of a brand-new survey of book-buying behavior, the latest on e-books, a fresh look at alternative business models, and more. The program also features two sessions for children's booksellers developed by the Association of Booksellers for Children.

Day of Education: Tuesday, May 25, at Javits Convention Center

**8:30 a.m. - 10:00 a.m.**

### Plenary Presented by ABA and BEA

Details to come.

**10:15 a.m. - 11:45 p.m.**

### "It's A Wrap" Video Lab

Small businesses are increasingly relying on video to communicate with their customers. In this hands-on lab, you'll learn how to shoot a short video, get that video from the camera to your computer, and get the clip from your computer to your blog, website, or Facebook page. Presented by ABA Marketing Manager Paige Poe. Those interested in attending should e-mail [paige@bookweb.org](mailto:paige@bookweb.org) <sup>3</sup> with "Video Lab" in the subject line.

### Techniques & Tactics for Online Website Promotion

Want better placement in search results? Make the most of your website, and increase your audience and your sales. From hyperlocal searches and affiliate marketing to advanced analytics and beyond, learn how to build a meaningful relationship between your website and your community. Presented by Matt Supko, ABA Technology Director.

### 2010 Survey of Book-Buying Behavior With Verso Digital

What do customers really want and think? Verso Digital's Jack McKeown, a 25-year publishing veteran, will present the results of a new survey of consumers book-buying behaviors. Conducted and analyzed in the time between Wi5 and BEA 2010, this is the most up-to-date consumer book-buying information that you will find!

### It's in the Payroll

The focus of this session is payroll control. Starting with an examination of what is included in the payroll line (total compensation) to providing practical, usable tools for budgeting, scheduling, and controlling payroll, this seminar will provide invaluable tools and information to booksellers, regardless of the size of their store. Presented by Len Vlahos, COO.

### Power to the Bookseller: An Update on Key Advocacy Issues

As more and more state legislatures debate e-fairness legislation, the role of booksellers as advocates for online sales tax equity becomes even more critical. This session will update booksellers on the status of the e-fairness fight state by state and offer concrete suggestions for articulating the sales tax equity message, including how to reach out to key legislators and how to build a coalition of local indie retailers and other supporters. As we approach a potential tipping point in the fight for e-fairness, effective advocacy has never been more important. Presented by Oren Teicher, CEO. Panelists to come.

**12:45 p.m. - 2:15 p.m.**

### Large-Store Roundtable

Aimed at owners and managers of large stores. A veteran bookseller will moderate this roundtable discussion for owners and managers of large stores. Space is limited and on a first-come,

first-served basis. Moderator to come.

### Google Editions

Google is preparing to launch a new kind of e-book, one that exists in the "cloud." Come to this session to hear about Google's plans, to learn what the cloud is, and to find out how this program can benefit independent booksellers. Presented by Tom Turvey, Director, Strategic Partnerships, Google.

### Serving the "Tween" Reader: Issues & Best Practices

No reader is harder to serve than the "tween," ages 9 - 12. This is the cusp of adolescence, with a wide range of developmental needs, reading levels, and social issues to navigate. Join a panel of experts as we discuss the definition of "tween" and examine key issues, including how to navigate content, how to interface with parents and teachers, how to shelve books for this market, what role outside services like Common Sense are playing in this category, and more. Presented in conjunction with the Association of Booksellers for Children (ABC). Moderated by Kristen McLean, Executive Director, ABC. Panelists to come.

### The Business of Accepting Credit & Debit Cards

Come learn how to navigate the myriad rules associated with accepting credit and debit cards. From managing procedures to ensure you are getting the best rate to understanding PCI compliance, learning more about this topic can save you money. Presented by Michael Barnard, owner of Rakestraw Books (Danville, CA).

### IndieBound Workshop

The Local First movement isn't an abstract concept -- it lives in your community. Come explore ideas for utilizing the energy of IndieBound to create events, sales opportunities, and awareness together with your indie business neighbors. Presented by Meg Smith, ABA Membership and Marketing Officer, and Paige Poe, Marketing Manager.

**2:30 p.m. - 4:00 p.m.**

### Small & Mid-Size Store Roundtable

A veteran bookseller will moderate this roundtable discussion for owners and managers of small to mid-size stores. Space is limited and on a first-come, first-served basis.

### IndieCommerce Demo

Aimed at owners, managers, webmasters, and frontline booksellers from stores not currently using the product. IndieCommerce (the program formerly known as BookSense.com) has been transformed. Specifically, the product has migrated to an open-source content management system called Drupal. This new and improved program provides booksellers with more intuitive and robust administrative tools, allows for much greater control over the look and feel of websites, and allows ABA staff to roll out new features more quickly. See a demo of the new product and have questions answered by ABA's IndieCommerce staff. Presented by Matt Supko, ABA Technology Director.

### The New Reality: Alternative Business Models for Independent Bookstores

A business model based on book sales alone is growing more challenging each year, but there are viable alternatives. Hear from a panel of innovative booksellers who are growing their businesses in directions beyond the book. From selling children's clothes and creating stores within stores to offering local delivery, indie booksellers are using their ingenuity and their roots in the community to find new and interesting ways to sustain their book sales. Moderated by Len Vlahos, COO. Panelists are Carole Horne, Harvard Bookstore (Cambridge, MA); Chris Morrow, Northshire

Bookstore (Manchester Center, VT); and Chuck Robinson, Village Books (Bellingham, WA).

### Succession Planning: Valuing Your Business

How much is my business worth now? How can I make it worth more? What are my alternatives if I want to exit the business? When should I begin working on my exit strategy? Who should I be selling to if I choose to sell? How do I negotiate successfully? How do I minimize the government's share of the proceeds? These questions -- and more -- will be addressed by professional booksellers with experience in valuing and selling a business. Presenter and panelists to come.

### The Nuts & Bolts of Children's Bookselling: Roundtable Discussions

Join us for roundtable discussions about the day-to-day operational issues that we rarely get a chance to discuss in a conference environment, but which can make a big difference in our experience as booksellers. Topics will include selection and shelving, creative display ideas, events, the mechanics of receiving and returns, managing co-op, community networking and partnerships, and more. Each table will focus on a single topic, and seating will be on a first-come, first-served basis. Bring your questions, ideas, and problems as we learn from each other and emerge with fresh ideas and best practices to take back to our stores. Presented in conjunction with the Association of Children's Booksellers (ABC).

ABA will also offer programming on Wednesday, May 26, that includes users group meetings for IndieCommerce and Gift Card program participants, as well as the association's annual Town Hall and Membership meetings. The winners of the 2010 Indies Choice Book Awards will be honored at the Celebration of Bookselling Luncheon, also on Wednesday. (Reservations for the luncheon are open <sup>4</sup> to two booksellers from each ABA member store; space is limited and will be filled on a first-come, first served basis.)

All ABA Regular Bookstore and Provisional members are eligible for free admission to the trade show. 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. All ABA members planning to attend the trade show must register via the BEA website <sup>5</sup>. 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](mailto:info@bookweb.org) <sup>6</sup>.)

BEA's hotel exclusively for ABA member booksellers is the Park Central, located just north of Times Square. 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 <sup>7</sup>.

Questions about ABA's education program should be addressed to Lisa Winn at (914) 373-6657 or [lisa@bookweb.org](mailto:lisa@bookweb.org) <sup>8</sup>. Watch for updates to this information in upcoming editions of *Bookselling This Week*.

## A Capital Showing: Booksellers Go to Hartford in Support of E-Fairness

March 18, 2010 --

On Monday, March 15, a group of Connecticut booksellers testified at a state Finance, Revenue, and Bonding Committee hearing in Hartford, Connecticut, in support of e-fairness legislation. If passed, the legislation, Raised Bill 5481 <sup>9</sup>, would clarify sales tax laws to require non-Connecticut merchants to collect sales tax on purchases shipped to Connecticut if they have online affiliates in the state acting as sales agents on their behalf. A committee vote on 5481 is expected at the end of March or in early April. The Connecticut booksellers who appeared at the hearing were Kathryn Fabiani of R.J. Julia Booksellers <sup>10</sup> in Madison; Fran Keilty of Hickory Stick Bookshop <sup>11</sup> in Washington Depot; Annie Philbrick of Bank Square Books <sup>12</sup> in Mystic; and Suzanne Staubach of UConn Co-op <sup>13</sup> in Storrs. Fabiani, Staubach, and Philbrick testified at the hearing.

"We are very grateful that the booksellers took time out of their busy schedules to attend the committee hearing in Hartford," said Oren Teicher, ABA CEO. "It made a huge impact. Their persuasive testimony and presence powerfully articulated the key points in the sale tax equity argument and demonstrated the commitment of Main Street retailers to working to effect important change. They made clear to the committee that leveling the playing field for the more than 20,000 retailers in Connecticut is an issue of critical importance."

Teicher added that it is still important for all Connecticut booksellers to write to the co-chairs of the committee <sup>14</sup> in support of Bill 5481. To make easier, booksellers can adapt a template letter <sup>15</sup> from ABA's E-Fairness Action Kit.

Also attending the hearing in support of 5481 were ABA Content Officer Dan Cullen, ABA Senior Public Policy Analyst David Grogan, and Tim Phelan, president of the Connecticut Retail Merchants Association (CRMA), an organization that is working with ABA in support of 5481. Grogan testified on behalf of ABA members in Connecticut.

In her testimony, Fabiani stressed, "Local, independent retailers such as R.J. Julia Booksellers are faced with significant competitive pressures every day, and every day small businesses are failing. Even an established retailer like R.J. Julia Booksellers is routinely faced with the prospect of cutting jobs and reducing purchases from other local businesses, in order to compensate for the loss of sales to online retailers. By enforcing our sales tax laws fairly among all retailers, the playing field will be more level, and the state will not be unfairly favoring a small percentage of businesses" at the expense of the thousands of businesses in the state that do collect and remit sales tax.

UConn Co-op, the bookstore serving the University of Connecticut and the surrounding local community, supports "writers and readers, offer[s] a wide array of books, and [has] an active website," said Staubach in her testimony. "But today's readers too often opt to shop online where sales tax is not collected, rather than in our bookstore, or at other Connecticut retailers where sales tax is collected."

Staubach stressed the importance of sales tax to the state and the services it offers, and said, "We are happy to do our share ... but we are not happy that this gives out-of-state online retailers a huge advantage over us and other Connecticut businesses."

Bank Square's Philbrick stated that sales tax inequity has had a significant, negative impact on her business. "It has put my business at an unfair competitive disadvantage, has cut into my sales, and is affecting my bottom line," she said. "I see firsthand examples of this almost daily in my store. Customers will come in,

browse through our many curated titles, often get reading suggestions from our knowledgeable staff, and then tell us that they are going to purchase the titles from Amazon.com."

ABA's Grogan stressed that the current sales tax inequity is at a critical stage for ABA members and retailers like them in the state -- and something needs to be done now. "I do not wish to minimize the concerns of those who may oppose this legislation," he said, "but I do wish to stress that we are not talking about what ifs here.... We are talking about what is happening ... our members have been living with this inequity for years now, and, as it gets worse, it will be tougher and tougher for them to stay afloat. We are talking about people's livelihoods, jobs that some have held their entire adult lives. A solution is needed, and we believe 5481 is that solution."

### Maryland Booksellers Testify on Behalf of E-Fairness

On Wednesday, March 17, a group of Maryland booksellers testified at, and a number of others submitted testimony for, a state Senate Budget and Taxation committee hearing in support of e-fairness legislation, SB 824, in Annapolis. If passed, the legislation would clarify sales tax laws to require non-Maryland merchants to collect sales tax on purchases shipped to Maryland if they have online affiliates in the state acting as sales agents on their behalf.

The Maryland booksellers who appeared at the hearing were Mary Adams of The Annapolis Bookstore <sup>16</sup> in Annapolis; Patrick Darby of Novel Places <sup>17</sup> in Rockville; and Robin J. Dunn and Molly Inzeo of St. John's College Bookstore <sup>18</sup> in Annapolis. Adams and Darby testified at the hearing. Booksellers who submitted written testimony in support of SB 824 were Laretta M. Nagel of Constellation Books <sup>19</sup> in Reisterstown; and Fred Powell of Main Street Books in Frostburg.

Look for more on the Maryland hearing in next week's *Bookselling This Week*.

## Board Ballots to Arrive Via E-Mail on March 22

March 18, 2010 -- All ABA Regular Bookstore members should be on the lookout for an electronic ballot for the 2010 election of ABA officers and directors to arrive via an e-mail from the American Booksellers Association on Monday, March 22. All voting is being conducted electronically, as authorized by a 2009 amendment to the ABA Bylaws <sup>20</sup>.

One person per ABA Member ID number may vote, and a BookWeb log -in <sup>21</sup> and the store ABA Member ID number are required.

Booksellers nominated by the ABA Board as director candidates are Sarah Bagby of Watermark Books <sup>22</sup> in Wichita, Kansas; Steve Bercu of BookPeople <sup>23</sup> in Austin, Texas; and Tom Campbell of The Regulator Bookshop <sup>24</sup> in Durham, North Carolina. Bercu and Campbell currently serve on the ABA Board and are both eligible for an additional three-year term.

The Board selected Michael Tucker of Books Inc. <sup>25</sup> in San Francisco and Becky Anderson of Anderson's Bookshops <sup>26</sup> to serve a second one-year term as ABA President and Vice President/Secretary, respectively. Their names and those of director candidates will appear on the Board ballot.

The petition process to add additional director names to the ballot ends tomorrow. There will also be space on the ballot for write-in

candidates.

The March 22 e-mail will also include Board candidate bios and information on the Annual Membership Meeting and Town Hall, which are taking place mid-week this year, due to the changes in the BookExpo America<sup>27</sup> schedule. (Preview the bios of candidates nominated by the Board here<sup>28</sup>.)

The Membership Meeting will be held on Wednesday, May 26, from 4:00 p.m. - 5:00 p.m., at the Jacob Javits Convention Center in New York City. The Annual Meeting will be preceded by the Town Hall meeting. The Town Hall, from 3:00 p.m. to 4:00 p.m., offers ABA member booksellers the opportunity to express opinions and share ideas with ABA Board members and staff in a less formal setting than the Membership Meeting.

ABA members with questions about the elections should contact ABA Membership and Marketing Officer Meg Smith<sup>29</sup>.  
--Rosemary Hawkins<sup>30</sup>

## Spring Booksellers Forums Underway

March 18, 2010 -- The American Booksellers Association kicked off its 2010 Spring Forum Tour<sup>31</sup> last weekend in conjunction with the Southern Independent Booksellers Alliance and the National Association of College Stores' Campus Market Expo (CAMEX) in Orlando, Florida. At the forum, led by ABA CEO Oren Teicher, booksellers shared their thoughts and concerns about e-books and how indies can participate moving forward, as well as ideas for alternative business models and new ways to find customers.

ABA COO Len Vlahos presented the popular Winter Institute education session "Techniques and Tactics for Online Website Promotion," which teaches booksellers how to use everything from hyperlocal searches and affiliate marketing to advanced analytics and beyond to build meaningful relationships between a bookstore website and the local community. ABA Membership and Marketing Officer Meg Smith also participated in the forum program and CAMEX trade show.

"It was great to have the opportunity to talk to ABA member stores in the SIBA region, and we thank the booksellers from Florida who came to share their ideas and concerns, as well as the several members of NACS who also attended," said Teicher. "We look forward to meeting as many ABA members as possible over the next month and a half, as we hold 11 additional forums covering every region of the country."

The next ABA Booksellers Forum program will be held this weekend in St. Louis, Missouri, followed by stops in Atlanta, Georgia; Portland, Maine; and Oberlin, Ohio,<sup>32</sup> in the next few weeks.

In addition, this week, ABA announced details for mid-April forums in Lake Forest Park, Washington, and Long Beach, California.

**Tuesday, April 13: ABA/PNBA Spring Forum and Education Session**

**10:30 a.m. - 2:00 p.m. at Third Place Books (17171 Bothell Way NE, Lake Forest Park, Washington)**

ABA CEO Oren Teicher and COO Len Vlahos will be on hand at a Booksellers Forum at Third Place Books to listen to booksellers' concerns and to provide updates on the association's programs and key initiatives. Attendees help guide the agenda of the forum, so booksellers are encouraged to come with questions and comments. Lunch will be served during the forum.

The program will also feature the presentation of the Winter Institute education session "Techniques and Tactics for Online Website Promotion." This session will show booksellers how to use everything from hyperlocal searches and affiliate marketing to advanced analytics and beyond to build a meaningful relationship between a bookstore website and the local community.

In line with booksellers' keen interest in alternative business models and new ways to stay connected to their customers, the day will conclude with a presentation of Third Place Books' POD machine.

Here's the schedule:

10:30 a.m. - Noon	Techniques and Tactics for Online Website Promotion
Noon - 2:00 p.m.	ABA Booksellers Forum over Lunch
2:00 p.m. - 2:30 p.m.	Presentation of Third Place Books' POD machine

Booksellers planning to attend the forum in Lake Forest Park are asked to RSVPs to ABA's Jill Perlstein<sup>33</sup> by April 5.

**Wednesday, April 14: ABA Booksellers Forum & SCIBA Schmooze Cruise II/Spring Meeting**

**10:00 a.m. - 6:00 p.m. on *The Queen Mary* (Queen Salon, 1126 Queen's Highway, Long Beach, California)** ABA CEO Oren Teicher and COO Len Vlahos will be hosting a Booksellers Forum at the Southern California Independent Booksellers Association's<sup>34</sup> Schmooze Cruise II/Spring Meeting. They'll be there to listen to booksellers' concerns and to provide updates on the association's programs and key initiatives during a lunchtime forum. ABA will also present the Winter Institute education session "Techniques and Tactics for Online Website Promotion."

Here's a look at the schedule to date for SCIBA's Schmooze Cruise. All events will be in the Queen's Salon, Main Deck:

**10:00 a.m. - 11:30 a.m. B-to-B From the Rep's Perspective**

Best practices and brainstorming to grow bookstore sales with businesses and schools. In this time of transition, how to increase your business using the resources of each publisher's Business-to-Business program. Presented by Tom Benton of Penguin Group and Wade Lucas of Random House.

**11:45 a.m. - 1:45 p.m.: ABA Spring Forum**

An open forum and discussion of industry issues. Attendees help make the agenda, so booksellers are encouraged to come with questions and comments. Lunch, hosted by ABA, will be served during the forum. Led by ABA CEO Oren Teicher.

**2:00 p.m. - 4:00 p.m.: Techniques and Tactics for Online Website Promotion**

From hyperlocal searches and affiliate marketing to advanced analytics and beyond, learn how to build a meaningful relationship between your website and your community. Presented by ABA COO Len Vlahos.

**4:15 p.m. - 5:00 p.m.: SCIBA Annual Meeting**

**5:00 p.m. - 6:00 p.m.: SCIBA Reception**

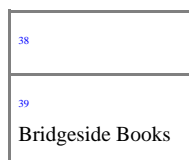
There will be a cash bar.

General parking is \$12; valet parking is \$16.

Booksellers who are planning to attend are asked to RSVP by April 5 via e-mail to ABA's Jill Perlstein <sup>35</sup> or SCIBA's Jennifer Bigelow <sup>36</sup>.

## Six Bookstores Off to a Good Start

March 18, 2010 -- In 2009, 40 ABA member stores <sup>37</sup> opened across the U.S. *Bookselling This Week* recently checked in with six of those new stores for a report on their first year. From Waterbury, Vermont, to Portland, Oregon, booksellers had upbeat news, including plans for expansion at Bridgeside Books in Vermont, a massive grand opening turnout at Flyleaf Books in North Carolina, and repeatedly hearing from customers, "We're so glad you're here -- this is just what the neighborhood needed" at Greenlight Bookstore in New York.



Hiata DeFeo opened Bridgeside Books <sup>40</sup> in Waterbury, Vermont, on July 18. DeFeo plans to expand the 500-square-foot store into the space next door in the next year and add a small coffee/tea counter, along with more seating and more books.

The general bookstore caters to book groups and works with several in the area, said DeFeo. "This was a focus of my business plan, but it has really taken off and is more successful than I anticipated."

Bridgeside Books has fit right into Waterbury. "The community has been so supportive, welcoming, and is making the effort to 'Keep it Local'. There is nothing like my shop in the area, so I really benefit from being a niche business. I have been able to meet and exceed my forecasts for year one."

Bridgeside had an "amazing community turnout" for its grand opening in August. "I thought my family and some friends would come because they had to," said DeFeo. "But more than 100 customers, supporters, friends, and family came to the ribbon cutting and party. The holidays were fantastic, and I blew my projections out of the water... I had a great Holiday Open House, and my tiny shop was packed. It was the best party in town!"

Maintaining that momentum is "all about constantly marketing, keeping things fresh, being welcoming and friendly, going above and beyond so that the customer wants to come back to my shop versus going to a box store or going online," she said. "They have a choice, and I want them to choose me."



In Brooklyn, New York, Greenlight Bookstore <sup>43</sup> held its official opening on October 24. Jessica Stockton Bagnulo, who launched the 2,000-square-foot store with Rebecca Fitting, said, "The neighborhood has completely embraced the store, and in some ways it feels like we've always been here. A neighborhood survey

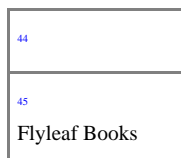
back in 2008 showed that Fort Greene residents wanted an independent bookstore, and they're showing us they meant it with their book-buying dollars."

Stockton Bagnulo listed some first-year highlights: "1) The moment at our Launch Party when [Brooklyn Borough President] Marty Markowitz declared October 24 'Greenlight Bookstore Day.'

2) Every time someone says, 'We're so glad you're here -- this is just what the neighborhood needed.'

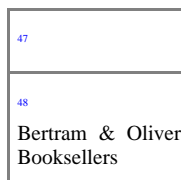
3) And every time a kid begs his parents to stay in the bookstore just a little bit longer."

Stockton Bagnulo also appreciates the support from publishers who are providing promo materials and first-rate authors for events. "We're still very much a work in progress, but we're happy with how things are shaping up so far!"



Jamie Fiocco, Land Arnold, and Sarah Carr opened Flyleaf Books <sup>46</sup> in Chapel Hill, North Carolina, just before the holidays and were immediately off to a "whirlwind" start. They expected about 150 people at the store's grand opening, and had 350 show up. The 7,250-square-foot general bookstore stocks large children's and local author sections.

"The first quarter has been slow but steady, and the community support has been tremendous," said Fiocco. "The support from the industry -- publishers, reps, wholesalers, advertisers, suppliers -- has been fantastic; it's really helped us feel like we're not doing this totally alone."



Bertram & Oliver Booksellers <sup>49</sup> opened on August 1, 2009, in Amesbury, Massachusetts. Owner Joanne Wimberly focuses on classics, poetry, children's books, mystery, history, and local authors within the 660-square-foot store.

When choosing her inventory, Wimberly sought to balance current titles with a lifetime of favorites. "I had lists from family, friends, past colleagues, and new customers," she said. The careful curation paid off. "Several months after opening I realized that I had received the same compliment at least 10 times in one week: 'You have a great selection!'"

Thanks to word-of-mouth and programs to foster and keep young readers, Bertram & Oliver's customer base is growing. "We have a program in which we gift a baby book to every new baby born to town residents," she said. "We established our mystery book club last November, and it has been a success! We have lots of good discussion, good food and drink, and enjoy our monthly meetings. I feel positive about the future and our role in this community."

Part of that role includes promoting Buy Local campaigns. Wimberly explained, "We are educating the community on the concrete benefits of spending 10 percent of their budget at their local, independently-owned retail shops."



50
51 Eclectic Books

Eclectic Books <sup>52</sup> in Murrieta, California, will celebrate its first anniversary on April 8. "We are primarily a used book store, but we have made sure to have plenty of new classics, DIY books and hand-made gifts by local artisans," said Heather Henry, who co-owns the 3,300-square-foot store with Tess Sheets. Eclectic hosts open-mic nights twice a month and has four reading groups, two sponsored by the store, including a teen reading group.

Overall, Henry said, "Of course we could use more business, but every day we have new customers and we are growing. Every day we meet amazing people with amazing lives and ideas, plus we get to be surrounded by books all day long." She also thanked ABA and IndieBound, which she said "made a huge difference and is contributing greatly to our success."

53
54 Green Bean Books

Jennifer Green, a former elementary school teacher, opened Portland, Oregon's Green Bean Books <sup>55</sup> on July 9. The 500-square-foot new and used children's bookstore offers a small adult section of handpicked good reads, with a specialization in multicultural and foreign language children's books. The store has a deck and side yard for hosting outdoor events. Green said via e-mail, "I do story time under the beautiful draping mulberry bush in the summer (it's like a fort)."

The store is unique because of "its secret dioramas hidden in the shelves, refurbished vending machines that dispense homemade finger puppets, mustaches and beards, miniature journals and pencils and tattoos," said Green. "Two neighbor boys down the street decided to collect all the finger puppets in the finger puppet machine last summer. Then they went home and hand-sewed a little bed to tuck them all in."

Green's goal was to "create not just a bookstore, but a fun experience for kids." One seven-year-old told her, "This is my favorite place in the whole world!" -- *Karen Schechner* <sup>56</sup>

*Read more* <sup>57</sup> *about bookstores that opened in 2009.*

## City Lights Named PW's Bookseller of the Year

March 18, 2010 --

San Francisco's City Lights Bookstore <sup>58</sup>, founded by Lawrence Ferlinghetti, has been chosen as *Publishers Weekly*'s Bookseller of the Year for 2010. "We've gotten quite an outpouring of good wishes (not to mention some delicious pastries) from our colleagues in the industry, which has been very nice," said store manager Andy Bellows. "To be recognized by your colleagues and peers in an industry of such smart, thoughtful people really is an honor."

The championing of literature has been part of City Lights' mission from its beginning in 1953. The intention was to create a "literary meeting place," a gathering place for intellectuals. City Lights Publishers, founded two years after the bookstore, furthers its

philosophy of supporting cutting-edge literature and books on important social and political issues. The world-famous bookstore was named a San Francisco Cultural Landmark in 2001.

Bellows said that the bookstore's history serves as an inspiration for staff. "It was a pleasant surprise to find out that we did indeed win, knowing that there were other deserving booksellers in the running. But, I have to say, it was when we completed the application that we were all reminded of the celebrated history of City Lights and why we are so dedicated to working here."

Bellows also credited the reps and publishers who have worked with City Lights over the years. "Because they are as good as they are at what they do, it allows us to be good at what we do."

City Lights will celebrate its latest honor on April 7, when it will host a roast to mark buyer Paul Yamazaki's 40th anniversary at the bookstore.

Ron Koltnow, Random House's New England rep, was named Rep of the Year. As reported in PW, in nominating Koltnow, Hilary Emerson Lay of The Spirit of '76 Bookstore & Card Shop in Marblehead, Massachusetts, called him "one of the most well-read and truly bibliophilic reps I have ever known." -- *Karen Schechner*

<sup>59</sup>

## Bookstores Give High Marks to Community Coupons

March 18, 2010 -- Some bookstores are learning that it takes a village -- or at least an online community -- to make advertising effective.

Common Good Books <sup>60</sup> and Green Apple Books <sup>61</sup> have tried online group coupon services in recent weeks, and both consider the experiments a success. "I think we will try it again," said Common Good Books manager Sue Zumberge. "It worked out really well."

Common Good Books' Groupon <sup>62</sup> and Green Apple's Joffer <sup>63</sup> were similar: A deal offering a discount at the bookstore was posted on the sponsoring website and e-mailed to local consumers. The coupon only became valid after a minimum number of people purchased it, and the store and the coupon provider split the revenue.

Green Apple offered San Franciscans \$25 in store merchandise for \$15, and sold 105 coupons in the 48 hours the offer was available. "Our reasoning was that they would generally spend more than \$25," said store co-owner Pete Mulvihill, and that's been the case for all the coupons redeemed so far.

Almost half the coupons have been redeemed by new Green Apple customers, something Mulvihill is particularly pleased about. "I don't know if you could ever spend \$300 on advertising" and bring in 14 new customers right away, he said, especially during a slow month like March.

Zumberge agrees. She treated the promotion as an advertising expense from the beginning, after checking with the store's accountant. Groupon's 60,000-name mailing list of Twin Cities customers was the biggest selling point. "These are people who have signed up because they consume," Zumberge said, so they are the type of customer Common Good Books most wants to reach.

Common Good Books offered \$20 of merchandise for \$10, and sold more than 800 coupons. As at Green Apple, about a third of the coupons have been redeemed so far, and all the transactions have been for more than the coupon amount.

Groupon keeps half the revenue it collects, a figure that initially surprised Zumberge, but she is convinced the results are worth it. Because Groupon only promotes one coupon at a time, "You have that one day where you're all there is" to a whole group of potential customers, she said.

Zumberge learned about Groupon from her daughter, who used a local restaurant's promotion for an order of chicken wings during the Super Bowl. After Common Good Books participated, a restaurant across the street from the store decided to try it as well -- and the bookstore staff have signed up for the e-mail offers.

Mulvihill decided to work with Joffer after the company approached him with a discount of its own -- Joffer kept 20 percent of the promotion revenues, instead of its usual 30 percent. "The 20 percent was appealing," Mulvihill said, but he was also impressed with Joffer's package and reach. "I was amazed ... at how many places picked up on it," he said. -- *Sarah Rettger*<sup>64</sup>

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## Vote Now for Your Favorite Handsells

*March 18, 2010* -- The owners and staff at all ABA member stores still have time to cast their ballots online<sup>65</sup> to choose the winners of the 2010 Indies Choice Book Awards. The winners in eight categories -- Adult Fiction, Adult Nonfiction, Adult Debut, Young Adult, Middle Reader, New Picture Book, Most Engaging Author, and Picture Book Hall of Fame -- will be announced in April and honored at ABA's Celebration of Bookselling Luncheon at BookExpo America 2010<sup>66</sup>.

ABA is currently accepting reservations<sup>67</sup> for the Celebration luncheon from two booksellers from each ABA member store. The Celebration luncheon, which is always a highlight of the trade show, will be on Wednesday, May 26, at New York's Javits Convention Center. Space is limited, and reservations are being filled on a first-come, first-served basis.

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## Permanent Press Sees Green in Doris Buffett Biography

*March 18, 2010* -- Permanent Press has high hopes for its upcoming release of *Giving It All Away: The Doris Buffett Story*<sup>68</sup>. "It's one of those things that could hit really big," said co-publisher Martin Shepard.

As a sign of its confidence -- and as part of a "green marketing plan" -- the press has decided to make the book available to all its accounts, including independent bookstores, on a nonreturnable basis only. The discount is 60 percent for a purchase of five or more copies.

Shepard said he believed that the higher-than-usual discount will give retailers more flexibility in pricing the books to meet customer demand. "I've always wanted to test the nonreturnable market, and this is a perfect book to start with," Shepard added.

*Giving It All Away* is a biography of Doris Buffett, philanthropist and sister of investor and Berkshire Hathaway founder Warren Buffett, who wrote the book's introduction. Shepard expects the Buffett name to draw national attention to the book. "I think it's going to be heavily publicized," he said.

Part of that publicity will come from the book's debut at Berkshire Hathaway's annual meeting at the beginning of May, an event known as "Woodstock for capitalists." The meeting brings more than 20,000 stockholders to Omaha, Nebraska, each year. Both Buffetts will be signing copies of the book at the 2010 meeting. (As

in past years<sup>69</sup>, Omaha independent The Bookworm<sup>70</sup> will be the event's exclusive bookseller.)

*Giving It All Away*, with a 10,000 copy first printing, is a departure for Permanent Press, which is known for publishing literary fiction. But co-publisher Shepard is optimistic about the book's prospects, and he sees independent bookstores as partners in its success. "Independent stores are always good to us," he said. "Being a small press, we're all in favor of small stores." -- *Sarah Rettger*<sup>71</sup>

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## Around Indies

*March 18, 2010* --

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### Books Inc. to Open New Airport Store

Northern California's Books Inc.<sup>72</sup> has announced plans to open a new store in February 2011 in San Francisco International Airport's renovated Terminal 2. Books Inc. has operated stores at the airport since 1995, and currently runs two other stores there.

The new store will share the Compass Books name with two other Books Inc. locations, one at the airport and one at Disneyland in Anaheim, California.

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### Clinton Book Shop Connects With Customers

The *Hunterdon County Democrat*<sup>73</sup> profiled the 35-year-old Clinton Book Shop, which is in the midst of moving to a new building in downtown Clinton, New Jersey.

The *Democrat* reported on the combined online and offline marketing efforts of store owner Harvey Finkel and manager Rob Dougherty. Between frequent Facebook updates, videos documenting the evolution of the store's new location, and a bimonthly "Politically Incorrect Book Club," Clinton Book Shop remains engaged with a broad spectrum of its community.

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### Boulder Bookstore's Consignment Program Draws Attention

The fee-for-consignment program<sup>74</sup> that Boulder Bookstore<sup>75</sup> established for self-published authors has caught the eye of Megan Garber at *Nieman Journalism Lab*<sup>76</sup>, who sees the program as an experiment in "microdistribution."

Garber saw lessons for the journalism community in Boulder Bookstore's method: "Indeed, bookstores are like news outlets in more ways than the simple fact of their existential endangerment. The world of book publishing is experiencing a restructuring that is similar -- and in some ways parallel -- to the power shifts taking place in the world of journalism. Bookstores themselves don't just facilitate access to information; they also provide an editorial filter for that information. Just as the *New York Times* is a curator of content as much as it's a creator of it -- assigning significance to news stories via (web)page placement, story length, headline size, etc. -- bookstores curate their own content via in-store placement, 'Staff Picks' sections, and all the rest."

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### Politics & Prose Recognized by ACLU

The National Capital Area chapter of the American Civil Liberties Union has honored Politics & Prose<sup>77</sup> and store founders Carla Cohen and Barbara Meade with its Henry W. Edgerton Civil Liberties Special Recognition Award.

The ACLU's website<sup>78</sup> features a tribute to the store: "The bookstore is inextricably tied to the Washington community,

reflecting the character of the community's interest in discussion and debate on everything political, both national and international and the community's far-ranging interests from art to cuisine, philosophy to history to a wide variety of fiction. The richness of the P&P experience also lies in its unique relationship with authors and publishers, conducting book groups and hosting author talks that facilitate relationships among books, the authors and their audiences."

The award will be given at the ACLU's annual Bill of Rights Awards Dinner on March 18. Cohen and Meade plan to use the opportunity to discuss a favorite book, Jeff Shesol's *Supreme Power: Franklin Roosevelt vs. the Supreme Court*<sup>79</sup>.

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### WORD Celebrates Third Anniversary

Brooklyn independent bookstore WORD<sup>80</sup> celebrated its third anniversary with Zane Lamprey, author of *Three Sheets: Drinking Made Easy! 6 Continents, 15 Countries, 190 Drinks and 1 Mean Hangover!*

"It was so nice to see folks come out who have helped make the store what it was," said store manager Stephanie Anderson.

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## BTW News Briefs

March 18, 2010 --

**Follett Announces Online Textbook Rental for Independent Bookstores** This week, Follett Higher Education Group announced the launch of two new college textbook rental programs for independent bookstores: an online affiliate program and an in-store rental support program.

Follett said that the Online Affiliate Program is "a turnkey rental service," offering revenue share, an expansive list of titles, a branded online rental solution, and an option to serve as students' "return depot."

The In-store Program would act as "an in-store rental support program for Follett's independently-managed college store partners" and would provide inventory protection, logistical support, and in-store and online marketing materials.

More information about Follett textbook rental is available at [www.follettbooks.com](http://www.follettbooks.com)<sup>81</sup>.

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New England Independent Booksellers Association Picks New Logo

After looking at hundreds of designs submitted by professional graphic artists, students, and others, the Board of the New England Independent Booksellers Association<sup>82</sup> has chosen a new logo, designed by Amanda Begins of Amada Begins Designs in Jeffersonville, Vermont.

Begins was awarded a \$250 gift certificate to her local independent bookseller, Phoenix Books, Café & Wine<sup>83</sup> in Essex, Vermont.

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### powerHouse Signs With Random House

Independent Brooklyn-based publisher powerHouse Books has signed a distribution arrangement with Random House Publishing Services. Beginning June 1, Random House will oversee powerHouse marketing, sales, and distribution.

powerHouse, which publishes books on fine art, history, pop culture, and fashion, said that the arrangement would not impact powerHouse Arena, the large bookstore and event space on the ground floor of its publishing offices.

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### NRF Names New President and CEO

The National Retail Federation<sup>84</sup> has selected Matt Shay to serve as its next president and CEO. Shay joins NRF from the International Franchise Association where he served as president and CEO. He succeeds Tracy Mullin, who is retiring after 17 years as NRF's CEO.

Shay's start date will be May 10, and he will be formally elected at the June 22 NRF Board meeting.

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### PEN American Center Re-elects Appiah

PEN American Center<sup>85</sup> announced on March 17 the re-election of scholar, author, and critic Kwame Anthony Appiah to another year as its president.

Also re-elected were Laurence J. Kirshbaum, founder of LJK Literary Management, as executive vice president; Jessica Hagedorn, novelist and playwright, as vice president; Maria B. Campbell, founder and director of an international literary scouting agency, as treasurer; and Roxana Robinson, novelist, as secretary. Victoria Redel, novelist and poet, was newly elected vice president, taking the place of novelist A.M. Homes, whose term on the board was up.

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## Spring Book Awards Season Revs Up

March 17, 2010 -- Here's a look at some of the book awards winners and finalists announced in the past week.

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### The National Book Critics Circle Award Winners

On Thursday, March 11, at the New School's Tishman auditorium in New York, the National Book Critics Circle<sup>86</sup> announced its award winners for the 2009 publishing year.

The NBCC winners are:

- **Fiction** : *Wolf Hall* by Hilary Mantel (Holt)
- **General Nonfiction** : *The Age of Wonder: How the Romantic Generation Discovered the Beauty and Terror of Science* by Richard Holmes (Pantheon)
- **Biography** : *Cheever: A Life* by Blake Bailey (Knopf)
- **Autobiography** : *Somewhere Towards the End* by Diana Athill (W.W. Norton)
- **Poetry** : *Versed* by Rae Armantrout (Wesleyan University Press)
- **Criticism** : *Notes From No Man's Land: American Essays* by Eula Biss (Graywolf)

Joan Acocella was awarded the Nona Balakian Citation for Excellence in Reviewing, and Joyce Carol Oates was presented the Ivan Sandrof Lifetime Achievement Award.

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### The Dilys Award Winner

The Independent Mystery Booksellers Association<sup>87</sup> has honored *The Sweetness at the Bottom of the Pie* by Alan Bradley (Delacorte) with this year's Dilys Award. The award is named in honor of Dilys Winn, the founder of the first specialty bookseller of mystery books in the United States, and is given to the mystery title

of the year that member booksellers have most enjoyed selling.

### The James Tiptree Jr. Award Winners

On March 17, the James Tiptree, Jr. Literary Award Council <sup>88</sup> (www.tiptree.org) announced two winners of the 2009 Tiptree Award, an annual literary prize for science fiction or fantasy that expands or explores our understanding of gender: Greer Gilman's trilogy of interconnected stories, *Cloud & Ashes: Three Winter's Tales* (Small Beer Press) and Fumi Yoshinaga's alternate-history manga, *Ooku: The Inner Chambers (volumes 1 & 2)* (VIZ Media).

The Tiptree Award winners will be celebrated on Memorial Day weekend at WisCon <sup>89</sup> in Madison, Wisconsin. Each winner will receive \$1000 in prize money, an original artwork created specifically for the winning novel or story, and (as always) chocolate.

### The Publishing Triangle Awards Finalists

On March 17, The Publishing Triangle <sup>90</sup> announced the finalists for best lesbian and gay fiction, nonfiction, poetry, and debut fiction published in 2009.

#### Finalists for the Judy Grahn Award for Lesbian Nonfiction

- Rebecca Brown, *American Romances* (City Lights)
- Mary Cappello, *Called Back* (Alyson Books)
- Joan Schenkar, *The Talented Miss Highsmith* (St. Martin's)

#### Finalists for the Randy Shilts Award for Gay Nonfiction

- James Davidson, *The Greeks and Greek Love* (Random House)
- Chap Heap, *Slumming: Sexual and Racial Encounters in American Nightlife, 1885 - 1940* (University of Chicago Press)
- David Plante, *The Pure Lover* (Beacon Press)

For the full list of finalists, visit [www.publishingtriangle.org](http://www.publishingtriangle.org) <sup>91</sup>.

The 22nd annual Triangle Awards will be presented on April 29 at the Tishman Auditorium of the New School for Social Research in New York City. The ceremony is free and open to the public, with a reception to follow.

### The 2009 Lambda Awards Finalists

The Lambda Literary Foundation <sup>92</sup> announced the 2009 Lambda Award finalists. There were 113 LGBT-interest titles in 23 categories. "This has been a record year for queer books," said the 2009 Lambda Awards Administrator, Richard Labonté. "The number of titles nominated and the number of publishers represented is in both cases about 10 per cent higher than last year." The finalists include:

#### Lesbian Fiction

- *Dismantled*, by Jennifer McMahon (HarperCollins)
- *A Field Guide to Deception*, by Jill Malone (Bywater Books)
- *Forgetting the Alamo*, Or, *Blood Memory*, by Emma Pérez (University of Texas Press)
- *Risk*, by Elana Dykewomon (Bywater Books)
- *This One's Going to Last Forever*, by Nairne Holtz (Insomniac Press)

#### Gay Fiction

- *Lake Overturn*, by Vestal McIntyre (HarperCollins)
- *The River In Winter*, by Matt Dean (Queens English Productions)
- *Said and Done*, by James Morrison (Black Lawrence Press)

- *Salvation Army*, by Abdellah Taia (Semiotext(e))
- *Silverlake*, by Peter Gadol (Tyrus Books)

For a full list of finalists, visit [www.lambdaliterary.org](http://www.lambdaliterary.org) <sup>93</sup>.

Winners will be announced at the 22nd Annual Awards on May 27 in New York at the School of Visual Arts Theater in New York City.

## ABFFE Encourages Booksellers to Oppose Alaska Censorship Bill

March 17, 2010 -- The American Booksellers Foundation for Free Expression <sup>94</sup> (ABFFE) is working with Alaska booksellers and other free speech organizations to oppose House Bill 298, which bans the sale of sexual material to minors, because two provisions of the bill remain unconstitutional.

ABFFE opposes the bill as it now stands because a provision bans the dissemination of sexual material in electronic communications, including material posted on websites. "Booksellers have joined in a number of lawsuits challenging similar restrictions around the country," said ABFFE President Chris Finan, "because they could apply to book jackets and excerpts with sexual content that are posted on a bookstore's website." In almost all of the cases, the laws have been struck down.

HB 298 also bans the sale of material that "appears" to show a minor engaged in sexual conduct, even if that is not what is actually depicted. "The Supreme Court has struck down restrictions on material that only appears to depict a minor," said Finan.

This week, ABFFE encouraged Alaska booksellers to express their opposition to the bill to their state representatives before a scheduled hearing in the House Finance Committee on Friday.

ABFFE and its partners have already succeeded in convincing the Alaskan House Judiciary Committee to modify the bill so that it no longer applies to all books with sexual content but only to those that, taken as a whole, appeal to the prurient interest of minors and lack serious literary, artistic, political or scientific value for minors. "This definition," said Finan, "meets the requirements established by the U.S. Supreme Court. Similar laws exist on the books of most of the other states."

But the Alaska Senate's version of the bill, Senate Bill 222, has not been modified. "It would make it a felony for you to sell a book with any sexual content to a minor under 16, including a sex education book intended for minors like Robie Harris' bestseller *It's Perfectly Normal*," said Finan. ABFFE is urging booksellers to contact their state senator to express their opposition to SB 222.

Booksellers who have questions about the bills and lobbying efforts should contact Finan at [chris@abffe.com](mailto:chris@abffe.com) <sup>95</sup>.

## Will Britain's Bookstores Survive?

March 17, 2010 -- On World Book Day, the biggest annual celebration of books and reading in the U.K. and Ireland, Scotland's The Big Issue <sup>96</sup> asked if browsing in a book shop is an endangered pastime.

### By Vicky Davidson

Browsing the shelves of a bookstore is unlike any other shopping experience. You step off a drab street into the dazzling embrace of

shelves crammed with colour and wonder; flirtatious covers of all shapes and sizes entice you to open your mind and take a trip into undiscovered worlds where Barack Obama and Michael Palin nestle alongside Dennis the Menace and lusty vampires.

Even at their busiest, bustling with hubbub, there's a tranquility that emanates from those whispering pages, an escape hatch for restless minds. But with the cold winds of recession blowing through the nation's high streets, Internet shopping taking a huge bite out of sales, and supermarkets sweeping up with outrageously discounted bestseller titles, can Britain's love affair with the bookstore weather the economic storm?

Graeme Neill, senior news reporter on the book industry's bible *The Bookseller*, thinks the forecast might not be altogether bleak. "I think the death of the bookshop has been slightly overstated," he tells *The Big Issue*. "It's true that high street book sales have been falling rather sharply -- by approximately seven percent in 2009.

"However, I think what the recession has done is invoke a rather bloody survival of the fittest. Competition is fierce, but successful high street chains and independents are fighting back with what makes them unique. WH Smith is fantastic at marketing books, one of Waterstone's strengths is author signings and events, and independents can really tap into their local community.

"I don't think anyone is predicting it will get any easier for the high street but I don't think we are looking at the death of the bookshop just yet."

"There's no doubt that the Internet has changed the way we shop in all areas of retail," admits Waterstone's spokesman Jon Howells. "But browsing in a good bookshop remains the best way to discover something new to read, something you might not have been expecting to find."

Already losing stalwarts such as Ottakars, high street browsers suffered a body-blow last year as Borders shut down, with the loss of 45 stores U.K.-wide -- a result greeted with little surprise within the industry. Despite hopes it could mean a silver-lining for Waterstone's in the long-term, the HMV-owned chain also suffered last year, cutting 650 jobs including that of MD Gerry Johnson who was dismissed at Christmas after reporting a 8.5 percent drop in like-for-like sales over the festive period.

At the same time, The Booksellers Association reported the biggest net closure of independent retailers since 2004, with 102 shops either closing or quitting the organisation -- criticised by small booksellers for favouring retail behemoths -- and just 40 opening across the U.K. in 2009.

It all makes for a gloomy picture, but Andrew Bentley-Steed, manager of The Edinburgh Bookshop, is "very optimistic" that independent retailers can ride it out. The shop -- in the leafy Bruntsfield area, which is the habitat of J.K. Rowling, Ian Rankin, and Alexander McCall Smith -- opened six months ago as a big brother to The Children's Bookshop 100 yards up the road, which has built up a faithful customer base since 2007.

Bentley-Steed admits he and the store's owners, Vanessa and Malcolm Robertson, were nervous about opening in the middle of a recession, but they were responding to ardent demand from grown-up customers who had been at their children's shop. "It still seemed like a risk," Bentley-Steed admits. "If you are opening an independent bookstore, you have to choose your area wisely, work out who's in the local community, who will regularly buy -- and value -- books. Of all the locations in Britain you could own a bookshop, Bruntsfield is probably the best," he notes. "And it

definitely helps being in a UNESCO City of Literature."

He believes promotional overkill in major stores puts buyers off. "Many don't want big promotions and posters, they want the feeling that the books are hand-selected," insists Bentley-Steed.

But Jon Howells argues that while the average Waterstone's store stocks 35,000 titles -- up to 250,000 in their biggest branches -- the mega-chain has a human touch. "We have over 4,000 booksellers, each passionate about books and with their own opinions and areas of expertise they love to share -- you'll find loads of locally chosen and recommended books in every branch," he insists.

In recent years retailers have responded to the challenge of chilly (if convenient) Internet transactions and casual supermarket purchasing by introducing extra-curricular goodies, such as author events, now an integral part of business. As Howells points out, "it's much easier to meet your favourite writer than your favourite pop star, actor of sporting hero." Coffee shops, reading areas, and children's events are all fixtures of the modern bookshop, while Waterstone's also offers computer terminals, eBooks and eReaders.

For Valentine's Day this year, The Edinburgh Bookshop ran a literary speed-dating night, and their popular book groups, which run thrice-monthly, also act as focus groups, with staff noting what reactions various titles receive. "The trick is not to think as a business but part of the community," says Bentley-Steed. "We most frequently hear people saying our shop is like coming into someone's lounge, very relaxed, informal."

Howells says: "People are passionate about books -- what they like, what they don't like -- and there's no sign of that changing. Today there are bookshops in places that previously had none, books are available in more outlets than ever before, customers have access to great prices and range, and more choices of format than ever before: hardbacks, paperbacks, audiobooks, and eBooks."

The number of books published in the U.K. last year hit a 15-year high, with 133,224 titles being released -- up 3.2 percent on 2008. But the sales landscape has undergone a seismic shift, and with the introduction of eBooks a new phase has begun.

Globally, Amazon accounts for 19 percent of physical book sales and 90 percent of eBooks. Meanwhile, supermarket price slashing means they've trebled sales over the last five years. Asda, Sainsbury's, and Tesco sold one in every five books bought in the U.K. in 2009. But booksellers maintain that browsing the shelves is a sensory encounter that no soulless supermarket or web session can match.

"When you pick up a book it's an artistic experience," points out Bentley-Steed. "It's old technology, more than 500 years old, and it's lasted so long because it works. It's a very private experience. All the feedback I get from customers is, 'I like the feel of paper, I like the smell of bookshops, I like the sound a hardback makes when you crack it open.'"

Graeme Neill believes the consumer could win out in the end: "If the book trade is forced to improve, to put on more dynamic events, have beautifully designed bookshops or enthusiastic staff handselling books, that can only be a good thing."

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## Bookstore Sales Up in January

March 17, 2010 -- January retail sales at bookstores were up by 2.0 percent, compared to January 2009, according to preliminary figures recently released by the Bureau of the Census. January 2010 bookstore sales are estimated at \$2,277 million, compared to sales of \$2,233 million for the same period last year.

Final December sales were \$2,023, down 0.2 percent from last month's preliminary estimates and 0.8 percent lower than December 2008.

Total retail and food service sales in January are estimated at \$409.0 billion, compared to \$314.0 billion in January 2009, an increase of 2.6 percent.

Period	2009 Final (Millions of Dollars)	2010 (Millions of Dollars)	% Change 2010 over 2009
January	2,233	2,277 (p)	2.0
YTD	2,233	2,277 (p)	2.0

(p) Preliminary figure

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

## Canadian Booksellers Lobby Against Amazon Warehouse

March 17, 2010 -- Canadian booksellers are not sitting still as they await the government's decision on Amazon's application to open a warehouse<sup>98</sup> in Canada. "Our members are writing their MPs, the Minister of Canadian Heritage, and the Prime Minister of Canada to express their concerns," said Canadian Booksellers Association (CBA) Executive Director Susan Dayus. "Last Friday we started a postcard campaign to make it easy for our members to send a message to government officials." The CBA has also designed postcards that customers can use to show their support.

Although Amazon.ca has been selling directly to the Canadian market since 2002, the warehouse would be the U.S.-based company's first physical presence in Canada. That triggers a review of the proposal under Canada's foreign-ownership and cultural-industries laws.

On March 5, CBA president Stephen Cribar sent a letter<sup>99</sup> to the Minister of Canadian Heritage explaining the association's opposition to the proposal. "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," he wrote.

The government's decision is due by April 12, unless both Amazon and the government agree to an extension. "We are hopeful that our campaign has resonated with our government and they will

understand why allowing Amazon.com to set in Canada is not a net benefit to Canadians," said Dayus. -- Sarah Rettger<sup>100</sup>

## BEA Launches New York Book Week

March 17, 2010 -- This week, BookExpo America<sup>101</sup> (BEA) announced the official debut of New York Book Week<sup>102</sup>, a celebration of literature and author events, from Sunday, May 23, through Saturday, May 29. The program expands on the presence of BEA in New York City this year by making authors available to the community. A wide range of author events is planned. Participating organizations and venues involved in New York Book Week include Times Talks, the 92nd Street Y, the New York Public Library, the Brooklyn Public Library, Symphony Space, Barnes & Noble Booksellers, and select member stores of IBNYC (Independent Booksellers of New York City) including Housing Works, powerHouse Arena and Book Culture, among others.

"I am thrilled that New York Book Week is poised and ready to debut in a significant and meaningful manner," said Steve Rosato, BEA show manager. "One of the things that we most wanted to do when we made the decision to keep BEA in New York City for the next few years was to work closely with the community. New York is the publishing capital of the world and there is already an enormous amount of literary activity taking place in the city. It seemed only natural that all of us should band together and call attention to our individual and collective efforts. That's what New York Book Week is all about."

The BEA marketing staff has created a logo for New York Book Week, which will be used on websites, advertising, event programs, and listings by all participants in New York Book Week. BEA has also created a dedicated New York Book Week webpage<sup>103</sup> on its own site, which will feature listings of events and will include participant's own logos.

Some of the authors and notable personalities who will be participating in various events associated with New York Book Week include: Lee Child, Jonathan Franzen, Ira Glass, Sara Gruen, David Means, Edmund Morris, and Scott Turow.

## Free Classifieds Available to ABA Bookstore Members

March 16, 2010 -- All ABA Bookstore Members in good standing are entitled to four *free* two-week Classified Ad insertions in *Bookselling This Week* each year. *BTW* Classifieds are the perfect place for booksellers to place help wanted ads, advertise fixtures or stores for sale, and more.

Each ad of up to 50 words will appear for a period of two weeks on *BTW*'s Classifieds webpage<sup>104</sup>, as well as in the full print-on-demand edition of *BTW*. Additional Classified Ads can be placed at a 25 percent discount off the regular rate of \$22.50 per seven words (28-word minimum).

Booksellers interested in placing a Classified Ad should contact *BTW* Writer/Editor Sarah Rettger at sarah@bookweb.org<sup>105</sup> or (800) 637-0037, ext. 6645. The deadline for Classified Ad copy is 11:00 a.m. on Wednesday for an ad in the following day's edition of *BTW*.

With a circulation to more than 13,000 trade professionals, *BTW* also offers publishers, sidelines vendors, and others in the industry opportunities to place "Front Page" Ads in the *BTW* weekly e-mail flash. A rate card and booking information are available on ABA's

trade website, BookWeb.org<sup>106</sup>.

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Links in this document:

1. See <http://www.bookweb.org/events/bea/program>
2. See <http://www.bookexpoamerica.com>
3. See <mailto:paige@bookweb.org?subject=Video%20Lab>
4. See <http://www.bookweb.org/events/bea/bealunch.html>
5. See [https://www.compusystems.com/servlet/ar?evt\\_uid=134&campaigncode=CampGE](https://www.compusystems.com/servlet/ar?evt_uid=134&campaigncode=CampGE)
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